



Master thesis

Turkish consumers' response to luxury vs. necessity
product ads in Turkish, English and mixed Turkish-
English:

An exploratory experiment with Turkish consumers

C.J.A. (Katie) Cowan - S4151755

MA International Business Communication

Radboud University Nijmegen

C.cowan@student.ru.nl

Supervisor: dr. F. van Meurs

Second supervisor: dr. B. Planken

Date: 13/09/2018

Word count: 14545

Version: Final version

Abstract

The choice of language in advertising is of paramount importance for MNCs as it may positively or negatively influence consumers' attitude towards the advertisement, attitude toward the product (Krishna & Ahluwalia, 2008) and purchase intention (Van Hooft, Van Meurs & Spierts, 2017). Many researchers have investigated the effect of language on consumers' response. However little research has been conducted on this topic in a low English proficient monolingual country such as Turkey. Furthermore, earlier studies have not included possible predictor variables such as actual English language proficiency, attitude towards the English language and their native language, and degree of consumer ethnocentrism. Therefore, the present study examined the possible effect of language of the ad on Turkish consumers' attitude towards the product, attitude towards the ad and purchase intention when evaluating a luxury and necessity product. It also investigated whether English language proficiency, attitude towards the English and Turkish language, and consumer ethnocentrism held predictive values for consumers' attitude to the ad, product and purchase intention. A 3 x 2 between-subject design with as between-subject factors "Language of the ad" (all Turkish/ all English/ mixed Turkish-English) and "product type" (luxury vs. necessity), was used in this study. This study found that the language used in the ad did not significantly affect attitude towards the advertisement, attitude towards the product or purchase intention. Additionally, the findings in this study showed that the predictors investigated in this study, for the most part, did not predict attitudes towards the ad, attitude towards the product or purchase intention for necessity or luxury products advertised in English or mixed language. The findings only showed that associations of belongingness positively predicted general attitude towards the product, and self-assessed English language proficiency negatively predicted attitude towards the product in terms of English symbolic value for the luxury ad in Turkish. This study could therefore conclude that MNCs are able to use which ever language strategy (all English, all Turkish or mixed language) they deem best for their company, and that they do not have to take certain respondents' characteristics into account as they do not predict consumer response.

Keywords: Turkey; language use; advertising strategies; consumer attitudes; luxury; necessity; products; international business communication; consumer ethnocentrism; language attitudes; language proficiency

1. Introduction

Due to the ever-expanding global market, new products and new brands from all over the world are introduced every day. As the global market continues to grow, businesses are continuously forced to make strategic decisions when communicating to one of their largest stakeholder groups: consumers. According to the literature, it seems that the choice of language in advertising is of paramount importance for MNCs as it may negatively or positively affect consumers' attitude toward the advertisement, the attitude toward the product (Krishna & Ahluwalia, 2008) and their purchase intention (Van Hooft, Van Meurs & Spierts, 2017).

There are several strategies companies could implement to achieve a favourable position in the mind of the consumers. For example, Alden, Steenkamp and Batra (1999) mention three positioning strategies that companies could implement in their advertising campaigns: global consumer culture positioning (GCCP), local consumer culture positioning (LCCP), and foreign consumer culture positioning (FCCP). In all three strategies, the choice of language is an important component. GCCP could be linked to the standardisation strategy: implementing a standardised language in various markets (Gerritsen et al., 2007). The standardisation strategy may involve using English as a global language. Using the English language in advertising in non-native English countries has increased in popularity (Gerritsen et al., 2007). A possible explanation for this occurrence is that the English language is assumed to evoke symbolic values for consumers (Kelly-Holmes, 2000), examples of which are internationalism, modernisation (Bhatia, 1992), youth, dynamism, (Gerritsen, Korzilius, Van Meurs & Gijssbers, 2000) and also superiority to local products (James & Hill, 1991). Researchers have affirmed that values such as globalness, internationalism, sophistication are indeed associated with the English language (Krishna & Ahluwalia, 2008; Lin & Wang, 2016), and could, therefore, be used by local and international companies as a way to gain a particular brand or product image which is associated with luxuriousness and globalness (Gerritsen et al., 2000, Kelly-Holmes, 2000).

In contrast to standardising ads by using English as a global language, companies applying the LCCP strategy adapt their ads (adaptation strategy) to the needs and tastes of each local culture; they typically use the local language of the targeted audience (Luna & Peracchio 2005a).

In the third strategy (FCCP strategy) “a brand could associate itself with a specific foreign consumer culture (FCCP) by using spoken and written words from the local culture in advertising”

(Alden et al. 1999, p. 77). This strategy will not be discussed further as it is not the focus of this study.

Besides using the native language (LCCP) or a standardised language (English), companies could also opt for a combination of the native language and English (mixed language strategy) (Krishna & Ahluwalia, 2008). Opting for this strategy means that MNCs could take advantage of the existing associations with the English language (e.g. cosmopolitan, professionalism and globalness) (Krishna & Ahluwalia, 2008) and simultaneously, by adapting to the local language, show cultural sensitivity for the local culture (Van Hooft, Van Meurs & Spierts, 2017).

Many researchers have investigated the use of English in advertising in countries in Asia (e.g., Ahn, La Ferle & Lee, 2016; Krishna & Ahluwalia, 2008) South America (e.g., Alonso García, Chelminski & González Hernández, 2013) and Europe (e.g., Gerritsen et al., 2010). Studies have also investigated the effect of attitudes towards the English language (e.g. Álvarez, Uribe & De-la-Torre, 2017; Van Hooft, Van Meurs and Schellekens, 2017) and the effect of comprehensibility and language proficiency of the foreign language (Hornikx, Van Meurs & de Boer, 2010; Nederstigt and Hilberink-Schulpen, 2017). However, earlier studies have mostly focussed on countries which are considered bilingual countries or countries with a high proficiency in English. Little research has been done in monolingual countries where proficiency in English is very low, exceptions include Van Hooft, Van Meurs and Spierts (2017), who investigated Egyptian consumers' response to language choice in ads, and Lin and Wang (2016), who investigated Taiwanese consumers' response to language choice.

Therefore, this study set out to examine a monolingual country with a very low proficiency (ranked 62 out of 80 countries worldwide and ranked 25 out of 26 in Europe) in English: Turkey (EF index, n.d.). With its growing economy, rising income and expanding young population, high level of urbanisation (Euromonitor, 2015) and its geographical position, Turkey is considered one of the most attractive emerging markets (Bloomberg, 2018). Therefore, the results of this study may be of relevance for MNCs wishing to enter this market.

On the basis of the aforementioned considerations in the literature, regarding language strategies in advertising, this study aims to investigate what the effect of the use of English, Turkish, or a mix of Turkish and English in product advertisements is on Turkish consumers' attitude toward the ad, attitude toward the product and intention to buy the product.

2. Theoretical framework

Standardisation/adaptation strategy

When companies employ a standardisation strategy, they often use English for their global communications. English is well-established as the language most frequently used for global communication (Hornikx & Starren, 2008; Starks & Paltridge, 1996), as it can enable the company to create a global brand image that has a similar positioning in global markets (Hornikx, Van Meurs & De Boer, 2010). Additionally, using a standardised language can save translation, adaptation and registration costs (Hornikx & Starren, 2008; Gerritsen, Korzilius, Van Meurs & Gijbers, 2000). Furthermore, standardisation provides more control over activities across markets and gives companies the opportunity to exploit the same creative ideas in various countries. Despite all the benefits of standardising ads, standardisation has received some criticism (Hornikx, Van Meurs & De Boer, 2010; Melewar & Vemmervik, 2004). Too much focus on cost reduction may lead to ignoring the target group's need for a meaningful message. Cost reduction does not automatically imply profit maximization. Standardising ads may make the advertising unappealing to different target groups and may illicit negative consumer reaction instead of positive response towards ads and the product, which may ultimately result in decreasing sales (Melewar & Vemmervik, 2004).

In contrast to the standardisation strategy, companies may choose to adapt their advertisements (adaptation strategy) to the needs and tastes of the local culture (typically using the local language of the targeted audience) (Luna & Peracchio 2005a). The study by Koslow, Shamdasani and Touchstone (1994) for example, showed that using Spanish in ads (adaptation) led to Hispanic consumers believing that the ad was more sensitive towards their culture as opposed to when the ad was completely in English (standardised language). Advocates for the adaptation strategy believe that due to differences among consumers regarding culture, adaptation is needed because standardisation does not take consumer values and lifestyles into account (Melewar & Vemmervik, 2004).

Foreign languages in advertising

Foreign languages may be used to evoke certain associations of a specific country. These associations are then expected to be transferred to the product (Hornikx, Van Meurs & Hof, 2013) and this may result in a positive evaluation of the advertised product/brand).

Using foreign languages in advertising is believed to possibly be more effective than the same phrases in the local language of the target audience (Hornikx et al., 2013). Some researchers argue that this is because it may not be important that consumers understand the content of the message in the foreign language, as it is more important that the foreign language transmits a certain symbolic message (Hornikx & Van Meurs, 2015; Kelly-Holmes, 2000). This statement concurs with the findings of a recent study conducted by Nederstigt and Hilberink-Schulpen (2017). They found that “Dutch consumers rated the slogans in the language in which they were least proficient (Spanish) better than the slogans in their native language, but also better than the ones in the language they were more proficient in (German)” (Nederstigt & Hilberink-Schulpen, 2017, p.10). This suggests that even though the participants do not understand the slogan, the symbolic function of the Spanish language could be responsible for the higher ratings for attitude towards the product and the intention to buy the product.

These findings, however, seem to be in contrast to what Hornikx, et al., (2010) found. They compared English slogans to Dutch native slogans and found that the more complex the English slogan the higher the preference for the native Dutch slogan was. More difficult slogans were less easily understood than simpler ones. Their findings, therefore, led to the assumption that the preference for the native language was related to the lack of understanding of the foreign language slogan. It seems that the comprehension of the foreign language may indeed influence the effectiveness of foreign languages used and thus may play a part in the extent to how well the ads with English slogans are evaluated. These findings concur with the assumption of other researchers that state that “the comprehensibility of the advertising message on the part of its target group is key to achieving the desired communicative effect” (e.g., Pieters & van Raaij, 1992, as cited in Planken, Van Meurs & Radlinska, 2010, p. 227). Furthermore, it is believed that for language associations to occur, the reader must have a good comprehension of the language (Duszak, 2002). On the basis of earlier findings, it could be assumed that the language proficiency (i.e., comprehension of the language) of the target group in a different language may play a role in whether the target group associates the language with positive or negative values, and thus evaluates the ad more positively or not when confronted with an ad containing a message in a different language.

In conclusion, there seem to be conflicting indications as to whether comprehensibility of the language may or may not be an influence on the evaluations of the ad and product. Moreover,

most studies have focussed solely on using self-assessment measures to evaluate language proficiency as opposed to measuring actual language proficiency (e.g., Krishna & Ahluwalia, 2008; Van Hooft, Van Meurs & Spierts, 2017). Little research has been done using comprehensibility of the language (language proficiency) as a predictor for attitude towards ad, product and purchase intention.

As Turkey scores low in English language proficiency (EF index, n.d.) it is therefore an interesting and useful country to investigate, because on the one hand their low English language proficiency could mean that they do not appreciate the English language in the ad and may therefore negatively influence their response. On the other hand, even though their proficiency may be low, the symbolic function of English could result in a more positive consumer response.

This study set out to examine not only Turkish consumers' self-assessed language proficiency, but also actual English language proficiency because it is believed that self-rated competence assessments may create bias, as people tend to underestimate or overestimate themselves in a foreign language's proficiency (MacIntyre, Noels & Clément, 1997). Furthermore, this study aimed to test whether their English language proficiency could predict the attitude towards the ad, attitude towards the product and purchase intention positively or negatively, since language proficiency may potentially play a role in consumers' evaluation of the ad.

English in advertising

Piller states that "English is the most frequently used language in advertising messages in non-English-speaking countries (besides the local language, of course)" (2003, p. 175) and has also been studied more frequently than other foreign languages (Gerritsen et al., 2007). According to Piller (2003 as cited in Gerritsen et al., 2007), other foreign languages' (e.g. French, Italian, Spanish) primary aim is to associate the product with ethno-cultural stereotypes (e.g. Italian and pasta), whereas generally English is used to create an international, cosmopolitan, modern and cool image (Piller, 2001; Alm, 2003; Vettorel, 2003; Gerritsen et al., 2007; Hornikx & Starren, 2008; Van Meurs, 2010). It is assumed that English holds symbolic values for consumers (Kelly-Holmes, 2000), examples of which are: internationalism, modernisation (Bhatia, 1992), youth, dynamism, (Gerritsen, Korzilius, Van Meurs & Gijsbers, 2000), sophistication (Krishna & Ahluwalia, 2008) and also superiority to local products (James & Hill, 1991). The underlying reason advertisers use English in ads is because of the above-mentioned symbolic values that the

English language potentially holds. It is assumed that consumers have positive associations with the English language and it is suggested that these associations in turn lead to more positive ad and product evaluations (Gerritsen et al., 2000). Several studies have shown that the English language indeed is associated with positive values such as sophistication and globalness (Krishna & Ahluwalia, 2008; Lin & Wang). Therefore, the English language could be seen as a useful tool for international companies to implement, to gain a particular brand or product image which is associated with modernity and globalness (Gerritsen et al., 2000, Kelly-Holmes, 2000).

Although it is assumed that consumers have positive associations with the English language and that these associations lead to more positive ad and product evaluations (Gerritsen et al., 2000), it is still important to take consumer's existing attitude towards the language into consideration (Nederstigt & Hilberink-Schulpen, 2017). The consumer may have different associations to the foreign language used in the ad than expected. For example, if the consumer were to have a negative association with the English language, there is a possibility that the attitude towards the ad or the product is affected negatively (Nederstigt & Hilberink-Schulpen, 2017).

There have been several studies that have evaluated and tested consumers' attitude towards the foreign language (English) and native language (e.g., Krishna & Ahluwalia, 2008; Lin & Wang, 2016), and there is some evidence that language attitude indeed influences product appreciation (Luna & Peracchio, 2005a; 2005b). However, only a few studies (e.g., Koslow et al., 1994; Van Hooft et al., 2017) have investigated whether consumers' language attitude actually predicts attitude towards the ad.

Koslow et al., (1994) investigated whether the attitude towards English and attitude towards Spanish of Hispanic bilinguals predicted attitude towards the ad, but found no evidence to support this. However, a study conducted by Van Hooft, Van Meurs and Spierts (2017), provided evidence that for an ad written in English, attitude towards the English language for monolingual Arabs predicts a positive attitude towards the ad and product. Furthermore, they found that for a mixed Arabic- English ad the attitude towards symbolic values of English (e.g., internationalism and modernity) predicted a more positive attitude towards the ad, attitude towards the product and purchase intention. These findings support the ideas of many researchers (Gerritsen et al., 2000; Kelly-Holmes, 2000) that state that positive English language associations influences positive ad and product evaluations.

Because attitudes towards certain languages may vary in different countries, as they are dependent on context (Santello, 2015), and research has shown that language attitudes can have an effect on attitude towards the ad, product and purchase intention (Van Hooft, Van Meurs & Spierts, 2017), it is important to further investigate whether language attitudes affect consumer response in a different country. Therefore, the current study aimed to provide more empirical evidence to support these findings by testing the predictive value of attitudes towards the English language of a different consumer group: Turkish consumers.

Mixed language in advertising

Mixing languages i.e., mixing the local language and English as foreign language in advertising is becoming more frequent in global advertising campaigns (Bhatia & Ritchie in Planken, Van Meurs & Radlinska, 2010). Besides implementing the local language or English in advertising, organisations may benefit from using a mix of the local language and the English (Hashim, 2010). By mixing the language in the ad, MNCs can benefit from the potentially positive symbolic values of English and at the same time show cultural sensitivity towards the local culture (Van Hooft, Van Meurs & Spierts, 2017).

