

# The motives of advertisers for the use of foreign languages in advertising

De motieven van reclamemakers voor het gebruik van vreemde talen in reclame

Bachelor's Thesis

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## *Abstract*

Advertisers often make use of a special country-of-origin marker, foreign languages, in advertising. Academic literature has studied the effects of this COO marker. Foreign languages are believed to attract attention, enhance product evaluations and evoke associations with the country-of-origin (Hornikx, Starren & van Heur, 2004; Roth & Romeo, 1992). However, they only seem to work as an effective COO marker when the fit between product and language (Hornikx et al., 2013) and the language comprehension of the consumer are considered (Hornikx, Starren & van Heur, 2004). No research has been done yet in the practical field to investigate the motives of advertisers for the use of this COO marker. In ten semi-structured interviews, advertisers were asked on their motives for using foreign languages in advertising. The motives most frequently mentioned were evoking associations and internationality. Advertisers unconsciously use two of the motives identified by scholars and base their choices for a foreign language on their intuition. Furthermore, advertisers are aware of the importance of product congruence and language comprehension and mostly take this into account. This study is of relevance to advertisers as it can help with the targeted improvement of advertising and supports existing academic literature and theory building.

# *The motives of advertisers for the use of foreign languages in advertising*

## *1. Introduction*

Advertisers frequently use foreign languages for advertisements, be it a slogan, brand name or text. Some of the best-known examples may be the Volkswagen slogan “Das Auto” or advertisements by Audi containing “Vorsprung durch Technik” (Kelly-Holmes, 2005). The use of these foreign languages can be seen as a strategy to highlight country-of-origin of a product, commonly referred to as COO. COO works as a cue to highlight where the product is from and is seen to play a significant role in the consumer’s evaluation of a product as it conveys the positive image of a country to the product (Bilkey & Ness, 1982; Elliott & Cameron, 1994; Piron, 2000; Roth & Romeo, 1992). Furthermore, it is believed to attract attention and evoke associations relevant to the country (Hornikx, Starren & van Heur, 2004). As foreign languages function as a cue to highlight COO, it carries the effect as well (Hornikx & van Meurs, 2016). Most of the research in the field of the use of a foreign language in advertisement has mainly dealt with its effects, the associations that are evoked, the comprehension of foreign languages and its appreciation (Gerritsen et al., 2007a; Hornikx, Starren & van Heur, 2004; Hornikx, van Meurs & Starren, 2007; Hornikx et al., 2013; Roth & Romeo, 1992). However, little is known about the real motives of advertising agents for using foreign languages in advertising. Research has been conducted for the motives of job advertising agents for the use of English (van Meurs et al., 2011) and the motives of advertising agents for the use of rhetorical figures (van Enschoot, Broekhuizen and Kolthoff, 2015). Nonetheless, no research yet has examined the motives of advertisers for using foreign languages as a COO marker in advertisements. This knowledge would be necessary as advertisers could have motives that the literature is not yet aware of. It is not yet known if advertising agents are aware of the existing research and the investigated effects and if they consciously incorporate these motives in their own process of making advertisements. Therefore, this research aspires to close the gap between theory and practice and aims to support theory building by answering the question of what the motives of advertising agents are for the use of foreign languages in advertising. Furthermore, the results can be of interest to advertisers as they can scrutinize their own decisions and bring new insights, such as the effects investigated by literature, into their work. With the new insights of this research, advertising can be improved in terms of being more relevant and more effective for the consumer. The results can also be of interest to scholars as advertisers may have motives not mentioned in literature for the use of foreign languages in advertising that can be further

investigated.

The motives of advertisers in this research were investigated through conducting ten semi-structured interviews with advertisers from several advertising agencies and organisations in the Netherlands. The theoretical background of this study will first deal with the country-of-origin effects that can function as motives for the use of COO and then give an overview of the research that has been done to examine the effects of the COO marker foreign languages in advertising. A description of the method of the qualitative interviews of this study follows as well as the results and the implicated conclusions.