As well as the possible positive associations that may be evoked by using a foreign language, Hornikx, Starren and Van Heur (2004) and Alm (2003) argue that using foreign languages can attract attention. It attracts attention because the use of a foreign language deviates from the norm and is therefore unexpected. This argument may be linked to the Markedness model. This model explains that “the expected (unmarked) language may be processed literally, with the perceiver focusing on the message content; however, use of a marked (unexpected) language is likely to focus attention on the language per se and trigger perceptions associated with it” (Krishna & Ahluwalia, 2008, p. 696). Luna and Peracchio (2005a) supported this theory as they found that Hispanics evaluated the Spanish slogans containing an English word (the marked language) more positively than the English slogan containing one Spanish word (unmarked language). Lin and Wang (2016) also found that for Taiwanese consumers ads from an MNC which were in Chinese but contained English was more positively rated than ads completely in Chinese. These results suggest that code-switching may have positive effects on consumer’ response to ads as the consumers may have positive associations towards the marked language (English).

Krishna and Ahluwalia (2008) also compared the potential effectiveness of mixed language use. They studied bilingual Indians and compared ads in Hindi, English, and mixed English–Hindi ads for necessity and luxury products from MNCs and local companies. They found that for MNCs, a foreign language (English) was more effective than the local language for marketing luxury goods, whereas the local language (Hindi) was deemed to be more favourable for marketing necessity goods). However, Krishna and Ahluwalia (2008) found that when MNCs used the local language (an unexpected and therefore marked language), it resulted in more attention and focus towards the language of the ad but the ad’s persuasiveness was reduced (Krishna & Ahluwalia, 2008) as the unexpected language choice heightened the consumers skepticism (Krishna & Ahluwalia, 2008). These findings suggest that even though a language might gain attention, it might not be for a positive reason and could potentially result in a negative attitude towards the company. The language choice for the local company did not affect ad evaluations (Krishna and Ahluwalia, 2008). These findings may be crucial for MNCs trying to market their products in other countries. Even though localisation of necessity products may be considered a good strategy, Krishna and Ahluwalia (2008) believe that MNCs should still be cautious when completely localising the language of the ad and propose that MNCs are perhaps better off using a combination of a foreign and local language (mixed language) when advertising to bilinguals specifically. They suggest using mixed language messages for MNCs advertising necessity products as it is a low risk option and “they are able to capitalise on the favourable associations of both languages without drawing excessive attention to the language choice” (p.703).

Lin & Wang (2016) provided evidence that the findings of Krishna and Ahluwalia’s (2008) cannot be replicated among monolinguals. They found that for MNCs, the English (or mixed-language) slogan was evaluated more favourably than the Chinese slogan, regardless of the product category (Lin & Wang, 2016). For local firms Lin and Wang (2016) found that the Chinese language was more favourable when marketing necessity products and English was more favourable when marketing luxury products.

Another study on the language effects of using either the English, the native language or a mixed-language strategy, is the study conducted by Van Hooft, Van Meurs and Spierts (2017). Their study involved examining monolinguals in Egypt. Their findings showed that the attitudes toward the ad and the product were more positive for the all-English ad and all-Arabic ad but were less positive for the mixed-language ad. It can be concluded that, for Egyptians, using either the

English language or the native language results in more positive ad and product evaluations than the use of a mix of the two languages (Van Hooft, Van Meurs & Spierts, 2017).

The contrasting findings between bilinguals and monolinguals may imply that the language choice in ad slogans by MNCs and local firms targeting monolinguals may be more complex than for slogans targeting bilinguals.

Like Lin and Wang (2016) and Van Hooft, Van Meurs and Spierts (2017), and unlike Krishna and Ahluwalia's study (2008), the current study will focus on monolingual consumers. Additionally, Krishna and Ahluwalia (2008) as well as Lin and Wang (2016) and Van Hooft, Van Meurs and Spierts (2017), conducted a study with countries with different script, respectively Hindi, Chinese and Arab. Therefore, their results may therefore not be generalisable to monolingual countries with a roman script. The present study therefore focusses on a monolingual country with a roman script, Turkey.

Similar to Krishna and Ahluwalia (2008) and Lin and Wang (2016), this study also focusses on the product categories: luxury vs. necessity. English is often associated with sophistication, which matches luxury goods, and may therefore positively enhance ad evaluations for this product type (Lin & Wang, 2016). The native language is often associated with belongingness, which matches necessity goods and may improve ad evaluations for this product type (Krishna & Ahluwalia, 2008; Lin & Wang, 2016).

English in Turkey and ethnocentrism

English is not an official language nor a second language in Turkey (Doğçay-Aktuna, 1998). The main areas where English is used in Turkey are in education and the private sector (Doğçay-Aktuna, 1998). As in many developing countries, "English is seen as an aspect of modernisation and Westernisation" (Doğçay-Aktuna, 1998, p. 32). However, English language proficiency in Turkey is still very low, ranked at 62 out of 80 countries (EF index, n.d.), which may be due to the fact that only people who can afford good quality, expensive education can access English language instruction (Doğçay-Aktuna, 1998).

The low English language proficiency may also be the result of many Turkish linguists and nationalists who believe that English borrowings are destroying the purity of the language (Doğçay-Aktuna, 1998). Additionally, religious fundamentalists, who do not want any Western influences, condemn the use of English (Doğçay-Aktuna, 1998). However, in most sectors of

society there is an indifference towards the Western (English) influx (Doğçay-Aktuna, 1998). Although some people find the spread of English in Turkey undesirable, they still seem to believe it is a prerequisite for modernisation and development (Doğçay-Aktuna, 1998).

Nationalistic feelings may affect consumers' perceptions and purchase intention for local and global brands (Alonso García et al., 2013). According to Doğçay-Aktuna, (1998, p.37) there is usually a wariness about the spread of something foreign in Turkish culture. In the case of foreign products, Turkish consumers might therefore be deemed ethnocentric, which means they may have a "bias towards products originating from the home country, versus foreign alternatives representing economic and cultural threats" (Shimp & Sharma, 1987, as cited in Cleveland et al., 2014). Ethnocentric consumers believe that products from their own country are superior to foreign country products regardless of the actual product superiority. Furthermore, Turkey is seen as being a collectivistic country (Hofstede, n.d.) and collectivists have a tendency to evaluate home country products more favourably than foreign products (Abraham & Patro, 2014).

Although, Turkey may have a wariness for something foreign, results from a qualitative study by Ger et al. (1999, as cited in Alonso García et al., 2013, p.81), conducted among Turkish consumers, showed that local products were associated with lower quality, cheapness, and ordinariness, while foreign goods were associated among other things with: modernity, technology, economic superiority, individualism and freedom.

Due the abovementioned assumptions regarding potential ethnocentrism and attitude towards the English language in Turkey, and lack of empirical evidence, this study will therefore aim to analyse whether Turkish consumer' degree of consumer ethnocentrism and their attitude towards the English language and attitude towards the Turkish language predict attitude towards the ad, attitude towards the product and purchase intention.

Relevance and research questions

It can be concluded that there are still discrepancies in the literature regarding: the effects of language choice in advertising, the possible influence of language proficiency of the country and attitude towards the English language on consumer's ad response. There is also a lack of knowledge about the possible influence of ethnocentrism on the attitude towards the ad, attitude towards the product and intention to buy the product.

As Turkey is considered one of the most attractive emerging markets (Bloomberg, 2018), it is of paramount importance for MNC's to know what the effect of different languages are on Turkish consumers regarding ad and product evaluations if they want to enter this emerging market, as the results of this study may be helpful in their decision-making process regarding language choice in ads.

This study adds to the body of knowledge in the field of international advertising, by expanding the geographical boundaries of the research area, which in the past has mostly focused on Western Europe and the USA, by investigating a non-English-speaking Asian-European country, and by adding background variables which have not been taken into consideration before. This study is relevant to determining successful international marketing strategies for MNCs. To date, no research has been conducted on the effectiveness of language choice in luxury vs. necessity product advertising on Turkish consumers. The present study aimed to fill this gap by investigating the following research questions:

1. What is the effect of the use of English, Turkish and mixed Turkish-English when advertising luxury vs necessity products, on Turkish consumers' (1) attitude towards the ad, (2) attitude towards the product and (3) purchase intention?
2. To what extent do (1) consumer ethnocentrism, (2) self-assessed English language proficiency, (3) actual English language proficiency, (4) associations of sophistication and (5) associations of belongingness predict attitudes towards ad, attitude towards the product and purchase intention?

3. Method

3.1 Materials

The experiment aimed to test the effects of two independent variables "Language used in ad" (all Turkish/all English/ mixed Turkish-English) and "Product type" (Luxury vs. Necessity). The stimuli were created by the researcher to ensure that respondents had not been exposed to the stimuli before.

Two pretests were conducted. The first one was constructed to determine which luxury and necessity products would be used in the ads in the experiment. The products chosen for the pretest

were based on products that were used in previous studies involving either luxury/necessity or high/low involvement products (Rossiter, Percy & Donovan, 1991; Krishna & Ahluwalia, 2008; Lin & Wang, 2016; Van Hooft, Van Meurs, & Schellekens, 2017). The luxury products presented in the pretest questionnaire were a camera, sunglasses, printer, suitcase, television, sport shoes, mobile phone, watch. The necessity products shown were a paper notebook, shampoo, detergent, toothpaste, greeting card, deodorant, sticky note, soap and chewing gum.

A total of 39 participants filled out the pretest (age $M = 31.87$ $SD = 8.5$, range 19-54; 52.9 % female, 61.1% bachelor education or higher). The pretest showed that a camera was deemed a luxury product ($M = 4.28$, $SD = 2.24$) and relatively expensive ($M = 5.79$, $SD = 1.11$) and soap was deemed a necessity product ($M = 1.12$, $SD = 0.32$) and relatively cheap ($M = 1.88$, $SD = 1.51$). Means and SDs for all the products shown in the pretest can be found in Appendix 1.

The second pretest was conducted to check whether the whole questionnaire was comprehensible and doable in a reasonable amount of time. Five Turkish participants evaluated the pretest and alterations were made where necessary (e.g., better translations were made and more explicit instructions were given in the questionnaire).

3.1.1 Stimuli

The stimuli representing the independent variables language ad and product type used in this experiment were developed by the researcher. The stimuli consisted of two different ads: one luxury product ad and one necessity product ad, and the language used in each ad was either completely in English or Turkish (tagline, slogan and body text), or the ad had a mix of English and Turkish language (tagline and slogan in English, body text in Turkish).

The luxury product ad was designed by editing an existing product picture of a Panasonic Lumix camera retrieved from cameranu.nl. All brand related elements were edited out using Adobe Photoshop. Subsequently, a fictional brand name was created: Penxten. This brand name did not have any particular meaning in the Turkish or English language and was therefore considered a useful neutral brand name. The body text in the ad was created on the basis of several different camera ads online and the description of the products in different web shops. The tagline and the slogan were created by the researcher herself.

In a similar manner, the necessity product ad was developed. The bottles used in the ad derived from existing bottles from the brand Rituals. All brand related elements were edited out to

make sure the bottle was unrecognisable. Rituals is not a brand which is sold in Turkey as of yet (Rituals, n.d.). The brand name Serena was used for the necessity product, as it is also a name which does not have any particular meaning in the Turkish language and could therefore be considered a neutral name. The slogan and tagline were likewise developed by the researcher herself, who took inspiration from various existing soap ads. The body text was also created by researcher herself, inspired by various product and brand descriptions.

In both ad versions (luxury and necessity), the brand name and tagline were positioned in the same corner and the body text was positioned on the right of the product to minimise the differences between the ads.

The Turkish texts displayed in the ads were all translated and back-translated by two bilingual Turkish and English speakers to ensure that the translations were correct and equivalent, i.e., the message conveyed in the ad was the same in each language. The researcher endeavored to eliminate any unintended possible rhetorical effects when developing the stimuli. This included, for example, eliminating phrases that contained alliteration in one language and not in the other.

Furthermore, each condition contained approximately the same number of words (ca. 30). The English ads contained approximately 3 to 5 more words than the Turkish and Mixed language ads but the length of the Turkish words were longer. This resulted in almost equal (visual) representation of text in the ads, so that a possible effect in the length of text in the ads was minimal.

The subjects were assigned to one condition to prevent a learning effect from occurring, which may have contributed to more valid and reliable results. Furthermore, they were given one condition due to the fact that the questionnaire was relatively long, and therefore to prevent any “boredom effects” (Field, 2013, p. 18). If the respondents were given another stimulus, this could have resulted in respondents performing differently as a result of being tired or bored from the previous stimulus or even resulted in respondents exiting the questionnaire without completing it, thus making it more difficult to collect responses in the allocated time schedule.

The stimuli used in this experiment are displayed in Appendix 2.

3.2 Subjects

A total of 226 participants (out of a total 533 participants), filled out the online questionnaire completely: age of the participants was: $M = 27.6$, $SD = 16.6$ with a *range* of 18-60; 59% were female; 51% have a bachelor education or higher; 99% were Turkish citizens with 97% having

Turkish as their mother tongue. Furthermore, 68% live in one of the top 20 most populated cities of Turkey (Worldpopulationreview, 2018) e.g., İstanbul, Ankara, İzmir)

Chi-square tests showed that gender was equally distributed across product type ($\chi^2 (2) = 0.37, p = .833$) and language of the ad ($\chi^2 (4) = 1.03, p = .905$). Education was also equally distributed across product type ($\chi^2 (3) = .12, p = .989$) and language of the ad ($\chi^2 (6) = 4.00, p = .677$).

A two-way ANOVA showed that age was equally distributed across product type ($F (1, 220) < 1$) and language of the ad ($F (2, 220) < 1$). No interaction between product type and language of the ad for age was found ($F (2, 220) = 1.52, p = .221$).

An additional two-way ANOVA showed that self-assessed English language proficiency was equally distributed across language of the ad ($F (2, 220) < 1$) but not across product type ($F (1, 220) = 4.76, p = .030$). An interaction between product type and language of the ad for self-assessed English language proficiency was found ($F (2, 220) = 4.02, p = .019$). Two additional one-way ANOVAS for luxury and for necessity products were performed to interpret the interaction. The difference between the two types of products was only found for the respondents who were shown the English ad ($F (1, 70) = 12.18, p = .001$). The respondents who were shown the English necessity ad ($M = 4.81, SD = 1.54$) evaluated themselves as more proficient than the respondents who were assigned the English luxury ad ($M = 4.38, SD = 1.52$). There was no difference between the two types of products for the Turkish ($F (1, 74) < 1$) or mixed language ad ($F (1, 76) < 1$). So, the significant interaction is due to the fact that product type only had an effect on the English ad and not on the Turkish or mixed language ad. A one sample t-test for self-assessed English language proficiency showed that the participants significantly rated themselves higher than the midpoint of the scale ($M = 4.61, SD = 1.54; t (225) = 5.91, p < .001$) (1 = very bad, 7 = very good).

Furthermore, a two-way ANOVA showed that actual English language proficiency (LexTALE) was equally distributed across product type ($F (1, 220) < 1$) and language of the ad ($F (1, 220) < 1$). The mean score of English language proficiency (% correct_{av} of LexTALE) was 62%; range 33- 99; $SD = 13.8$. The mean score corresponds to the level B2 Upper intermediate (score between 60% and 80%) according to Lemhöfer and Broersma (2012).

A two-way ANOVA also showed that consumer ethnocentrism was equally distributed across product type ($F (1, 220) < 1$) and language of the ad ($F (2, 220) < 1$). No interaction effect

was found ($F(1, 220) = 2.39, p = .094$). A one sample t-test for consumer ethnocentrism showed that the participants did not have a significantly lower degree of consumer ethnocentrism than the neutral midpoint (= 4) of the scale ($M = 3.91, SD = 1.54; t(225) = .877, p = .381$) (1= strongly disagree, 7 = strongly agree).

Furthermore, a two-way ANOVA showed that associations of sophistication for the English language was equally distributed across product type ($F(1, 220) < 1$) and language of the ad ($F(2, 220) < 1$). No interaction was found between product type and language of the ad for associations of sophistication for the English language ($F(1, 220) = 2.81, p = .062$). Moreover, a two-way ANOVA showed that associations of sophistication for the Turkish language was equally distributed across product type ($F(1, 220) = 1.32, p = .251$) and language of the ad ($F(2, 220) < 1$). However, a significant interaction was found between product type and language of the ad for associations of sophistication for the Turkish language ($F(2, 220) = 3.53, p = .031$). Additional one-way ANOVAS were performed to interpret the interaction. The difference between the product types for associations of sophistication for the Turkish language was only found for the mixed language ad ($F(1, 76) = 8.75, p < .001$). The respondents who were shown the mixed luxury ad ($M = 4.70, SD = 1.28$) associated the Turkish language with items denoting sophistication more than the respondents who were shown the necessity ad ($M = 3.76, SD = 1.50$). There was no difference in associations of sophistication between the two types of products for the Turkish ($F(1, 74) < 1$) or the English ad ($F(1, 70) = 8.75, p < .001$).

Additionally, a two-way ANOVA showed that associations of belongingness for the Turkish language was also equally distributed across product type ($F(1, 220) = 1.18, p = .280$) and language of the ad ($F(2, 220) = 2.63, p = .074$). No interaction was found between product type and language of the ad for associations of belongingness of the Turkish language ($F(2, 220) < 1$). Another two-way ANOVA showed that associations of belongingness for the English language was also equally distributed across product type ($F(1, 220) = 2.28, p = .133$) and language of the ad ($F(2, 220) < 1$). No interaction was found between product type and language of the ad for associations of belongingness of the English language ($F(2, 220) < 1$).

A paired samples t-test showed that the respondents significantly associated the construct denoting associations of sophistication ($t(225) = 8.59, p < .001$) more to the English language ($M = 5.48, SD = 1.36$) than to Turkish language ($M = 4.31, SD = 1.48$). A paired samples t-test also showed that the respondents significantly associated the construct denoting associations of

belonginess ($t(225) = 13.12, p < .001$) more to the Turkish language ($M = 5.28, SD = 1.15$) than to English language ($M = 3.91, SD = 1.25$).

There were no selection criteria for this experiment as this was an exploratory experiment. The researcher aimed to examine a broad target population, but was unsuccessful in reaching a diverse population. It turned out that mostly students, graduates and post-graduates completed the questionnaire.

3.3 Design

A 3 x 2 between-subject design with as between-subject factors “Language of the ad” (All Turkish//All English/ mix Turkish-English) and “product type” (luxury vs. necessity), was used in this study. All respondents were randomly but evenly assigned to one of the six conditions of the study. Table 1. below gives an overview of the number of subjects per condition.

Table 1. Number of subjects assigned to each condition (language ad and product type)

Product Type	Language Ad			Total (n)
	English	Turkish	Mixed English/Turkish	
Luxury	37	34	35	106
Necessity	35	42	43	120
Total (n)	72	76	78	226

3.4 Instruments

The questionnaire used in this study was constructed beforehand and was translated three times from English to Turkish by three bilingual Turkish- English speakers, and then translated back to English again (translation- back translation method, Brislin, 1980) to ensure that the correct

translations were made and that equivalence between the two languages was ensured. The questionnaire was presented in Turkish to all respondents and aimed to measure five dependent variables: “attractiveness of the ad”, “comprehensibility of the ad”, “general attitude towards the product” “attitude towards the product with English symbolic values” and “purchase intention”.

The experiment also measured five predictor variables: “self-assessed English language proficiency”, “actual English language proficiency”, “associations of sophistication”, “associations of belongingness”, and “consumer ethnocentrism”.

At the end of the questionnaire the researcher asked how often the respondents used products similar to the product in the ad they were assigned to. This question was measured using a 7-point semantic differential scale: “never- often”. The researcher also measured naturalness of the ad by asking to what extent the respondents (dis)agreed with the statement: “This ad could be in a magazine”, using a 7-point Likert scale anchored by “strongly (dis)agree”.

Furthermore, questions about: the subjects’ background (e.g. age, gender, nationality and education level), were asked.

3.4.1 Attitude towards ad

a) Attractiveness:

Attractiveness of the ad was measured using five bipolar items (partly based on Van Hooft, Van Meurs & Spierts, 2017, 2017; Hornikx & Van Meurs, 2016) on a 7-point semantic differentials scale: interesting – boring, appealing – unappealing, original – ordinary, attractive – unattractive, beautiful – ugly. The reliability of the scale was considered good ($\alpha = .83$).

b) Comprehensibility:

Comprehensibility of the ad was measured with four statements (based on Alvarez, Uribe & De-La-Torre, 2017) using a 7-point Likert scale anchored by “strongly (dis)agree” following the statements: “The ad was easy to read”, “The ad was easy to understand”, “The ad was difficult to comprehend”, and “It was hard to follow what the ad was saying”. The reliability of the scale was considered good ($\alpha = 0.82$).

3.4.2 Attitude towards product

a) General attitude towards the product

General attitude towards the product was measured using six bipolar items on a 7-point semantic differentials scale: not nice – nice, poor quality – good quality, unattractive- attractive, useless – useful, cheap-expensive, unappealing-appealing (based on Nederstigt & Hilberink-Schulpen, 2017). These items were preceded by the statement “I think this product is...”. The reliability of the scale comprising six items was good ($\alpha = .88$).

b) English symbolic values

Attitude towards the product with English symbolic values was measured using seven bipolar items on a 7-point semantic differentials scale: national- international, old – young, traditional (old-fashioned) – modern, (adapted from Van Hooft, Van Meurs & Spierts, 2017), not exclusive – exclusive, no luxury – luxury, necessity – no necessity, local – cosmopolitan (Krishna & Ahluwalia, 2008; Lin & Wang, 2016). These items were preceded by the statement “I think this product is...”. The reliability of the scale comprising seven items was also considered good ($\alpha = 0.85$).

3.4.3 Purchase intention

Purchasing intention was measured with two items on a 7-point Likert scales anchored by “strongly (dis)agree” following the statements: “I would consider buying this product” and “I definitely want to buy this product” (based on Van Hooft, Van Meurs & Spierts, 2017). The reliability of the scale was good ($\alpha = .82$).

3.4.4 Predictor variables

a) English language proficiency (self-assessed and actual English language proficiency)

Self-assessed English language proficiency was measured with four items on a 7-point semantic differential scale anchored by “very bad” and “very good” (partly based on Luna, Peracchio & Ringberg 2008). The respondents were asked to indicate their level of English in terms of speaking, listening, reading and writing were “1” is very bad and “7” is very good. The reliability of the scale comprising the aforementioned four items, was very high ($\alpha = .92$).

Furthermore, the researcher analysed the actual English proficiency by adding a test based on LexTALE (Lemhöfer & Broersma, 2012). Participants were asked to indicate which of the 60 presented items were existing English words by answering with either a yes or no (Lemhöfer & Broersma, 2012).

b) Attitude towards the English language (associations of sophistication) and Attitude towards the Turkish language (associations of belongingness)

Attitude towards the English and attitude towards the Turkish was measured with thirteen items on a 7-point anchored by “strongly disagree” and “strongly agree”. The statements “I think the English language is..” and “I think the Turkish language is...” were followed by the items: international, personal, family, exclusivity, closeness, sense of belonging, distant, caring, prestigious, cosmopolitan, dynamic and symbol of urban growth, symbol of technological superiority (based on Krishna & Ahluwalia, 2008; Lin & Wang, 2016).

Based on Krishna and Ahluwalia (2008) two separate constructs were developed: “associations of sophistication” and “associations of belongingness”. “Associations of sophistication” was comprised the following items: prestigious, cosmopolitan, symbol of urban growth, symbol of technological superiority, dynamic en international (Cronbach's $\alpha = .88$). Exclusivity was removed from the construct as the alpha was lower when the item was included ($\alpha = .85$). Furthermore, the Turkish language has many synonyms for exclusivity, therefore, it could be possible that the interpretation of exclusivity in the Turkish language was not the desired interpretation.

For the construct “associations of belongingness” was formed comprising the items: personal, family, closeness, sense of belonging and caring (Cronbach's $\alpha = .81$). The item distant was removed due to the fact the alpha was considerably lower when included ($\alpha = .61$). This construct was used as a predictor variable to describe the attitude towards the Turkish language.

Both “associations of sophistication” and “associations of belongingness” were measured for both the English and Turkish language. However, for attitude towards the English language only the construct “associations of sophistication” was used as the predictor variable because the English language is often linked with symbolic values such as the items measured in associations of sophistication and for the attitude towards the Turkish language only “associations of

belonginess” was used as a predictor variable because the native language is often associated with items measured in associations of belonginess (Krishna & Ahluwalia, 2008; Lin & Wang, 2016)

c) Consumer ethnocentrism

The degree of consumer ethnocentrism was measured based on an adapted version of the original CETSCALE, which comprised 17-item, developed by Shimp and Sharma (1987) (as cited in Jiménez-Guerrero, Gázquez-Abad, & Linares-Agüera, 2014, p. 176). The scale used in this experiment was based on the adapted Polish version developed by Supphellen and Rittenburg (2001), comprising 10 items. It consisted of ten statements (e.g. “Purchasing foreign-made products is un-Turkish”, “Foreigners should not be allowed to put their products on our markets” and “Turkish products first, last, and foremost”) anchored by “strongly (dis)agree” on a 7-point Likert scale. The reliability of the scale comprising ten items was very high ($\alpha = .93$). All ten items are presented in Appendix 3.2.2b.

3.5 Procedure

The experiment was conducted online using Qualtrics. In order to collect the data needed to answer the research question, the researcher recruited participants via social media channels, such as Facebook and Instagram, as well as through contacts from the researcher.

To invite potential participants to participate in the questionnaire, the researcher posted, in various social media channels, the link to the questionnaire with a message attached in which she introduced herself, explained that she was looking for Turkish respondents living in Turkey, and that they would be shown an ad. The researcher did not disclose any further information regarding the aim of the experiment. As an incentive the researcher also mentioned that respondents could win a 100-lira gift card from Mediamarkt. Furthermore, the potential participants were encouraged to share the social media post containing the link of the questionnaire to help reach more potential respondents. When participants opened the link, they were shown an introductory page in which information about the researcher and experiment, confidentiality of the research data, voluntariness and compensation were disclosed. Subsequently, they were given the option to consent and to either proceed or to withdraw from the experiment.

The participants who withdrew from the experiment were thereupon directed to the end of the survey message: “This is the end of the survey, thank you for your participation”.

The respondents who proceeded were randomly assigned to one condition and were subsequently asked to answer the questions presented to them. The set-up of all questions was the same for each condition. The respondents were not debriefed at the end of the survey, but were thanked for their participation in the survey and were asked if they wanted to leave their e-mail address if they wanted a chance to win the gift card.

The researched prevented ballot box stuffing by not allowing participants to take the survey more than once. However, participants were able to save their answers and to continue the survey at another preferred time.

The questionnaire took approximately 10-15 minutes to complete.

Due to the fact that the questionnaire was only distributed online, some people may have had difficulties understanding the procedure as some people may never have had to fill out a survey before.

3.6 Statistical treatment

All the statistical analyses were done using IBM SPSS 24. Variables were recoded if necessary and composite means of the items were calculated when Cronbach's α was at least adequate (.7 or higher).

To investigate possible effects of language of the ad and product type on Turkish consumers' attitudes towards the ad (attractiveness and comprehensibility), attitude towards the product (general attitude and English symbolic values) and purchase intention, five two-way ANOVAS were carried out. Additionally, to examine to what extent consumer ethnocentrism, self-assessed English language proficiency, actual English language proficiency, associations of sophistication and associations of belongingness predict attitudes towards the ad (attractiveness and comprehensibility), attitude towards the product (general attitude and English symbolic values) and purchase intention, 30 regressions analyses were performed.

4. Results

The main purpose of this experiment was to investigate whether there is an effect of the use of English, Turkish and mixed Turkish-English language when advertising luxury vs. necessity products, on Turkish consumers' (1) attitudes towards the ad, (2) attitude towards the product and (3) purchase intention, as well as to determine to what extent (1) consumer ethnocentrism, (2) self-

assessed English language proficiency, (3) actual English language proficiency, (4) associations of sophistication and (5) associations of belongingness predict attitudes towards ad (attractiveness and comprehensibility), attitude towards the product (general attitude and English symbolic values) and purchase intention.

4.1 Manipulation check

To check the product type (luxury and necessity) manipulation, two two-way ANOVAS were performed. A two-way ANOVA for Luxury with as between-subject factors Product type (luxury/necessity) and Language of the ad (English, Turkish, Mixed) did not show a significant main effect of product type ($F(1, 220) = 1.56, p = .214$) nor of language of the ad ($F(2, 220) < 1$). Furthermore, no significant interaction was found between language of the ad and product type ($F(2, 220) < 1$). However, a two-way ANOVA for Necessity with as between-subject factors Product type (luxury/necessity) and Language of the ad (English, Turkish, Mixed) did show a significant main effect of product type ($F(1, 220) = 7.25, p = .008$). Respondents who were shown the necessity ad rated the ad containing the necessity product as being more of a necessity ($M = 4.60, SD = 1.5$) than the ad containing the luxury product ad ($M = 4.06, SD = 1.67$). It did not show a significant main effect of language of the ad ($F(2, 220) = 2.22, p = .111$). Furthermore, there was no significant interaction between language of the ad and product type ($F(2, 220) < 1$).

Additionally, a two-way ANOVA for expensiveness/cheapness with as between-subject factors Product type (luxury/necessity) and Language of the ad (English, Turkish, Mixed) was conducted. The analysis did not show a significant main effect of product type ($F(1, 220) = 1.21, p = .272$) nor of language of the ad ($F(2, 220) < 1$). Furthermore, no significant interaction between language of the ad and product type was found for expensiveness/cheapness ($F(2, 220) < 1$). A one sample t-test for expensiveness of the luxury product demonstrated that participants did not significantly rate the luxury product higher than the midpoint of the scale ($M = 4.16, SD = 1.59; t(105) = 1.04, p = .302$) (1= cheap; 7 = expensive; neutral midpoint = 4). Another one sample t-test for cheapness of the necessity product demonstrated that participants did not significantly rate the necessity product lower than the midpoint of the scale ($M = 3.93, SD = 1.42; t(119) = .515, p = .608$) (1= cheap; 7 = expensive; neutral midpoint= 4).

Furthermore, to check the naturalness of the ad a one sample t-test was conducted. A one sample t-test for naturalness of the ad demonstrated that participants significantly agreed that the

ad could be in a magazine ($M = 5.12$, $SD = 1.51$; $t(225) = 11.17$, $p < .001$) (1 = strongly disagree; 7 = strongly agree; neutral midpoint = 4). A two-way ANOVA for naturalness of the ad with as between-subject factors Product type (luxury/necessity) and Language of the ad (English, Turkish, Mixed) did not show a significant main effect of product type ($F(1, 220) < 1$) nor of language of the ad ($F(2, 220) < 1$). Furthermore, no significant interaction was found between language of the ad and product type ($F(2, 220) = 1.26$, $p = .287$).