## *2. Theoretical Background*

### *2.1 Country-of origin-effect and motives for the use of COO*

Country-of-origin, referred to as COO, highlights the origin of a product. The effect that displaying country-of-origin on a product has on the consumer is also addressed to as the country-of-origin effect. This effect has been subject to research for a long time now (e.g. Bilkey & Ness, 1982; Roth & Romeo, 1992). The image that the consumer has about the country of origin of a product is transferred to the product itself. If this image is positive, the product will be seen positive as well and influences consumer's evaluation of a product (Roth & Romeo, 1992; Verlegh & Steenkamp, 1999). Elliott and Cameron (1994) showed that consumer's indeed used COO as an indicator for quality when the products shown were different in their country-of-origin. Products with a positively perceived COO were evaluated as having a higher quality. The enhance in product evaluation might therefore be seen as a motive to use COO in advertisements.

Another motive for the use of COO markers in advertising is attracting attention. A COO marker enables the advert to stand out from other adverts, therefore capturing the interest of the consumer and drawing attention to the advert (Hornikx, Starren & van Heur, 2004).

Another motive mentioned by Hornikx, Starren and van Heur (2004) is that COO evokes certain images in the mind and can therefore help to emphasize the message or the brand. These images can be associations or stereotypes which then transfer to the product (Kelly-Holmes, 2005; 2000). Support for this assumption can be found in Hornikx, van Meurs and Starren (2007). Participants saw identical ads about an electronic email receiver in French, German and Spanish and were asked to write down their associations with the ad. The ad containing French evoke associations such as 'beautiful' and 'elegant', whereas the

German ad evoke associations such as ‘business-like’ and ‘reliable’ and the Spanish ad evoke ‘beautiful’ and ‘business-like’, even though the product itself, an electronic email receiver, was neutral. Other studies have investigated the associations with other languages. The English Language seems to be associated with “modern” (Gerritsen et al., 2007a). These associations evoked by the consumer can be another motive for the use of COO in advertising.

## *2.2 COO markers and foreign language as a COO marker*

There are several ways to highlight the COO of a product. These strategies are also referred to as COO markers. Aichner (2014) distinguishes between eight strategies for products that can be used to communicate COO. Some of these strategies are the use of quality labels, the use of famous or stereotypical people from the COO, the use of landscapes or buildings from the COO or COO embedded in the company’s name. One of the other strategies highlighted is the use of a COO language as a country-of-origin marker (Aichner, 2014). An example for the use of a foreign language as a COO marker can be found in the case of the German car manufacturer Audi, which uses the German slogan “Vorsprung durch Technik” (*advance through technology*) in its advertisements (Kelly-Holmes, 2000). As foreign languages can function as a COO marker, it can also be expected that they can transfer COO effects and convey them on the product (Hornikx & van Meurs, 2016).

Using a foreign language in advertising appears to be a common strategy nowadays. Its use has increased in European countries such as Spain, Germany, the Netherlands, Belgium and France (Gerritsen et al., 2007a; Gerritsen et al., 2007b), but also in South America (Alm, 2003). Nearly three quarter of German television commercials made use of a foreign language such as English, French or Italian, with English as the most frequently used language (Piller, 2001). Gerritsen et al. (1999) examined the occurrence of English in product advertisements in the magazine “Elle”. About two thirds of the ads included one or more English words.

## *2.3 Language comprehension and effectiveness*

Certain circumstances can cause foreign languages to fail to project the intended COO effect and lose its effectiveness in advertising. One of these circumstances that cause foreign languages to fail to project the COO effect is the incorrect understanding of the foreign language (Hornikx, Starren and van Heur, 2004).

According to Kelly-Holmes (2000), foreign languages in advertising carry a symbolic

value rather than a communicative one. This might also include the fact that consumers do not necessarily need to understand the meaning of a foreign language in advertising to appreciate it (Kelly-Holmes, 2000). However, research has emphasized the importance of understanding the communicative aspect of the message in a foreign language. This understanding seems to bear importance for its effectiveness.

It is namely suggested that foreign languages in advertising are not always correctly understood by consumers (Gerritsen et al., 2010). When asked to describe the meaning of an ad containing English into their native language, participants gave the incorrect meaning in more than one-third of the cases (Gerritsen et al., 2010). Another study by Gerritsen et al. (2000) shows that Dutch participants do not appreciate and understand English in Dutch TV advertisements to its full extent. English was rated as relatively negative and was not correctly understood by most of the participants. However, the better the English of the participants, the more they could appreciate the ads in English. This finding suggests that understanding a foreign language and appreciation of an ad containing this foreign language can be linked. Further research has been done not only for the English Language, but also for the French Language. Hornikx, Starren and van Heur (2004) conducted a study on French slogans, their comprehension and appreciation. French slogans that were hard to understand (e.g. ‘Accélérateur d’avenir’) and slogans that were easy to understand (e.g. ‘Bon voyage’) and the same slogans translated into Dutch were shown to Dutch native speakers. They were then asked to rate these slogans in comprehension as well as appreciation. The French slogans that were hard to understand were less appreciated than the French slogans that were easy to understand. Furthermore, the slogans that were easy to understand were preferred over the native Dutch counterpart slogan. Slogans in a foreign language that are hard to understand may therefore not be appreciated and the proposed COO effect of the positive product evaluation is not present. Having the opposite effect, COO even seems to have a negative impact on consumer’s evaluation of an advertisement if the foreign language is not understood (Hornikx, Starren & van Heur, 2004). This is further evidence for the idea that the understanding of a foreign language is closely linked to its appreciation. Therefore, it is important that the message of the foreign language is understood by consumers in order to work as an effective COO marker and be able to transfer the intended COO effect.

## *2.4 Congruence*

As it is suggested that the associations evoked by the country of origin transfer on the product (Kelly-Holmes, 2005), a positive image of the country of origin of a product should therefore

convey this positive image on the product. Indeed, products from less developed countries are perceived as having poorer quality than products from more developed countries (Bilkey & Nes, 1982). Furthermore, the COO effect only seems to be present when the overall impression of the COO is considered positive (Piron, 2000). In addition, there seems to be a link between the fit of the product and the COO. Indeed, research suggests that the product has to be congruent with the COO in order for the COO effect to be effective (Roth & Romeo, 1992). A product and a COO are congruent when the relevant product features are also associated with a country's image and strengths. In the same case, if the country's perceived strengths and image is irrelevant to the product, a mismatch occurs (Roth & Romeo, 1992). In the case of Germany, which is often associated with engineering and good quality, a car would be a congruent product (Hornikx et al., 2013) and a match between relevant product features and the country's image. Indeed, German car makers such as Audi, Volkswagen or Mercedes do emphasize their country of origin to a visible extent. Hornikx et al. (2013) showed that a fit between the product and the COO is essential to appreciate the product advertised. Advertisements with a fit between the country and product (e.g. Spain and olive oil) and advertisements without this fit (e.g. Germany and olive oil) were shown to participants. The participants saw different ads, each with a language that had a fit with the product and an ad with incongruent product and language. Overall, the ads with the congruent product and country were more appreciated than the incongruent ads. This suggests the importance of a fit between the product and country for an advertisement to be appreciated and the COO effect to work. This raises the question if advertisers are aware of this effect when using foreign languages as a COO marker and if they take the fit between product and language into account when creating an advertisement.

### *2.5 Motives of advertisers*

While the effects of COO and foreign languages and preconditions for a foreign language to work as an effective COO marker have been studied in literature to a decent amount, little research has been conducted on the real motives of advertisers for the use of foreign languages in advertisements. Van Meurs et al. (2011) researched the motives of job advertisers for the use of English in job advertisements. The advertisers mostly mentioned the internalisation of the organisation and English as an organisation's corporate language as their reasons to include English in a job advertisement. Specific research in the practical field on the motives of advertisers for using rhetorical forms has been conducted by van Enschoot, Broekhuizen and Kolthoff (2015). Advertisers were asked for their motives of using rhetorical

forms in their ads. The motives mentioned were then compared to existing academic literature about the effects of rhetorical forms and motives for the use of rhetorical forms. Advertisers were not aware of the motives investigated by academic literature and did not consciously use rhetorical forms because of effects described in academic literature. Rather, they used their intuition. However, the motives they mentioned were unconsciously based on motives that have already been identified by academic literature. This raises the question if a similar result can be assumed when researching the use of foreign languages in advertising and if advertisers are aware of the motives and effects investigated by academic literature.