To check how often respondents use products similar to the products shown in the ads, two one sample t-tests for product usage were conducted. The t-test showed that the mean for the necessity product was significantly higher than the neutral mid-point of the scale ($M = 4.35$, $SD = 1.86$; $t(119) = 2.06$, $p = .042$) (1 = never; 7 = often; neutral midpoint = 4). For the luxury product this was not the case. A one sample t-test showed that the average mean was not significantly higher than the neutral midpoint of the scale ($M = 4.02$, $SD = 1.85$; $t(105) = .105$, $p = .917$).

4.2 Attitude towards the ad (attractiveness and comprehensibility)

Attitude of the ad was split into two constructs, namely attractiveness of the ad and comprehensibility of the ad.

a) Attractiveness of the ad

A two-way ANOVA for attractiveness of the ad with as between-subject factors Product type (luxury/necessity) and Language of the ad (English, Turkish, Mixed) did not show a significant main effect of product type ($F(1, 220) = 1.33$, $p = .251$) nor of language of the ad ($F(2, 220) = 1.77$, $p = .173$). Furthermore, no significant interaction was found between language of the ad and product type ($F(2, 220) < 1$).

Means and standard deviations for attractiveness of the ad can be found in Table 2.

Table 2. Means and standard deviations (between brackets) for the evaluation of attitude towards the ad in terms of attractiveness of the ad 1 = very negative, 7 = very positive)

Product Type	Language of Ad	Mean (SD)	<i>n</i>
Luxury	English	4.03 (1.53)	37
	Turkish	3.38 (1.55)	34
	Mixed E/T	3.66 (1.19)	35
	Total	3.70 (1.44)	106
Necessity	English	3.62 (1.25)	35
	Turkish	3.52 (1.45)	42
	Mixed E/T	3.31 (1.00)	43
	Total	3.47 (1.24)	120
Total	English	3.83 (1.40)	72
	Turkish	3.46 (1.50)	76
	Mixed E/T	3.47 (1.10)	78
	Total	3.58 (1.34)	226

b) Comprehensibility of the ad

A two-way ANOVA for comprehensibility of the ad with as between-subject factors Product type (luxury/necessity) and Language of the ad (English, Turkish, Mixed) was conducted. The Levene's test proved to be significant ($p = .009$). Therefore, a more stringent significance level for the between-subject effects and interactions was set, namely $p < .010$ (Pallant, 1997, p.261). The analysis did not show a significant main effect of product type ($F(1, 220) < 1$) nor of language of the ad ($F(2, 220) < 1$). No significant interaction was found between language and product type ($F(2, 220) < 1$).

Means and standard deviations for comprehensibility of the ad can be found in Table 3.

Table 3. Means and standard deviations (between brackets) for the evaluation of attitude towards the ad in terms of comprehensibility of the ad 1 = very negative, 7 = very positive)

Product Type	Language of Ad	Mean (<i>SD</i>)	<i>n</i>
Luxury	English	5.25 (1.66)	37
	Turkish	5.30 (1.60)	34
	Mixed E/T	5.15 (0.94)	35
	Total	5.23 (1.43)	106
Necessity	English	5.31 (1.50)	35
	Turkish	5.19 (1.24)	42
	Mixed E/T	5.37 (1.16)	43
	Total	5.29 (1.29)	120
Total	English	5.28 (1.58)	72
	Turkish	5.24 (1.41)	76
	Mixed E/T	5.27 (1.07)	78
	Total	5.26 (1.35)	226

4.3 Attitude towards the product

Attitude towards the product was split into two constructs, namely, general attitude towards the product and Attitude towards the product with English symbolic values.

a) General attitude towards the product

A two-way ANOVA for general attitude towards the product with as between subject factors Product type (luxury/necessity) and Language of the ad (English, Turkish, Mixed) was conducted. The Levene's test was significant ($p = .007$). Therefore, the significance level for the between-

subject effects and interactions was set at $p < .010$ (Pallant, 1997, p. 261). No significant main effect of product type ($F(1, 220) < 1$) nor of language of the ad ($F(2, 220) = 1.01, p = .366$) was found. There was no significant interaction between language of the ad and product type ($F(2, 220) < 1$).

Means and standard deviations for general attitude towards the product can be found in Table 4.

Table 4. Means and standard deviations (between brackets) for the evaluation of general attitude towards product 1 = very negative, 7 = very positive)

Product Type	Language of Ad	Mean (SD)	<i>n</i>
Luxury	English	4.46 (1.37)	37
	Turkish	4.28 (1.56)	34
	Mixed E/T	4.08 (1.05)	35
	Total	4.28 (1.34)	106
Necessity	English	4.42 (0.87)	35
	Turkish	4.33 (1.45)	42
	Mixed E/T	4.23 (1.02)	43
	Total	4.32 (1.15)	120
Total	English	4.44 (1.15)	72
	Turkish	4.31 (1.49)	76
	Mixed E/T	4.16 (1.03)	78
	Total	4.30 (1.24)	226

b) Attitude towards product (English symbolic values)

A two-way ANOVA for English symbolic value attitude towards the product with as between subject factors Product type (luxury/necessity) and Language of the ad (English, Turkish, Mixed) was conducted. The Levene's test was significant ($p = .007$). Therefore, the significance level for the between-subject effects and interactions was set at $p < .010$ (Pallant, 1997, p. 261). No significant main effect of product type ($F(1, 220) = 2.51, p = .115$) nor of language of the ad ($F(2, 220) < 1$) was found. No significant interaction between language of the ad and product type was found ($F(2, 220) < 1$).

Means and standard deviations for English symbolic value attitude towards the product can be found in Table 5.

Table 5. Means and standard deviations (between brackets) for the evaluation of attitude towards product regarding English symbolic values 1 = very negative, 7 = very positive)

Product Type	Language of Ad	Mean (SD)	<i>n</i>
Luxury	English	4.21 (1.20)	37
	Turkish	4.02 (1.55)	34
	Mixed E/T	4.00 (1.05)	35
	Total	4.08 (1.27)	106
Necessity	English	4.48 (0.86)	35
	Turkish	4.20(1.43)	42
	Mixed E/T	4.33 (1.11)	43
	Total	4.33 (1.17)	120
Total	English	4.34 (1.05)	72
	Turkish	4.12 (1.48)	76
	Mixed E/T	4.19 (1.09)	78
	Total	4.21 (1.22)	226

4.4 Purchase intention

A two-way ANOVA for purchase intention with as between subject factors Product type (luxury/necessity) and Language of the ad (English, Turkish, Mixed) was conducted. The Levene's test proved to be significant ($p = .049$). Therefore, the significance level for the between-subject effects and interactions was set at $p < .010$ (Pallant, 1997, p. 261). No significant main effect of product type ($F(1, 220) < 1$) nor of language of the ad ($F(2, 220) < 1$) was found. Furthermore, there was no significant interaction between language of the ad and product type ($F(2, 220) < 1$).

Means and standard deviations for purchase intention can be found in Table 6.

Table 6. Means and standard deviations (between brackets) for purchase intention 1 = very negative, 7 = very positive)

Product Type	Language of Ad	Mean (SD)	<i>n</i>
Luxury	English	3.04 (1.64)	37
	Turkish	3.04 (1.48)	34
	Mixed E/T	2.93 (1.23)	35
	Total	3.00 (1.45)	106
Necessity	English	3.51 (1.30)	35
	Turkish	3.02 (1.59)	42
	Mixed E/T	2.97 (1.59)	43
	Total	3.15 (1.52)	120
Total	English	3.27 (1.50)	72
	Turkish	3.03 (1.53)	76
	Mixed E/T	2.95 (1.43)	78
	Total	3.08 (1.50)	226

4.5 Regression analyses

To determine whether consumer ethnocentrism, language proficiency (actual and self-assessed), associations of sophistication (i.e., attitude towards the English language) and associations of belongingness (i.e., attitude towards the Turkish language) are possible predictors for attitude towards the ad (attractiveness and comprehensibility), attitude towards the product (general and English symbolic value) and purchase intention, multiple regression analyses were performed.

This section only shows a detailed description of the results if the model was significant. The tables and a more extensive analysis of all the multiple regressions that were conducted can be found in Appendix 4.

4.5.1 Luxury product + English language ad

a) Attitude towards ad (Attractiveness)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 31) = 1.21, p = .328$). The predictors entered in the model turned out to be non-significant for attractiveness of the ad.

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 31) < 1$). The predictors entered in the model turned out to be non-significant for comprehensibility of the ad.

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication and “Associations of belongingness”, entered in the model did not explain any of the variance in general attitude towards the product ($F(5, 31) < 1$). The predictors entered in the model turned out to be non-significant for general attitude towards the product.

d) Attitude towards product (English symbolic values)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attitude towards the product in terms of English symbolic values ($F(5, 31) < 1$). The predictors entered in the model turned out to be non-significant for attitude towards product (English symbolic values).

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 31) < 1$). The predictors entered in the model turned out to be non-significant for purchase intention.

4.5.2 Luxury product + Turkish language ad

a) Attitude towards ad (Attractiveness)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 28) < 1$). The predictors entered in the model turned out to be non-significant for attractiveness of the ad.

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 28) < 1$). The predictors entered in the model turned out to be non-significant for comprehensibility of the ad.

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model explained 24% of the variance in general attitude towards the product ($F(5, 28) = 3.04, p = .026$).

“Attitude towards Turkish Language” ($\beta = .40, p = .038$) showed to be a significant predictor of general attitude towards the product, when evaluating a completely Turkish ad containing a luxury product. If “Associations of belongingness” goes up from low (1) to high (7) the general attitude towards the product goes up with .40 SD, given that all other variables are kept constant. Therefore, a higher attitude towards the Turkish language predicts a higher general attitude towards the product, when evaluating a completely Turkish ad containing a luxury product.

Furthermore, the analysis showed that neither “Consumer ethnocentrism” ($\beta = .04, p = .826$), nor “Self-assessed English language proficiency” ($\beta = -.30, p = .139$), nor “Actual English language proficiency” ($\beta = .01, p = .962$), nor “Associations of sophistication” ($\beta = .22, p = .226$) were significant predictors of general attitude towards the product, when evaluating a completely Turkish ad containing a luxury product. . See table 7 for the test results.

Table 7. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for general attitude towards the product ($n = 34$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	1.322	1.58	
Consumer ethnocentrism	.04	.16	.04
Self-Assessed English language proficiency	-.32	.21	-.30
Actual English language proficiency	.00	.02	.01
Associations of sophistication	.31	.25	.22
Associations of belongingness	.49	.22	.40*
<i>R</i> ²	.24		
<i>F</i>	3.04**		

* $p = .038$, ** $p = .026$

d) Attitude towards product (English symbolic value)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model explained 23% of the variance in attitude towards the product in terms of English symbolic values ($F(5, 28) = 2.97$, $p = .029$).

“Self-assessed English language proficiency” ($\beta = -.42$, $p = .046$) showed to be a significant predictor of attitude towards the product in terms of English symbolic values, when evaluating a completely Turkish ad containing a luxury product. If “Self-assessed English language proficiency” goes up from low (1) to high (7) the attitude towards the product in terms of English symbolic values goes down with .40 SD, given that all other variables are kept constant. Therefore, a higher self-assessed language proficiency predicts a lower attitude towards the product in terms of English symbolic values, when evaluating a completely Turkish ad containing a luxury product.

Neither “Consumer ethnocentrism” ($\beta = .14, p = .405$), nor “Actual English language proficiency” ($\beta = .23, p = .253$), nor “Associations of sophistication” ($\beta = .13, p = .486$), nor “Associations of belongingness” ($\beta = .37, p = .055$), were significant predictors of attitude towards the product in terms of English symbolic values, when evaluating a completely Turkish ad containing a luxury product. . See table 8 for the test results.

Table 8. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attitude towards the product (English symbolic values) ($n = 34$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	.89	1.58	
Consumer ethnocentrism	.13	.16	.14
Self-Assessed English language proficiency	-.44	.21	-.42*
Actual English language proficiency	.02	.02	.23
Associations of sophistication	.18	.29	.13
Associations of belongingness	.46	.22	.37
<i>R</i> ²	.23		
<i>F</i>	2.97**		

* $p = .046$, ** $p = .029$.

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 28) < 1$). The predictors entered in the model turned out to be non-significant for purchase intention.

4.5.3 Luxury product + Mixed language ad

a) Attitude towards ad (Attractiveness)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 29) < 1$). The predictors entered in the model turned out to be non-significant for attractiveness of the ad.

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 29) = 1.68, p = .171$). The predictors entered in the model turned out to be non-significant for comprehensibility of the ad.

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in general attitude towards the product ($F(5, 29) = 1.09, p = .386$). The predictors entered in the model turned out to be non-significant for general attitude towards the product.

d) Attitude towards product (English symbolic values)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attitude towards the product in terms of English symbolic values ($F(5, 29) = 1.65, p = .179$). The predictors entered in the model turned out to be non-significant for attitude towards product (English symbolic values).

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 29) < 1$). The predictors entered in the model turned out to be non-significant for purchase intention.

4.5.4 Necessity product + English language ad

a) Attitude towards ad (Attractiveness)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 29) < 1$). The predictors entered in the model turned out to be non-significant for attractiveness of the ad.

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 29) < 1$). The predictors entered in the model turned out to be non-significant for comprehensibility of the ad.

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in general attitude towards the product ($F(5, 29) = 2.10, p = .094$). The predictors entered in the model turned out to be non-significant for general attitude towards the product.

d) Attitude towards product (English symbolic values)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attitude towards the product in terms of English symbolic values ($F(5, 29) < 1$). The predictors entered in the model turned out to be non-significant for attitude towards product (English symbolic values).

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 29) < 1$). The predictors entered in the model turned out to be non-significant for purchase intention.

4.5.5 Necessity product + Turkish language ad

a) Attitude towards ad (Attractiveness)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 36) < 1$). The predictors entered in the model turned out to be non-significant for attractiveness of the ad.

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 36) = 1.08, p = .390$). The predictors entered in the model turned out to be non-significant for comprehensibility of the ad.

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of general attitude towards the product ($F(5, 36) < 1$). The predictors entered in the model turned out to be non-significant for general attitude towards the product.

d) Attitude towards product (English symbolic values)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attitude towards the product in terms of English symbolic values ($F(5, 36) = 1.59$, $p = .188$). The predictors entered in the model turned out to be non-significant for attitude towards product (English symbolic values).

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 36) < 1$). The predictors entered in the model turned out to be non-significant for purchase intention.

4.5.6 Necessity product + Mixed language ad

a) Attitude towards ad (Attractiveness)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 37) < 1$). The predictors entered in the model turned out to be non-significant for attractiveness of the ad.

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 37) < 1$). The predictors entered in the model turned out to be non-significant for comprehensibility of the ad.

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in general attitude towards the product ($F(5, 37) = 2.33, p = .062$). The predictors entered in the model turned out to be non-significant for general attitude towards the product.

d) Attitude towards product (English symbolic values)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attitude towards the product in terms of English symbolic values ($F(5, 29) = 2.16, p = .079$). The predictors entered in the model turned out to be non-significant for attitude towards the product (English symbolic values).

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 37) \leq 153, p = .205$). The predictors entered in the model turned out to be non-significant for purchase intention.

5. Conclusion

The purpose of this study was to investigate to what extent language of the ad (English, Turkish and mixed) in product advertising affected Turkish consumers' response in terms of their attitude towards the ad, attitude towards the product and purchase intention. Moreover, this study investigated to what extent consumer ethnocentrism, self-assessed English language proficiency, actual English language proficiency, associations of sophistication and associations of belongingness may predict Turkish consumer' response.

For this study, two research questions were formulated. Research question 1 aimed to determine the effect of language choice (English, Turkish and mixed Turkish-English) when advertising luxury vs. necessity products, on Turkish consumers' response in terms of (1) attractiveness of the ad, (2) comprehensibility of the ad, (3) general attitude towards the product (4) attitude towards the product regarding English symbolic values and (5) purchase intention. The analyses did not show any significant main effects of language choice and product type for the attitude towards the ad, attitude towards the product or purchase intention. Furthermore, no significant interactions between language of the ad and product type were found for all five dependent variables. The respondents who were presented with the English ad or mixed ad did not have a more positive or negative attitude towards the ad or product than the respondents who were shown the Turkish ad. Furthermore, the respondents were no more, or less, inclined to purchase the products advertised in English or mixed language than the respondents who were presented with the Turkish ad. It may therefore be assumed that choice of language and type of product neither influences Turkish consumer's attitude towards the ad, their attitude towards the product nor their intention to buy the product.

Research question 2 aimed to determine to what extent (1) consumer ethnocentrism, (2) self-assessed English language proficiency, (3) actual English language proficiency, (4) associations of sophistication and (5) associations of belongingness hold predictive values for attitudes towards the ad (attractiveness and comprehensibility), attitude towards the product (general attitude and English symbolic values) and purchase intention. The regression analyses showed no significant results for attitude towards the ad, attitude towards the product and purchase intention, when a necessity product was advertised in English, Turkish or mixed Turkish-English. The above-mentioned potential predictors had no predictive value. The same was found for the luxury product advertised in English and mixed language.

However, for the luxury product advertised in Turkish one predictor was found for general attitude towards the product, namely: associations of belongingness, and another predictor was found for attitude towards the product in terms of English symbolic values, namely: self-assessed English language proficiency. According to these results, it may, therefore, be concluded that when Turkish consumers feel a higher sense of belongingness towards the Turkish language, their general attitude towards the product increases, and the higher they assess their English language proficiency the lower their attitude towards the product is in terms of English symbolic values, when the product is a luxury item and advertised in Turkish.

In general, the findings of this study show that language of the ad and type of product do not influence Turkish consumer's response. Furthermore, the findings suggest that Turkish consumer's degree of consumer ethnocentrism, self-assessed English language proficiency, actual English language proficiency, associations of sophistication and associations of belongingness, for the most part, do not predict attitudes towards the ad, attitude towards the product or purchase intention for necessity or luxury products advertised in English or mixed language.

6. Discussion

The present study found no effects of the language of the ad or product type on the attitude towards the ad, attitude towards the product and purchase intention. These findings suggest that neither the language of the ad nor the type of product advertised influences the way Turkish consumers evaluate an ad or product or influences their purchase intention. The finding that there were no significant differences between the English and Turkish ad with regards to attitude towards the ad and product seem to corroborate the findings in Planken et al., (2010). They did not find any significant effects of language choice (English vs. Polish) on their target group's attitudes towards the product and purchasing intention either. Both these findings correspond with the discoveries made by Gerritsen et al., (2010) en Van Hooft et al., (2017), who also did not find a more positive attitude towards an ad, containing English. However, these findings are in contrast to previous research that found that English holds symbolic value for consumers (e.g., modernisation, internationalism and sophistication) (Lin & Wang, 2016; Krishna & Ahluwalia, 2008; Van Hooft, Van Meurs & Spierts, 2017), and could therefore positively enhance individuals' attitude towards the ad or product. For this particular group of respondents in the current experiment, the English ads or mixed English ads did not enhance the ad or product evaluation. Even though associations

of sophistication were high for the English language, it did not significantly translate into a better evaluation of the English ads or the mixed language ads in terms of product and ad evaluation. Furthermore, the assumption that the English language leads to higher purchase intention (Buzzel, 1968; Van Hooft, Van Meurs & Spierts, 2017), was, like in Planken et al., (2010) not met in this study for both the English and the mixed-language ads. A possible explanation for the finding that English or a mix of English-Turkish language did not have an affect on Turkish consumers' response, even though the English language was indeed positively associated with symbolic values, could be that English was not a "marked" language for the investigated target group and therefore it might not be seen as (more) special, compared to the Turkish ad equivalent.

Second of all, this study found that consumer ethnocentrism, language proficiency (actual and self-assessed), associations of sophistication (i.e., attitude towards the English language) and associations of belongingness (i.e., attitude towards the Turkish language) were not significant predictors for attitude towards the ad, product or purchase intention for the English, Turkish or mixed language ad containing a necessity product, neither did this study find significant predictors for the English and mixed language ad containing a necessity product. The study did however find a predictor for the Turkish luxury language ad, namely associations of belongingness (for general attitude towards the product) and self-assessed English language proficiency (for attitude towards the product with English symbolic values). Since the present study revealed similar language associations to that of Lin and Wang (2016), namely that the local language (in this study, Turkish) was associated with belongingness (family, closeness, sense of belonging, and caring), whereas the foreign language (English) was associated with sophistication (internationalism, cosmopolitan and prestige), the finding that association of belongingness predicted the general attitude towards the product when the *Turkish ad* contained a *luxury product* was unexpected. It was expected that the associations of sophistication could predict the attitude towards the product of the *luxury product* ad advertised in *English* as luxury goods are often associated with sophistication values and that associations of belongingness would predict a *Turkish ad* containing a *necessity* product as associations of belongingness is often linked to the native language and necessity goods (Krishna & Ahluwalia, 2008; Lin & wang, 2016). A possible explanation for this finding could be that the Turkish message in this particular ad resonated with the respondents in terms of belongingness, the fact that the product in this ad was deemed a luxury product may not have been important. Another surprising finding was the result that the higher the respondents assessed their English language

proficiency the lower the attitude towards the product is in terms of English symbolic values. A possible explanation for this could be that Turkish people who feel that their English language proficiency is good may also feel more linked with associations of English (e.g., modernity, technical superiority, luxury). Therefore, a luxury product advertised in Turkish may not be congruent with their associations of what is deemed a luxury product, resulting in a lower appreciation of the product in terms of English symbolic values.

In conclusion, it may be assumed that, on the basis of this study, the language choice for the product types investigated in this study, for this group of highly educated people, is not relevant. Regardless of the respondents' characteristics measured in this study (consumer ethnocentrism, English language proficiency, and language attitudes), the language used in the ad and the type of product did not seem to have an effect on ad and product evaluations nor purchase intention.

6.1 Limitations and recommendations for future research

The present study has a number of limitations which must be taken into consideration in future research.

First of all, the majority of the participants were relatively young and were mostly highly educated. This group of participants may not be representative of the Turkish population in terms of age, education and language proficiency. Furthermore, the participants for the most part seemed to reside in the top 20 most populated and urbanised cities of Turkey (e.g., İstanbul, Ankara and İzmir), which according to EF (n.d.) are also the cities which are more proficient in English compared to the rest of Turkey. Although this study reached people from various cities, the sample of each city was relatively small and thus it is difficult to make generalisable suggestions for the whole of Turkey. Furthermore, the premise that Turks being low proficient in the English language (EF index, n.d.) is not met in this study. It was found that the actual English language proficiency was relatively high for Turkish standards (B2 upper intermediate). This may imply that the participants of the present study do not represent the whole Turkish population. Another limitation is that no differences in low vs. high proficiency could be made as the sample group was relatively homogenous in terms of actual and self-assessed language proficiency. Future research should focus on trying to examine other age and educational groups, as it has been found that young and higher educated respondents understand and appreciate English more than older respondents (Gerritsen et al., 2000). Future research should also try to examine various cities and villages of

Turkey so that further comparisons and conclusions can be made. Additionally, future research needs to be conducted with a more heterogeneous subject group regarding actual and self-assessed language proficiency.

Secondly, although the product types were pretested beforehand, the actual stimuli used in this experiment were not pretested, due to time limitation. This resulted in the fact that the final ads were not tested beforehand on whether the luxury product was deemed luxurious and whether the necessity product was seen as being a necessity. The manipulation check showed that respondents who were shown the necessity ad, rated the ad containing the necessity product as being more of a necessity than the ad containing the luxury product ad. However, the respondents who were shown the luxury product did not rate the ad containing the luxury product as more luxurious than the necessity product. Even though the respondents found the necessity product (soap) a necessity, this finding could also imply that the respondents found the necessity product quite luxurious, this may be due to the way the product was presented in the ad. This could have had an influence on the results; because the difference in product types may not have been clear, the possible effects of product type may not have been there. Future research should therefore pretest the manipulations beforehand and include different products and product types in their research design. The present study was a between-subjects design, so respondents only saw one condition. Future research could benefit from including different luxury products and necessity products to be able to generalise the findings. Furthermore, a within design could be used as the luxury and necessity products can be more explicitly compared with each other and this may result in more explicit effects of product type.

A third limitation could be that the ads in the current study did not explicitly indicate whether the company was an MNC or a local company. A number of studies have found significant differences between language choice on product evaluations when the ad is presented as an international or local brand (Krishna & Ahluwalia, 2008; Lin & Wang, 2016). This study did not take brand origin into consideration, future research could extend this research by examining the effect of brand origin, so more specific conclusions for MNCs versus local brands can be drawn.

Another limitation could be that this study set out to examine the possible predictive value of consumer ethnocentrism, however, the participant group was not diverse in their degree of consumer ethnocentrism. Consumer ethnocentrism was on average relatively low for this group of participants. This may be explained by the fact that the average age was 27 and according to Alonso

et al. (2013), consumer ethnocentricity is mostly found in individuals aged 31 – 35. Future research should therefore focus on a group that may have a higher degree of consumer ethnocentrism and thus aim to find respondents who are in a different age group.

Furthermore, even though comprehension of the ad was measured in this study, a limitation could be that this study did not take difficulty of the slogans or body-text into account. The text in the ad was not pretested and the actual comprehension of the ads (e.g., by asking the respondents what the ad was about) were not tested in the experiment. The results may have been different if the slogans and body-text in the ads were more difficult. Hendriks, van Meurs and Poos (2017) found that “easy English slogans were evaluated better than difficult English slogans and generally resulted in a better attitude toward the ad and toward the product and in a higher purchase intention”. Future research could therefore experiment with various slogan difficulty levels to determine whether this assumption also holds for Turkish consumers.

Lastly, this experiment was conducted online. This could be seen as a limitation because only people who have access to internet and know how to fill out a survey online were reached. The researcher received feedback from participants who had completed the questionnaire that other Turkish people may not understand how a survey works and that there are still people who are illiterate and are therefore unable to complete a survey. A suggestion for future research would be to implement various other methods (e.g., in-depth interviews), so that people with different background characteristics could be reached, and so that more in-depth insight into the participants’ opinions, motives and perceptions can be gained (Hart, Boeijs, & Hox, 2009). By using different methods, the knowledge which is gathered can subsequently be compared with existing data from other methods (i.e., method triangulation)(Hart et al., 2009 p.275).

6.2 Contributions to literature and practical implications

This study adds to the existing body of knowledge with respect to international advertising literature, since it has taken into consideration possible predictor variables that have not been studied before such as consumer ethnocentrism and actual language proficiency. It has also taken in consideration the possible predictive value of language attitudes (English and native language attitudes). Moreover, it expanded the geographical boundaries of the research area, which in the past mostly focused on Asia, Western Europe and the USA, by examining a monolingual non-English speaking country in European Asia: Turkey The present study showed that, like in some

other non-English speaking countries (e.g. Poland in Europe) (Planken, et al., 2010), English does not have an effect on ad or product evaluations, and it showed that the characteristics of the respondents in this study do not predict consumer response.

This study is practically relevant for MNCs who are struggling to find the right language strategy for their advertising targets. The present study aimed to determine a language strategy for Turkish consumers. The possible effect of the language used in the ad proved to be non-significant on the attitude towards the ad, attitude towards the product and on purchase intention. The findings of this study suggest that any language strategy (be it Turkish, English or mixed) may be used by MNCs who wish to advertise in Turkey. MNCs have the option to choose which strategy suits them best as all three language strategies could be equally effective. It could be recommended that the company should decide what is best for the company in terms of cost considerations. Based on the economic benefits of standardising ads, MNCs could opt for this strategy as it is a cheaper option than translating the ad into the Turkish language or mixed language (Gerritsen et al., 2000; Hornikx & Starren, 2008).

Furthermore, this study proved that for highly educated young Turkish consumers, degree of ethnocentrism, language proficiency and language attitudes do not hold predictive values for the way the ad or product is evaluated, neither do they predict purchase intention. Therefore, it can be concluded that MNCs do not necessarily have to take these characteristics into consideration, at least, when advertising to these Turkish consumers.

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Appendices:

Appendix 1: Pretest results product category

Table 9. Overall mean ratings of the products presented in the pretest in terms of perceived luxury, necessity and price (cheap vs expensive). Scale = 1-7, 1 = Not luxury, not necessity and cheap, 7 = luxury, necessity and expensive). SD in brackets, $n = 34$.

Product type	Measures		
	Luxury <i>Mean (SD)</i>	Necessity <i>Mean (SD)</i>	Expensive <i>Mean (SD)</i>
Luxury products			
Camera	4.82 (2.24)	3.76 (2.03)	5.79 (1.11)
Sunglasses	4.18(2.33)	5.32 (1.71)	5.26 (1.34)
Watch	4.65 (2.37)	4.21 (2.18)	5.41 (1.72)
Printer	3.35(2.10)	4.56 (1.90)	4.76(1.55)
Suitcase	2.59 (1.73)	5.71(1.40)	4.47 (1.42)
Sport shoes (trainers)	3.09 (1.93)	5.29 (1.72)	5.35 (1.28)
Mobile phone	3.94 (2.62)	5.68 (1.60)	6.41 (0.84)
Television	3.65(2.14)	4.35 (1.92)	5.76 (1.35)
Necessity products			
Soap	1.12 (0.32)	6.76 (0.55)	1.88 (1.51)
Deodorant	1.91 (1.65)	6.12 (1.55)	2.76 (1.54)
Detergent	1.53 (1.22)	6.53 (1.17)	2.47 (1.48)
Paper notebook	1.52 (1.44)	5.32 (1.92)	1.82 (1.34)
Toothpaste	1.32(0.47)	6.65 (1.08)	2.26 (1.42)
Sticky note	1.88 (1.71)	4.21 (2.29)	2.41 (1.97)
Greeting card	2.44 (1.97)	3.47(2.19)	2.00 (1.48)
Chewing gum	1.68 (1.62)	3.94 (2.29)	1.68 (1.60)
Shampoo	1.85 (1.59)	6.56 (1.17)	2.28 (1.55)
Detergent	1.53(1.22)	6.53 (1.17)	2.47 (1.48)

Appendix 2: Stimuli used in the experiment

Figure 1. Necessity product English Language



Figure 2. Necessity product Mixed language



Figure 3. Necessity product Turkish language



Figure 4. Luxury product English language



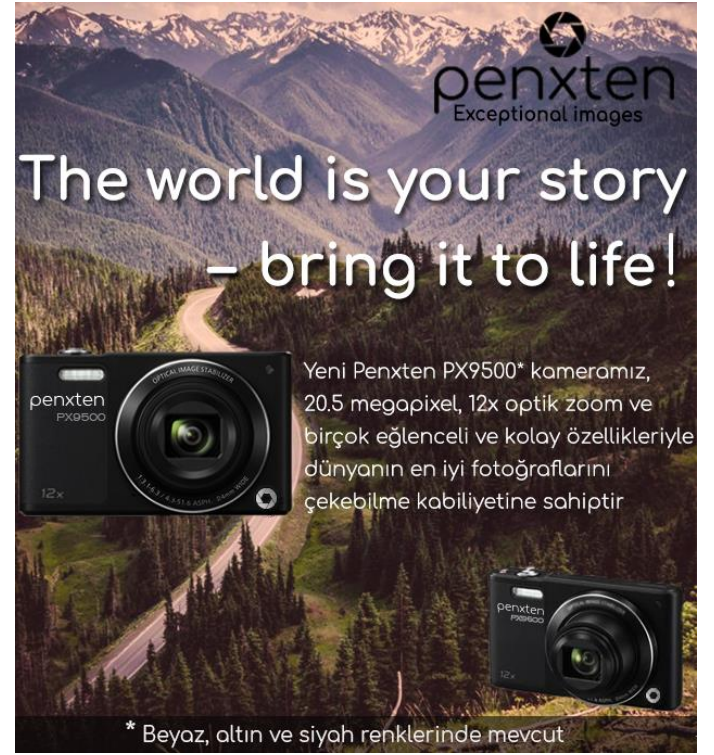
penxten
Exceptional images

The world is your story
– bring it to life!