## *2.6 Research questions*

Motives for the use of a foreign language as a COO marker in advertising have been identified and brought forward in the existing literature. COO is used because it is believed to enhance product evaluations (Bilkey & Ness, 1982), attract attention and evoke associations (Hornikx, Starren & van Heur, 2004). Foreign languages are believed to carry the same effects as COO (Hornikx & van Meurs, 2016). However, little is known about the motives of advertisers or advertising agencies to choose for the use of a foreign language and therefore for a COO marker in advertisements. This leads to the following set of research questions:

### *Main research question*

What are the motives of advertisers for the use of foreign languages as a COO marker in advertisement?

### *Sub-questions*

1. To what extent are these motives similar to the motives brought forward by academic literature?
2. To what extent are advertisers aware of academic literature about the use of foreign languages in advertising?
3. To what extent is the language comprehension of the target group taken into account?
4. To what extent is the fit between product and language considered?

## *3. Method*



In order to be able to ascertain the underlying motives of advertisers for the use of foreign languages in advertising in depth, a qualitative research was conducted.

### *3.1 Instruments*

Eighteen semi-structured interviews with advertisers from several advertising agencies and organisations from the Netherlands were carried out. An interview guide for the interviews (Appendix III) was developed to ensure that the collection of the data was consistent. As this research was conducted in a group and different group members had another research focus than focus of the present study, the interview guide was developed based on the research focus of each group member. This interview guide consisted of questions concerning motives for the use of COO markers and foreign languages, intended effects, motivation for the use of COO markers such as academic literature, Aichner's distinction of COO markers (2014), visual COO markers and specific topics such as stereotypes and the motives identified by van Enschoot et al. (2015). As the full version of the interview guide would have taken up too much time, questions about Aichner's evaluation (2014), visual COO markers and the specific topics were only asked in some interviews. In total, ten of the eighteen interviews were relevant for this study. Consequently, those ten interviews were used for the data and results.

### *3.2 Participants*

Ten advertisers from several advertising agencies and organisations in the Netherlands participated in this research. Four participants were female and six participants were male. Three of the participants worked for advertising agencies and six participants were responsible for brand management, management or marketing and advertisements in an organisation. One participant was the founder of his own brand. The advertisements the participants had developed were packages, print advertisements, logos and slogans, a website, a poster, a magazine and TV advertising. The participants were selected and approached based on their portfolio on the agencies website or an advertisement on the organisation's website. If the portfolio or the advertisement contained a COO marker, the advertising agencies or organisations were contacted via e-mail. The e-mail informed about the study and asked the advertising agents to participate in an interview. If the advertising agent agreed to take part in the study, an

appointment at the agency or organisation was made. A scheme describing the participants, including the participant's age, job description and gender, can be found in Appendix II.

### *3.3 Procedure*

The interviews were conducted in a period of several weeks from week 03 in April 2017 to week 03 in May 2017. Before the interview, one or more advertisements from the portfolio of the advertising agency containing a COO marker were selected. The interviews took place at the advertising agencies or organisations in a quiet setting. All advertisers agreed to take part in the study and completed a consent form. The consent forms can be found in Appendix I. The interviewer started introducing themselves and informed the advertisers that the interview was recorded with a recording device. The advertisers were thanked for their time they took for the interview and notified that they could speak as freely as they liked and that there were no right or wrong questions to the questions. Furthermore, they were asked for their personal information such as position and educational level. The researchers then started the interview by showing the advertising agent the advertisement that had been selected beforehand. The first question the advertisers were asked was why they chose to make use of a COO marker in the specific advertisement, for example: "This advertisement uses a slogan in English. Why did you choose to use this foreign language instead of Dutch?". The advertisers had time to elaborate on their motives. The interviewer used the interview guide to obtain the important information but also follow-up questions such as "Could you further specify this?" were asked to the advertiser if something interesting or unanticipated came up or was not fully understood. Conducting an interview took approximately thirty to forty-five minutes.