The new Penxten PX9500* will help you capture the most beautiful images with its 20.5 megapixels, 12x optical zoom and its range of fun and easy-to-use settings

* Available in white, gold and black

Figure 5. Luxury product mixed language



penxten
Exceptional images

The world is your story
– bring it to life!

Yeni Penxten PX9500* kameramız, 20.5 megapixel, 12x optik zoom ve birçok eğlenceli ve kolay özellikleriyle dünyanın en iyi fotoğraflarını çekebilme kabiliyetine sahiptir

* Beyaz, altın ve siyah renklerinde mevcut

Figure 6. Luxury product Turkish language



penxten
Olağanüstü görüntüler için

Dünya senin hikayendir
– hikayeni yaşa!

Yeni Penxten PX9500* kameramız, 20.5 megapixel, 12x optik zoom ve birçok eğlenceli ve kolay özellikleriyle dünyanın en iyi fotoğraflarını çekebilme kabiliyetine sahiptir

* Beyaz, altın ve siyah renklerinde mevcut

Appendix 3: Questionnaire

3.1 Introduction

English version

Dear participant

You are invited to participate in a thesis research project. This research project is being conducted by Katie Cowan, as part of the Master's degree International Business communication, of the Radboud University.

The procedure involves filling out an online survey. You will be asked questions about an advertisement. Filling out the survey will take approximately 10 minutes.

Confidentiality of the research data

The data we collect during this study will be used by scientists for articles and presentations. Of course, these data will be made fully anonymous. The anonymized data is accessible to the scientific community for a period of at least 10 years.

Your participation in this research is voluntary. Therefore, you can withdraw your participation at any time during the research and all data we have collected from you will be deleted permanently.

Should you want more information on this research study, now or in future, please contact student Katie Cowan via c.cowan@student.ru.nl

CONSENT: Please select your choice below.

Clicking on the "Agree" button below indicates that:

- you have read the above information
- you voluntarily agree to participate
- you are at least 18 years of age

If you do not wish to participate in the research study, please decline participation by clicking on the "I do not want to participate" button.

Agree (proceed to the survey)	I do not want to participate
----------------------------------	---------------------------------

Turkish version

Değerli katılımcı,

Bir tez araştırma projesine katılmaya davetlisiniz. Bu araştırma projesi, Katie Cowan tarafından, Radboud Üniversitesi'nin Uluslararası İşletme bölümü kapsamında yürütülmektedir. Bu araştırma bir reklam değerlendirme anketi içerir. Anketi doldurmak yaklaşık **10 dakika** sürecektir.

Bu çalışma sırasında topladığımız veriler, bilim adamları tarafından makaleler ve sunumlar için kullanılacaktır. Tabii ki, bu veriler tamamen anonim hale getirilecektir. Anonimleştirilmiş veriler, en az 10 yıllık bir süre için bilimsel topluluğa erişilebilir.

Bu araştırmaya katılımınız gönüllüdür. Bu nedenle, araştırma esnasında

herhangi bir zamanda katılımınızı geri çekebilirsiniz ve sizden topladığımız tüm veriler kalıcı olarak silinecektir.

Bu araştırma çalışması hakkında şimdi veya gelecekte daha fazla bilgi edinmek isterseniz, lütfen c.cowan@student.ru.nl adresinden Katie Cowan ile iletişime geçin.

Lütfen aşağıdan seçiminizi yapın.

Aşağıdaki "onayla" düğmesine tıklayarak şunu belirtirsiniz:

- Yukarıdaki bilgileri okudunuz;
- Gönüllü olarak katılmayı kabul ediyorsunuz ve;
- En az 18 yaşındasınız.

Ankette katılmak istemiyorsanız, lütfen "Katılmak istemiyorum" düğmesine tıklayarak katılımı reddedin.

Onayla (ankete devam)

Katılmak istemiyorum

3.2 Questions in the questionnaire

<START QUESSTIONNAIRE>

Please look at the advertisement below. You will be asked questions about the following ad.

Lütfen aşağıdaki reklama bakınız. Aşağıdaki reklamla ilgili size sorular sorulacaktır.

<ENTER CONDITION>

3.2.1 Attitude towards advert, attitude towards product, and purchase intention

a) Attitude towards advertisement. Reklama yönelik tutum.

Please rate the ad below. I think this product Lütfen reklamı aşağıdaki kelimelerle değerlendirin.

Bu reklam..

- | | | |
|-----------------------------------|---|--|
| 1. Enteresan (interesting) | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Enteresan değil (not interesting) |
| 2. Çekici (appealing) | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | İtici (unappealing) |
| 3. Orijinal (original) | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Sıradan (ordinary) |
| 4. Cazip (attractive) | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Cazip değil (unattractive) |
| 5. Güzel (beautiful) | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Güzel değil (ugly) |

Lütfen aşağıdaki cümlelere hangi ölçüde katılıp katılmadığınızı belirtin. Please indicate to what extent you agree or disagree with the following statement.

Kesinlikle Katılmıyorum	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Tamamen Katılmıyorum
Strongly disagree	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Strongly agree

6. Reklamı okumak kolaydı: The ad was easy to read

Kesinlikle Katılmıyorum	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Tamamen Katılmıyorum
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7. Reklamın anlaşılması kolaydı: The ad was easy to understand

Kesinlikle Katılmıyorum	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Tamamen Katılmıyorum
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8. Reklamın anlaşılması zordu : The ad was difficult to comprehend

Kesinlikle Katılmıyorum	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Tamamen Katılmıyorum
-------------------------	---	----------------------

9. Reklamın söylediklerini takip etmek zordu: It was hard to follow what the ad was saying

Kesinlikle Katılmıyorum	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Tamamen Katılmıyorum
-------------------------	---	----------------------

b) Attitude towards product. Ürüne karşı tutum

Please rate with the words below the product in the ad. Lütfen reklamı aşağıdaki kelimelerle değerlendirin. Bu ürün bence....

Hoş değil (not nice)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoş (nice)
Kalitesiz (poor quality)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kaliteli (good quality)
Kırsal (rural)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kozmopolitan (cosmopolitan)
İtici (unattractive)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Çekici (attractive)
Lüks değil (not luxury)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Lüks (luxury)
Yararsız (useless)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Yararlı (useful)
Ucuz (cheap)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pahalı (expensive)
Eski (old)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Yeni (young)
Cazip değil (unappealing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cazip (appealing)
Ulusal (national)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uluslararası (international)
Genel (not exclusive)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Özel (exclusive)
Geleneksel (traditional)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Modern (modern)
Gereksiz (not necessity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gerekli (necessity)

c) Purchase intention

Lütfen aşağıdaki cümlelere hangi ölçüde katılıp katılmadığınızı belirtin.

Please indicate to what extent you agree or disagree with the following statement.

10. **Bu ürünü satın almayı düşünüyorum:** Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

11. **Bu ürünü kesinlikle almak istiyorum:** Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

3.2.2 Attitude towards the English and Turkish language and consumer ethnocentrism

a) Attitude towards the English and Turkish language

Türkçe hakkında ne düşünüyorsunuz veya Türkçeyi nasıl betimlersiniz? Örnek:

Türkçeyi sepatik buluyorsanız, hangi ölçüde Türkçeyi sepatik bulduğunuzu belirtin. Bence Türkçe....

İngiliz dili hakkında ne düşünüyorsunuz veya İngiliz dilini nasıl betimlersiniz? Örnek: İngiliz dilini sepatik buluyorsanız, hangi ölçüde İngiliz dilini sepatik bulduğunuzu belirtin. Bence İngiliz dili.....

12. International: Uluslararası

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

13. Personal: Kişisel

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

14. Family: Ailemsel

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

15. Exclusivity: Özel

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

16. Closeness: Yakın

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

17. Sense of belonging: Aitlik hissini temsil eder

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

18. Distant: Uzak

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

19. Caring: Sempatik

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

20. Prestigious: Prestijli

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

21. Cosmopolitan: Kozmopolitan

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

22. Dynamic: Dinamik

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

23. Symbol of urban growth: Kentsel büyümenin sembolü

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

24. Symbol of technological superiority: Teknolojik üstünlüğün sembolü

Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum

b) Consumer ethnocentrism

Please indicate to what extent you (dis)agree with following statements. Lütfen aşağıdaki cümlelere hangi ölçüde katılıp katılmadığınızı belirtin.

- 25. Turkish people should always buy Turkish-made products instead of imports. (1)** Kesinlikle Katılmıyorum ☐ ☐ ☐ ☐ ☐ ☐ ☐ Tamamen Katılmıyorum
- Türk halkı her zaman ithalat yerine Türk yapım ürünlerini satın almalıdır.
- 26. Turkish products first, last, and foremost. (4)** Kesinlikle Katılmıyorum ☐ ☐ ☐ ☐ ☐ ☐ ☐ Tamamen Katılmıyorum
- Türk ürünleri en önemlisidir.
- 27. Purchasing foreign-made products is un-Turkish (5)** Kesinlikle Katılmıyorum ☐ ☐ ☐ ☐ ☐ ☐ ☐ Tamamen Katılmıyorum
- Yabancı ürünleri satın almak Türk halkına yakışmaz.
- 28. It is not right to purchase foreign products, because it puts Turkish people out of jobs. (6)** Kesinlikle Katılmıyorum ☐ ☐ ☐ ☐ ☐ ☐ ☐ Tamamen Katılmıyorum
- Yabancı ürünleri satın almak doğru değildir, çünkü Türk halkının işsiz kalmasına mal oluyor.
- 29. Real Turkish people should always buy Turkish products (7)** Kesinlikle Katılmıyorum ☐ ☐ ☐ ☐ ☐ ☐ ☐ Tamamen Katılmıyorum
- Türk halkı her zaman Türk ürünlerini satın almalıdır.

- 30. We should purchase products manufactured in Turkey (8) instead of letting other countries get rich off us.** Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum
- Yabancı ülkelerin zenginliğini artırmamalıyız ve o yüzden yabancı ürünlerin yerine Türk ürünlerini satın almalıyız.
- 31. It is always best to purchase Turkish products. (9)** Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum
- Türk ürünlerini satın almak her zaman en iyisidir.
- 32. There should be very little trading or purchasing of products from other countries unless out of necessity. (10)** Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum
- İhtiyaç duyulmadığı sürece, diğer ülkelerden çok az alım satım yapılmalıdır.
- 33. It may cost me in the long run but I prefer to support Turkish products (13)** Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum
- Uzun vadede bana mal olabilir, ama ben Türk ürünlerini desteklemeyi tercih ederim.
- 34. Foreigners should not be allowed to put their products on our markets (14)** Kesinlikle Katılmıyorum O O O O O O O Tamamen Katılmıyorum
- Yabancı ürünlerin pazarlarımızda yer almasına izin vermemeliyiz.

3.2.3 English self-assessed language proficiency and English Lextale test

a) English self-assessed language proficiency

Indicate the level of your English language skills (1=very bad, 7=very good)

İngilizce dil becerilerinizi belirtin (1 = çok kötü, 7 = çok iyi)

35. konuşmam

çok kötü O O O O O O O çok iyi

36. dinlemem

çok kötü O O O O O O O çok iyi

37. okumam

çok kötü O O O O O O O çok iyi

38. yazmam

çok kötü O O O O O O O çok iyi

b) English language proficiency Lextale test:

En: This test 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 click on "yes", and if you think it is not an existing English word, you click on "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". In this experiment, **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 experiment is not about detecting such subtle spelling differences anyway. This experiment is not about detecting subtle spelling differences.

EN: You have as much time as you like for each decision. This part of the experiment will take about 2 to 5 minutes.

Lütfen aşağıdaki 60 kelime için, İngilizceye ait bir kelime olup olmadığına karar verin.

Eğer aşağıdaki kelime, sizce bir İngiliz kelimesiyse "**evet**" i tıklayın. Eğer aşağıdaki kelime sizce bir İngiliz kelimesi değilse "**hayır**" ı tıklayın. Kelimenin İngiliz bir kelimesi olduğundan eminseniz, tam anlamını bilmeseniz bile, yine de "**evet**" yanıtı verebilirsiniz.

Örnek: "Fayt" kelimesini, bir İngiliz kelimesi olduğunu düşünüyorsanız, evet i tıklayın.

Her karar için istediğiniz kadar zamanınız var. Bu kısım yaklaşık 2 ila 5 dakika sürecektir.

Bilginiz için: Bu deneyde, Amerikan İngilizcesini değil, İngilizlerin İngilizcesini kullanıyoruz.

Örneğin: "realise" yerine "realize"; "colour" yerine "color" kullanılıyor. Bu deney, ince yazım farklılıklarını tespit etmekle ilgili değildir.

Bu bölümünü başlatmak için ok tuşuna basın.

0	platory	0
0	denial	1
0	generic	1
1	mensible	0
2	scornful	1
3	stoutly	1
4	ablaze	1
5	kermshaw	0
6	moonlit	1
7	lofty	1
8	hurricane	1
9	flaw	1
10	alberation	0
11	unkempt	1
12	breeding	1
13	festivity	1
14	screech	1
15	savoury	1
16	plaudate	0
17	shin	1
18	fluid	1

19	spaunch	0
20	allied	1
21	slain	1
22	recipient	1
23	exprate	0
24	eloquence	1
25	cleanliness	1
26	dispatch	1
27	rebondicate	0
28	ingenious	1
29	bewitch	1
30	skave	0
31	plaintively	1
32	kilp	0
33	interfate	0
34	hasty	1
35	lengthy	1
36	fray	1
37	crumper	0
38	upkeep	1
39	majestic	1

40	magrity	0
41	nourishment	1
42	abergy	0
43	proom	0
44	turmoil	1
45	carbohydrate	1
46	scholar	1
47	turtle	1
48	fellick	0
49	destription	0
50	cylinder	1
51	ensorship	1
52	celestial	1
53	rascal	1
54	purrage	0
55	pulsh	0
56	muddy	1
57	quirty	0
58	pudour	0
59	listless	1
60	wrought	1

3.2.4 Demographics

39. How often do you use products similar to those you see in this survey? Bu araştırmadaki gördüğünüz ürüne benzer ürünleri ne sıklıkla kullanıyorsunuz?

hiç kullanmıyorum (never) - çok kullanıyorum (often)

1= Kesinlikle katılmıyorum 2= Katılmıyorum 3= Biraz Katılmıyorum 4= Ne katılıyorum ne de katılmıyorum 5= Biraz Katılıyorum 6= Katılıyorum 7= Tamamen Katılıyorum

40. What is your age? Kaç yaşındasınız?

41. What is your gender? Cinsiyetiniz?

0 Kadın (woman)

0 erkek (male)

0 Söylemek istemiyorum

42. Place of residence. Nerede oturuyorsunuz?

43. Nationality. Uyuğunuz?

44. Mother tongue. Ana diliniz?

45. Education level. En yüksek eğitiminiz nedir?

○ Anaokul 1

○ İlköğretim

○ Ortaöğretim (Lise)

○ Meslek Yüksekokulu (Ön Lisans)

○ Lisans

○ Yüksek Lisans veya daha ilerisi

○ Primary code 1

○ Primary code 1

○ Secondary code 2

○ Tertiary code 3

○ Tertiary code 3

○ Tertiary code 3

59. How much do you agree with the following sentence?: Aşağıdaki cümleye ne ölçüde katılıyorsunuz?

- This ad could be in a magazine : Gördüğüm reklam bir dergide yer alabilir.:

If you would like a chance to win a 100TL giftcard from Mediamarkt, please enter your email down below. I will randomly choose one lucky winner. E-mail is only used to choose a winner, will be deleted afterwards.

Mediamarkt'tan 100 TL lik hediye çeki kazanma şansı istiyorsanız, lütfen aşağıya e-posta adresinizi **kaydediniz**. Katılımcı e-posta adreslerin arasından rastgele bir kazanan seçilecektir. Kazanan seçildikten sonra, e-posta adresiniz silinecektir.

<END OF QUESTIONNAIRE>

Appendix 4:

4.1 Luxury product + English language ad

a) *Attitude towards ad (Attractiveness)*

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 31) = 1.21, p = .328$).

Neither “Consumer ethnocentrism” ($\beta = .30, p = .171$), nor “Self-assessed English language proficiency” ($\beta = -.046, p = .790$), nor “Actual English language proficiency” ($\beta = .138, p = .430$), nor “Associations of sophistication” ($\beta = -.16, p = .492$), nor “Associations of belongingness” ($\beta = -.01, p = .946$), were significant predictors of attitude towards the ad, in terms of attractiveness, when evaluating a completely English ad containing a luxury product. See table 10 for the test results.

Table 10. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attractiveness of the ad ($n = 37$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	3.07	2.19	
Consumer ethnocentrism	.31	.22	.30
Self-Assessed English language proficiency	-.04	.16	-.05
Actual English language proficiency	.02	.02	.14
Associations of sophistication	-.18	.25	-.16
Associations of belongingness	-.02	.28	-.01
<i>R</i> ²	.028		
<i>F</i>	1.21*		
$p = .328$			

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 31) < 1$).

Neither “Consumer ethnocentrism” ($\beta = -.11, p = .636$), nor “Self-assessed English language proficiency” ($\beta = -.11, p = .563$), nor “Actual English language proficiency” ($\beta = .21, p = .258$), nor “Associations of sophistication” ($\beta = -.02, p = .258$), nor “Associations of belongingness” ($\beta = -.14, p = .491$), were significant predictors of attitude towards the ad, in terms of comprehensibility when evaluating a completely English ad containing a luxury product. See table 11 for the test results.

Table 11. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for comprehensibility of the ad ($n = 37$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	3.24	2.51	
Consumer ethnocentrism	.12	.25	-.11
Self-Assessed English language proficiency	-.11	.19	-.11
Actual English language proficiency	.03	.03	.21
Associations of sophistication	-.02	.29	-.02
Associations of belongingness	.22	.32	.14
<i>R</i> ²	-.07		
<i>F</i>	.506*		

* $p = .770$

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in general attitude towards the product ($F(5, 31) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .27, p = .237$), nor “Self-assessed English language proficiency” ($\beta = -.21, p = .249$), nor “Actual English language proficiency” ($\beta = .11, p = .550$), nor “Associations of sophistication” ($\beta = .20, p = .418$), nor “Associations of belongingness” ($\beta = -.11, p = .598$), were significant predictors of general attitude towards the product, when evaluating a completely English ad containing a luxury product. See table 12 for the test results.

Table 12. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for general attitude towards the product ($n = 37$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	3.20	2.06	
Consumer ethnocentrism	.25	.21	.27
Self-Assessed English language proficiency	-.18	.15	-.21
Actual English language proficiency	.01	.02	.11
Associations of sophistication	-.20	.24	.20**
Associations of belongingness	-.14	.26	-.11**
<i>R</i> ²	-.07		
<i>F</i>	.56*		

* $p = .731$

d) Attitude towards product (English symbolic value)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attitude towards the product in terms of English symbolic values ($F(5, 31) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .32, p = .164$), nor “Self-assessed English language proficiency” ($\beta = -.19, p = .287$), nor “Actual English language proficiency” ($\beta = .17, p = .343$), nor “Associations of sophistication” ($\beta = .20, p = .400$), nor “Associations of belongingness” ($\beta = -.11, p = .594$), were significant predictors of attitude towards the product in terms of English symbolic values, when evaluating a completely English ad containing a luxury product. See table 13 for the test results.

Table 13. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attitude towards the product (English symbolic value) ($n = 37$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	2.50	1.78	
Consumer ethnocentrism	.25	.18	.32
Self-Assessed English language proficiency	-.14	.13	-.19
Actual English language proficiency	.02	.02	.17
Associations of sophistication	.18	.20	.20
Associations of belongingness	-.12	.23	-.11
<i>R</i> ²	-.04		
<i>F</i>	.707*		

* $p = .623$

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 31) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .24, p = .301$), nor “Self-assessed English language proficiency” ($\beta = -.14, p = .43$), nor “Actual English language proficiency” ($\beta = .20, p = .284$), nor “Associations of sophistication” ($\beta = .06, p = .820$), nor “Associations of belongingness” ($\beta = .05, p = .807$), were significant predictors of purchase intention, when evaluating a completely English ad containing a luxury product. See table 14 for the test results.

Table 14. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for purchase intention ($n = 37$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	.24	2.46	
Consumer ethnocentrism	.26	.25	.24
Self-Assessed English language proficiency	-.15	.18	-.14
Actual English language proficiency	.03	.02	.20
Associations of sophistication	.07	.28	.06
Associations of belongingness	.08	.31	.05
<i>R</i> ²	-.06		
<i>F</i>	.620*		

* $p = .685$

4.2 Luxury product + Turkish language ad

a) *Attitude towards ad (Attractiveness)*

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 28) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .30, p = .173$), nor “Self-assessed English language proficiency” ($\beta = -.05, p = .790$), nor “Actual English language proficiency” ($\beta = .14, p = .430$), nor “Associations of sophistication” ($\beta = -.16, p = .492$), nor “Associations of belongingness” ($\beta = -.013, p = .946$), were significant predictors of attitude towards the ad, in terms of attractiveness of the ad, when evaluating a completely Turkish ad containing a luxury product. See table 15 for the test results.

Table 15. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attractiveness of the ad ($n = 34$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	3.29	1.86	
Consumer ethnocentrism	-.01	.19	-.01
Self-Assessed English language proficiency	.16	.25	.15
Actual English language proficiency	-.03	.02	-.34
Associations of sophistication	.11	.29	.06
Associations of belongingness	.15	.26	.13
<i>R</i> ²	-.06		
<i>F</i>	.609*		

* $p = .693$

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 28) < 1$).

Neither “Consumer ethnocentrism” ($\beta = -.11, p = .636$), nor “Self-assessed English language proficiency” ($\beta = -.11, p = .563$), nor “Actual English language proficiency” ($\beta = .21, p = .258$), nor “Associations of sophistication” ($\beta = -.02, p = .936$), nor “Associations of belongingness” ($\beta = .142, p = .491$), were significant predictors of attitude towards the ad, in terms of comprehensibility of the ad, when evaluating a completely Turkish ad containing a luxury product. See table 16 for the test results.

Table 16. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for comprehensibility of the ad ($n = 34$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	2.63	1.87	
Consumer ethnocentrism	.14	.19	.15
Self-Assessed English language proficiency	.34	.25	.31
Actual English language proficiency	-.02	.02	-.17
Associations of sophistication	.39	.29	.27
Associations of belongingness	-.13	.26	-.11
<i>R</i> ²	-.01		
<i>F</i>	.970*		

* $p = .453$

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model explained 24% of the variance in general attitude towards the product ($F(5, 28) = 3.04, p = .026$).

“Associations of belongingness” ($\beta = .40, p = .038$) showed to be a significant predictor of general attitude towards the product, when evaluating a completely Turkish ad containing a luxury product. If “Associations of belongingness” goes up from low (1) to high (7) the general attitude towards the product goes up with .40 SD, given that all other variables are kept constant. Therefore, higher associations of belongingness predict a higher general attitude towards the product, when evaluating a completely Turkish ad containing a luxury product.

Furthermore, the analysis showed that neither “Consumer ethnocentrism” ($\beta = .04, p = .826$), nor “Self-assessed English language proficiency” ($\beta = -.30, p = .139$), nor “Actual English language proficiency” ($\beta = .01, p = .962$), nor “Associations of sophistication” ($\beta = .22, p = .226$) were significant predictors of general attitude towards the product, when evaluating a completely Turkish ad containing a luxury product. See table 17 for the test results.

Table 17. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for general attitude towards the product ($n = 34$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	1.322	1.58	
Consumer ethnocentrism	.04	.16	.04
Self-Assessed English language proficiency	-.32	.21	-.30
Actual English language proficiency	.00	.02	.01
Associations of sophistication	.31	.25	.22
Associations of belongingness	.49	.22	.40*

<i>R</i> ²	.24
<i>F</i>	3.04**

* $p = .038$, ** $p = .026$

d) Attitude towards product (English symbolic value)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model explained 23% of the variance in attitude towards the product in terms of English symbolic values ($F(5, 28) = 2.97, p = .029$).

“Self-assessed English language proficiency” ($\beta = -.42, p = .046$) showed to be a significant predictor of attitude towards the product in terms of English symbolic values, when evaluating a completely Turkish ad containing a luxury product. If “Self-assessed English language proficiency” goes up from low (1) to high (7) the attitude towards the product in terms of English symbolic values goes down with .40 SD, given that all other variables are kept constant. Therefore, a higher self-assessed language proficiency predicts a lower attitude towards the product in terms of English symbolic values, when evaluating a completely Turkish ad containing a luxury product.

Neither “Consumer ethnocentrism” ($\beta = .14, p = .405$), nor “Actual English language proficiency” ($\beta = .23, p = .253$), nor “Associations of sophistication” ($\beta = .13, p = .486$), nor “Associations of belongingness” ($\beta = .37, p = .055$), were significant predictors of attitude towards the product in terms of English symbolic values, when evaluating a completely Turkish ad containing a luxury product. See table 18 for the test results.

Table 18. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attitude towards the product (English symbolic values) ($n = 34$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	.89	1.58	
Consumer ethnocentrism	.13	.16	.14

Self-Assessed English language proficiency	-.44	.21	-.42*
Actual English language proficiency	.02	.02	.23
Associations of sophistication	.18	.29	.13
Associations of belongingness	.46	.22	.37
<i>R</i> ²	.23		
<i>F</i>	2.97**		

* $p = .046$, ** $p = .029$.

e) *Purchase intention*

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 28) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .05, p = .795$), nor “Self-assessed English language proficiency” ($\beta = -.34, p = .147$), nor “Actual English language proficiency” ($\beta = .01, p = .664$), nor “Associations of sophistication” ($\beta = -.03, p = .905$), nor “Associations of belongingness” ($\beta = .26, p = .227$), were significant predictors of purchase intention, when evaluating a completely Turkish ad containing a luxury product. See table 19 for the test results.

Table 19. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for purchase intention ($n = 34$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	2.57	1.73	
Consumer ethnocentrism	.05	.17	.05
Self-Assessed English language proficiency	-.35	.23	-.34

Actual English language proficiency	.01	.02	.01
Associations of sophistication	-.03	.27	-.03
Associations of belongingness	.30	.24	.26
<i>R</i> ²	-.01		
<i>F</i>	.95*		

**p* = .464

4.3 Luxury product + Mixed language ad

a) *Attitude towards ad (Attractiveness)*

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 29) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .10, p = .601$), nor “Self-assessed English language proficiency” ($\beta = -.25, p = .281$), nor “Actual English language proficiency” ($\beta = -.01, p = .953$), nor “Associations of sophistication” ($\beta = -.15, p = .425$), nor “Associations of belongingness” ($\beta = .03, p = .860$), were significant predictors of attitude towards the ad, in terms of attractiveness of the ad, when evaluating a mixed language ad containing a luxury product. See table 20 for the test results.

Table 20. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attractiveness of the ad ($n = 35$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	3.30	2.15	
Consumer ethnocentrism	.07	.14	.10
Self-Assessed English language proficiency	-.22	.20	-.25

Actual English language proficiency	-.00	.02	-.01
Associations of sophistication	.17	.21	.15
Associations of belongingness	.04	.23	.03
<i>R</i> ²	-.07		
<i>F</i>	.58*		

**p* = .712

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 29) = 1.68, p = .171$).

Neither “Consumer ethnocentrism” ($\beta = -.12, p = .496$), nor “Self-assessed English language proficiency” ($\beta = -.03, p = .907$), nor “Actual English language proficiency” ($\beta = .37, p = .093$), nor “Associations of sophistication” ($\beta = -.23, p = .208$), nor “Associations of belongingness” ($\beta = .28, p = .106$), were significant predictors of attitude towards the ad, in terms of comprehensibility of the ad, when evaluating a mixed language ad containing a luxury product. See table 21 for the test results.

Table 21. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for comprehensibility of the ad ($n = 35$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	3.57	1.57	
Consumer ethnocentrism	-.07	.10	-.12
Self-Assessed English language proficiency	-.02	.15	-.03
Actual English language proficiency	.03	.01	.37

Associations of sophistication	-.20	.15	-.23
Associations of belongingness	.27	.16	.28
<i>R</i> ²	.09		
<i>F</i>	1.68*		

* $p = .171$

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in general attitude towards the product ($F(5, 29) = 1.09, p = .386$).

Neither “Consumer ethnocentrism” ($\beta = .01, p = .943$), nor “Self-assessed English language proficiency” ($\beta = -.38, p = .097$), nor “Actual English language proficiency” ($\beta = .46, p = .047$), nor “Associations of sophistication” ($\beta = .21, p = .261$), nor “Associations of belongingness” ($\beta = .05, p = .762$), were significant predictors of general attitude towards the product, when evaluating a mixed language ad containing a luxury product. See table 22 for the test results.

Table 22. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for general attitude towards the product ($n = 35$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	1.83	1.82	
Consumer ethnocentrism	.01	.117	.01
Self-Assessed English language proficiency	-.29	.17	-.38
Actual English language proficiency	.03	.02	.46
Associations of sophistication	.20	.18	.21
Associations of belongingness	.06	.19	.05

<i>R</i> ²	.14
<i>F</i>	1.09*

* $p = .386$

d) Attitude towards product (English symbolic value)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attitude towards the product in terms of English symbolic values ($F(5, 29) = 1.65, p = .179$).

Neither “Consumer ethnocentrism” ($\beta = .06, p = .726$), nor “Self-assessed English language proficiency” ($\beta = -.40, p = .069$), nor “Actual English language proficiency” ($\beta = .38, p = .080$), nor “Associations of sophistication” ($\beta = .38, p = .039$), nor “Associations of belongingness” ($\beta = .11, p = .512$), were significant predictors of attitude towards the product in terms of English symbolic values, when evaluating a mixed language ad containing a luxury product. See table 23 for the test results.

Table 23. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attitude towards the product (English symbolic value) ($n = 35$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	.81	1.75	
Consumer ethnocentrism	.04	.11	.06
Self-Assessed English language proficiency	-.31	.16	-.40
Actual English language proficiency	.03	.02	.38
Associations of sophistication	.37	.17	.38
Associations of belongingness	.12	.18	.11

<i>R</i> ²	.09
<i>F</i>	1.65**

* $p = .179$

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 29) < 1$).

Neither “Consumer ethnocentrism” ($\beta = -.02, p = .924$), nor “Self-assessed English language proficiency” ($\beta = -.05, p = .836$), nor “Actual English language proficiency” ($\beta = .04, p = .858$), nor “Associations of sophistication” ($\beta = .03, p = .885$), nor “Associations of belongingness” ($\beta = -.04, p = .856$), were significant predictors of purchase intention, when evaluating a mixed language ad containing a luxury product. See table 24 for the test results.

Table 74. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for purchase intention ($n = 35$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	3.02	2.32	
Consumer ethnocentrism	-.01	.15	-.02
Self-Assessed English language proficiency	-.04	.21	-.05
Actual English language proficiency	.00	.02	.04
Associations of sophistication	.03	.22	.03
Associations of belongingness	-.05	.24	-.04
<i>R</i> ²	-.17		

F

.03*

* $p = 1.00$

4.4 Necessity product + English language ad

a) *Attitude towards ad (Attractiveness)*

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 29) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .19, p = .362$), nor “Self-assessed English language proficiency” ($\beta = -.04, p = .858$), nor “Actual English language proficiency” ($\beta = .18, p = .414$), nor “Associations of sophistication” ($\beta = .03, p = .901$), nor “Associations of belongingness” ($\beta = .00, p = .998$), were significant predictors of attitude towards the ad, in terms of attractiveness, when evaluating a completely English ad containing a necessity product. See table 25 for the test results.

Table 25. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attractiveness of the ad ($n = 35$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	1.84	2.12	
Consumer ethnocentrism	.21	.22	.19
Self-Assessed English language proficiency	-.04	.19	-.04
Actual English language proficiency	.02	.02	.18
Associations of sophistication	.03	.23	.03
Associations of belongingness	.00	.24	.00
<i>R</i> ²	-.13		

F .247*

* $p = .938$

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 29) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .03, p = .871$), nor “Self-assessed English language proficiency” ($\beta = .21, p = .324$), nor “Actual English language proficiency” ($\beta = .14, p = .505$), nor “Associations of sophistication” ($\beta = .03, p = .893$), nor “Associations of belongingness” ($\beta = .09, p = .647$), were significant predictors of attitude towards the ad, in terms of comprehensibility, when evaluating a completely English ad containing a necessity product. See table 26 for the test results.

Table 26. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for comprehensibility of the ad ($n = 35$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	2.13	2.45	
Consumer ethnocentrism	.04	.26	.03
Self-Assessed English language proficiency	.22	.22	.21
Actual English language proficiency	.02	.02	.14
Associations of sophistication	.04	.26	.03
Associations of belongingness	.13	.28	.09
<i>R</i> ²	-.04		
<i>F</i>	.723*		

* $p = .612$

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in general attitude towards the product ($F(5, 29) = 2.10, p = .094$).

Neither “Consumer ethnocentrism” ($\beta = .12, p = .522$), nor “Self-assessed English language proficiency” ($\beta = -.01, p = .951$), nor “Actual English language proficiency” ($\beta = -.07, p = .732$), nor “Associations of sophistication” ($\beta = .12, p = .513$), nor “Associations of belongingness” ($\beta = .41, p = .032$), were significant predictors of general attitude towards the product, when evaluating a completely English ad containing a necessity product. See table 27 for the test results.

Table 27. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for general attitude of the product ($n = 35$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	2.04	1.29	
Consumer ethnocentrism	.09	.13	.12
Self-Assessed English language proficiency	-.01	.12	-.01
Actual English language proficiency	-.00	.01	-.07
Associations of sophistication	.09	.14	.12
Associations of belongingness	.33	.15	.41
<i>R</i> ²	.14		
<i>F</i>	2.10*		

* $p = .094$

d) Attitude towards product (English symbolic value)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attitude towards the product in terms of English symbolic values ($F(5, 29) < 1$).

Neither “Consumer ethnocentrism” ($\beta = -.02, p = .921$), nor “Self-assessed English language proficiency” ($\beta = -.13, p = .545$), nor “Actual English language proficiency” ($\beta = -.16, p = .457$), nor “Associations of sophistication” ($\beta = .12, p = .566$), nor “Associations of belongingness” ($\beta = .04, p = .850$), were significant predictors of attitude towards the product in terms of English symbolic values, when evaluating a completely English ad containing a necessity product. See table 28 for the test results.

Table 28. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attitude towards the product (English symbolic values) ($n = 35$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	4.90	1.44	
Consumer ethnocentrism	-.02	.15	-.02
Self-Assessed English language proficiency	-.08	.13	-.13
Actual English language proficiency	-.01	.01	-.16
Associations of sophistication	.09	.15	.12
Associations of belongingness	.03	.17	.04
<i>R</i> ²	-.09		
<i>F</i>	.46*		

* $p = .803$

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 29) < 1$).

Neither “Consumer ethnocentrism” ($\beta = -.15, p = .464$), nor “Self-assessed English language proficiency” ($\beta = -.34, p = .112$), nor “Actual English language proficiency” ($\beta = .02, p = .939$), nor “Associations of sophistication” ($\beta = .05, p = .804$), nor “Associations of belongingness” ($\beta = .32, p = .114$), were significant predictors of purchase intention, when evaluating a completely English ad containing a necessity product. See table 29 for the test results.

Table 29. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for purchase intention ($n = 35$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	3.14	2.08	
Consumer ethnocentrism	-.16	.22	-.15
Self-Assessed English language proficiency	-.31	.19	-.34
Actual English language proficiency	.00	.02	.02
Associations of sophistication	.06	.22	.05
Associations of belongingness	.39	.24	.32
<i>R</i> ²	-.00		
<i>F</i>	.994*		

* $p = .439$

4.5 Necessity product + Turkish language ad

a) *Attitude towards ad (Attractiveness)*

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 36) < 1$).

Neither “Consumer ethnocentrism” ($\beta = -.08, p = .640$), nor “Self-assessed English language proficiency” ($\beta = .22, p = .180$), nor “Actual English language proficiency” ($\beta = .01, p = .940$), nor “Associations of sophistication” ($\beta = .20, p = .250$), nor “Associations of belongingness” ($\beta = -.01, p = .971$), were significant predictors of attitude towards the ad, in terms of attractiveness of the ad, when evaluating a completely Turkish ad containing a necessity product. See table 30 for the test results.

Table 30. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attractiveness of the ad ($n = 42$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	1.98	1.76	
Consumer ethnocentrism	-.08	.16	-.08
Self-Assessed English language proficiency	.20	.14	.22
Actual English language proficiency	.00	.02	.01
Associations of sophistication	.18	.15	.20
Associations of belongingness	-.01	.20	-.01
<i>R</i> ²	-.03		
<i>F</i>	.76*		

* $p = .574$

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 36) = 1.08, p = .390$).

Neither “Consumer ethnocentrism” ($\beta = -.20, p = .257$), nor “Self-assessed English language proficiency” ($\beta = -.13, p = .432$), nor “Actual English language proficiency” ($\beta = .23, p = .197$), nor “Associations of sophistication” ($\beta = .06, p = .747$), nor “Associations of belongingness” ($\beta = .11, p = .517$), were significant predictors of attitude towards the ad, in terms of comprehensibility of the ad, when evaluating a completely Turkish ad containing a necessity product. See table 31 for the test results.

Table 31. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for comprehensibility of the ad ($n = 42$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	4.38	1.48	
Consumer ethnocentrism	-.16	.14	-.20
Self-Assessed English language proficiency	-.10	.12	-.13
Actual English language proficiency	.02	.01	.23
Associations of sophistication	.04	.13	.06
Associations of belongingness	.11	.17	.11
<i>R</i> ²	.01		
<i>F</i>	1.08*		

* $p = .390$

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of general attitude towards the product ($F(5, 36) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .14, p = .431$), nor “Self-assessed English language proficiency” ($\beta = .08, p = .635$), nor “Actual English language proficiency” ($\beta = .13, p = .466$), nor “Associations of sophistication” ($\beta = .32, p = .069$), nor “Associations of belongingness” ($\beta = -.06, p = .730$), were significant predictors of general attitude towards the product, when evaluating a completely Turkish ad containing a necessity product. See table 32 for the test results.

Table 32. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for general attitude towards the product ($n = 42$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	1.61	1.73	
Consumer ethnocentrism	.13	.16	.14
Self-Assessed English language proficiency	.07	.14	.08
Actual English language proficiency	.01	.02	.13
Associations of sophistication	.28	.15	.32
Associations of belongingness	-.07	.20	-.06
<i>R</i> ²	-.00		
<i>F</i>	.99*		

* $p = .435$

d) Attitude towards product (English symbolic value)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attitude towards the product in terms of English symbolic values ($F(5, 36) = 1.59, p = .188$).

Neither “Consumer ethnocentrism” ($\beta = .16, p = .343$), nor “Self-assessed English language proficiency” ($\beta = .14, p = .367$), nor “Actual English language proficiency” ($\beta = .18, p = .299$), nor “Associations of sophistication” ($\beta = .36, p = .032$), nor “Associations of belongingness” ($\beta = -.07, p = .687$), were significant predictors of attitude towards the product in terms of English symbolic values, when evaluating a completely Turkish ad containing a necessity product. See table 33 for the test results.

Table 8. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attitude towards the product (English symbolic values) ($n = 42$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	.72	1.64	
Consumer ethnocentrism	.15	.15	.16
Self-Assessed English language proficiency	.12	.14	.14
Actual English language proficiency	.02	.02	.18
Associations of sophistication	.32	.14	.36
Associations of belongingness	-.08	.19	-.07
<i>R</i> ²	.07		
<i>F</i>	1.59*		

* $p = .188$

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 36) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .12, p = .490$), nor “Self-assessed English language proficiency” ($\beta = -.25, p = .125$), nor “Actual English language proficiency” ($\beta = .19, p = .280$), nor “Associations of sophistication” ($\beta = .13, p = .458$), nor “Associations of belongingness” ($\beta = -.04, p = .820$), were significant predictors of purchase intention, when evaluating a completely Turkish ad containing a necessity product. See table 34 for the test results.

Table 94. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for purchase intention ($n = 42$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	2.01	1.92	
Consumer ethnocentrism	.12	.18	.12
Self-Assessed English language proficiency	-.25	.16	-.25
Actual English language proficiency	.02	.02	.19
Associations of sophistication	.13	.17	.13
Associations of belongingness	-.05	.22	-.04
<i>R</i> ²	-.03		
<i>F</i>	.79*		

* $p = .563$

4.6 Necessity product + Mixed language ad

a) *Attitude towards ad (Attractiveness)*

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attractiveness of the ad ($F(5, 37) < 1$).

Neither “Consumer ethnocentrism” ($\beta = .15, p = .377$), nor “Self-assessed English language proficiency” ($\beta = -.03, p = .894$), nor “Actual English language proficiency” ($\beta = -.01, p = .976$, nor “Associations of sophistication” ($\beta = .03, p = .874$), nor “Associations of belongingness” ($\beta = .13, p = .450$), were significant predictors of attitude towards the ad, in terms of attractiveness of the ad, when evaluating a mixed language ad containing a luxury product. See table 35 for the test results.

Table 35. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attractiveness of the ad ($n = 43$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	2.42	1.16	
Consumer ethnocentrism	.09	.11	.15
Self-Assessed English language proficiency	-.02	.13	-.03
Actual English language proficiency	.00	.02	-.01
Associations of sophistication	.02	.12	.03
Associations of belongingness	.11	.14	.13
<i>R</i> ²	-.09		
<i>F</i>	.32*		

* $p = .899$

b) Attitude towards ad (Comprehensibility)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in comprehensibility of the ad ($F(5, 37) < 1$).

Neither “Consumer ethnocentrism” ($\beta = -.12, p = .496$), nor “Self-assessed English language proficiency” ($\beta = -.03, p = .907$), nor “Actual English language proficiency” ($\beta = .37, p = .093$), nor “Associations of sophistication” ($\beta = -.23, p = .208$), nor “Associations of belongingness” ($\beta = .28, p = .106$), were significant predictors of attitude towards the ad, in terms of comprehensibility of the ad, when evaluating a mixed language ad containing a necessity product. See table 36 for the test results.

Table 36. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for comprehensibility of the ad ($n = 43$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	4.98	1.29	
Consumer ethnocentrism	-.13	.12	-.19
Self-Assessed English language proficiency	-.15	.14	-.20
Actual English language proficiency	.02	.02	.22
Associations of sophistication	-.04	.13	-.06
Associations of belongingness	.11	.16	.11
<i>R</i> ²	-.01		
<i>F</i>	.910*		

* $p = .485$

c) Attitude towards the product (General attitude)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in general attitude towards the product ($F(5, 37) = 2.33, p = .062$).

Neither “Consumer ethnocentrism” ($\beta = .26, p = .088$), nor “Self-assessed English language proficiency” ($\beta = -.15, p = .369$), nor “Actual English language proficiency” ($\beta = -.04, p = .822$), nor “Associations of sophistication” ($\beta = .38, p = .041$), nor “Associations of belongingness” ($\beta = .215, p = .159$), were significant predictors of general attitude towards the product, when evaluating a mixed language ad containing a necessity product. See table 37 for the test results.

Table 37. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for general attitude towards the product ($n = 43$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	2.16	1.05	
Consumer ethnocentrism	.17	.10	.26
Self-Assessed English language proficiency	-.10	.11	-.15
Actual English language proficiency	-.00	.01	-.04
Associations of sophistication	.22	.10	.34
Associations of belongingness	.19	.13	.22
<i>R</i> ²	.14		
<i>F</i>	2.33*		

* $p = .062$

d) Attitude towards product (English symbolic value)

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in attitude towards the product in terms of English symbolic values ($F(5, 29) = 2.16, p = .079$).

Neither “Consumer ethnocentrism” ($\beta = .32, p = .039$), nor “Self-assessed English language proficiency” ($\beta = -.21, p = .236$), nor “Actual English language proficiency” ($\beta = -.01, p = .967$), nor “Associations of sophistication” ($\beta = .17, p = .291$), nor “Associations of belongingness” ($\beta = .25, p = .113$), were significant predictors of attitude towards the product in terms of English symbolic values, when evaluating a mixed language ad containing a necessity product. See table 38 for the test results.

Table 38. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for attitude towards the product (English symbolic values) ($n = 43$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	2.42	1.15	
Consumer ethnocentrism	.22	.10	.32
Self-Assessed English language proficiency	-.15	.13	-.21
Actual English language proficiency	-.00	.02	-.01
Associations of sophistication	.12	.12	.17
Associations of belongingness	.23	.14	.25
<i>R</i> ²	.12		
<i>F</i>	2.16*		

* $p = .079$

e) Purchase intention

A multiple regression analysis showed that the variables, “Consumer ethnocentrism”, “Actual English language proficiency”, “Self-assessed English language proficiency”, “Associations of sophistication” and “Associations of belongingness”, entered in the model did not explain any of the variance in purchase intention ($F(5, 37) \leq 153, p = .205$).

Neither “Consumer ethnocentrism” ($\beta = .16, p = .31$), nor “Self-assessed English language proficiency” ($\beta = -.30, p = .098$), nor “Actual English language proficiency” ($\beta = .09, p = .641$), nor “Associations of sophistication” ($\beta = -.03, p = .861$), nor “Associations of belongingness” ($\beta = .27, p = .09$), were significant predictors of purchase intention, when evaluating a mixed language ad containing a necessity product. See table 39 for the test results.

Table 39. Regression analysis for Consumer ethnocentrism, Actual English language proficiency, Self-assessed English language proficiency, Associations of sophistication and Associations of belongingness as predictors for purchase intention ($n = 43$)

Variables	<i>B</i>	<i>SE B</i>	β
Intercept	1.51	1.70	
Consumer ethnocentrism	.16	.15	.16
Self-Assessed English language proficiency	-.31	.18	-.30
Actual English language proficiency	.01	.02	.09
Associations of sophistication	-.03	.17	-.03
Associations of belongingness	.37	.21	.27
<i>R</i> ²	.06		
<i>F</i>	1.53*		

* $p = .205$