### *3.4 Analysis*

The analysis of the interviews was based on the system proposed by Baarda, de Goede and Teunissen (2005, p. 314-339). The interviews were recorded with a recording device which all advertisers gave their consent to. The researchers then transcribed the interviews word for word and separated them into fragments. A coding scheme, which can be found in Appendix IV, was drawn up, based on motives from the literature and motives that were mentioned by the interviewees during the interviews. This coding

scheme consisted of labels that were assigned to the fragments. The whole process of labelling and drawing up the coding scheme can be designated as an iterative process as the coding scheme had to undergo several rounds of analysis and improvements when new insights were won. As the research was conducted in a group of fifteen researchers, a consensus for the labels in the coding scheme was reached in the group. Each interview was independently and manually coded and labelled by two coders to account for validity. Afterwards, the labels assigned by the two coders were compared and consensus over the final labels was reached by deliberating. If no consensus was reached by the two coders, the label that was assigned by the first coder was used. For the final version of labelling the fragments of the interviews and analysing the data for the results, the software Atlas.ti was used. The intercoder reliability for the eighteen interviews was calculated in percentages. The percentages for all eighteen interviews were ranging from 65.8 percent to 92 percent with a mean of 78.6 percent.

## 4. Results

### 4.1 Motives of advertisers

The motives most frequently mentioned by the advertisers for the use of a foreign language in advertising and the occurrence of these motives can be found in table 1. More motives were mentioned, but in order to give a deeper explanation of the most important motives, only the motives that were frequently mentioned and those that were relevant to the research questions are incorporated and further described in this section. However, a list with all motives that were mentioned can be found in Appendix V. The numbers following the citations indicate the participant that made the statement. These numbers can be found in the participant scheme in Appendix II as well. The motives in the table will be discussed according to their frequency.

Table 1. Most frequently mentioned motives of advertising agents for the use of foreign languages in advertising

Motive	Explanation	Occurrence <i>n</i>
Associations	Use of foreign language evokes associations with country/language	10
International	Image that is send out is international and about being positioned globally	10

Attraction	The use of a foreign language makes ad or product seem attractive, sound funny, image that is send out is positive	9
Language comprehension	The use of a foreign language depends on the language comprehension of the target group	9
Fits with target group	The use of foreign languages is suitable for the target group	8
Storytelling	Foreign language is used for storytelling and experience, to transfer a feeling, an atmosphere or emotion	7
Authenticity	Use of foreign languages makes the product seem more authentic	5
Recognition	Foreign language is used because it makes it easy to recognize the brand/product	5
Fit between product and language	The foreign language used fits with the product/COO of the product	5
Attracting attention	The foreign language draws the consumer's attention	2

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One of the two motives that was mentioned by every participant was that foreign languages were used to evoke associations. The advertisers hope to evoke positive associations with the country-of-origin of a product by using a foreign language that indicates the country of origin. Furthermore, they are aware that associations are evoked by the consumer and include these associations in their process of making an advertisement. One participant was asked about the importance of associations that are evoked in the consumer's mind:

*“Yes, because it is more than just the name. It is also about a feeling that is connected to it.” [1]*

The advertisers using English in their advertisements connect English to being “globally positioned” and wanted to evoke these associations within the consumer. Other participants strive for evoking direct associations with the country-of-origin and the strengths of this country. Being asked about why an English slogan of a magazine promoting garden and home was effective, the marketing manager of a publishing company puts it this way:

*“In this case because it evokes a good association... with England, which stands for gardens and quality.” [8]*

One advertiser also mentions that the associations evoked by foreign languages can also be used for creative advertisements:

*“Thirdly it (the foreign language) can have associations with music or an event or... with something that’s well-known and in any case, you want to use this in a smart way without mentioning the name of the organisation, brand, product because they are protected by rights, but you still associate it. You can always come up with nice things with that.” [2]*

The second motive that was mentioned by every participant was internationality. Foreign languages, especially English, are used to send out the image of an internationally and globally positioned brand to customers. Advertisers want to let their brand seem like an international operating brand with the use of foreign languages and therefore rather use foreign languages than of Dutch. When asked about the motives for the use of English words in the slogan, the managing director of a Dutch brand explains:

*“Keeping an international character. Actually, we are a relatively small brand, we’ve started in an attic. We are big in terms of clients, but small in terms of management. You want to seem as big as possible and you can do that by being a more international character [...]” [7]*

Other participants chose for a foreign language, especially English, because they were operating in different countries and wanted to emphasize their internationality as well. One participant explains why she chose English over Dutch on the organisation’s website:

*“By using English, I can show that ours (the market) is more than just the Netherlands, but I also want to radiate our international orientation to our Dutch customers.” [6]*

A motive that was mentioned nine times was attraction. By using a foreign language, advertisers want the product to seem more “attractive”, the foreign language may sound funny and enhances an overall positive image of the product. One participant stated that a foreign language was used because it was possible to make word jokes with it. When asked about the reasons for the use of foreign languages in advertising, the owner of an advertising agency puts it this way:

*“[...] it’s about word jokes because you can say something in English and everyone knows it, but you make something else out of it and it sounds a bit crazy in Dutch, I’d say... any example will do, you’ll make something out of it that’s actually wrong but still everyone gets it.” [2]*

The remaining participants mentioned the charisma of foreign languages. By using a foreign language, the advertisement sounds better and more attractive to consumers compared to when using Dutch. The marketing manager of a publishing company states his preference for English instead of Dutch as it sounds more attractive to him:

*“English just does more than Dutch. If you are going to name something “Seizoenen” or “Huis & Tuin”, then it is really... well, it sounds more like a practical thing I’d say. But if you use the English translation for these words you’ve got something with more cachet and charisma.” [8]*

Most of the advertisers indeed state to take the language comprehension of the target group into account when using foreign languages and are aware that a lack of comprehension of the foreign language can cause the advertisement not to be appreciated. Advertisers do not test the comprehension of their target groups but rather base the choice for a foreign language on their intuition. They estimate the language comprehension of younger target groups as good, especially in English. For other foreign languages, such as Italian or German, advertisers anticipated the comprehension of the target group as well enough to understand the basic terms. Most of the advertisers agreed on the importance of foreign language comprehension. The owner of an advertising agency highlights this importance:

*“Secondly, what I just said, you can say it more effective translated in a foreign language, while- and this is a really important test- you have to know that this is also understood by Dutch people. And reasonable from a Dutch point of view [...] In general, if you think about it, you have to have good reasons for the use of a foreign language, because there is a dangerous tendency in the use of English and other foreign languages. And this danger is that you become too complex for people to understand and this is a sincere danger.” [2]*

The brand manager of a food company that uses Italian words on their pizza products, emphasizes that comprehension and appreciation of the product are linked:

*“For example, if you’re releasing a new model with pumpkin, I think that’s Tzoeko in Italian, nobody knows this and then we release it... well, the product can be really good but if people don’t get what it means then it’s going to be a bit complicated.” [1]*

While the advertisers agreed that comprehension of a foreign language is important, some participants stated to not consciously taking the language comprehension of the target group into account when developing advertising. English was used because the advertisers assumed the target group would understand the foreign language used. One participant explains that his organisations uses words that are assumed to be understood by the customers:

*“Unconsciously, I think. We don’t use extremely difficult words. I mean, our products make use of the word “swim”. Or “travel” ... “music”, those kinds of words. And we also use small icons [...] This way, I think it is comprehensible. We don’t really take this into account in the sense that we think about it a lot but I think it’s comprehensible to our target group.” [10]*

Another advertiser further explains the role of intuition:

*“Yes, that is intuition again. We do not really test it. At utmost, we test in small groups, you know? You’ve got your own social circle, for example cousins and then you ask: do you get this sentence?” [9]*

Eight advertisers make use of foreign languages because it fits well with the target group of the product or the ad. English was mostly used because all the target groups could be reached and it was assumed to be understood. When asked about his motive for the use of English, the owner of an advertising agency says he included English so the target group would understand the advertisement:

*“For the world championship for rowing we used it because it is an international event. Therefore, many foreigners are coming.” [2]*

Some participants state that English is popular and accepted nowadays and is used because it fits younger target groups better. A managing director emphasizes why English is the most effective way to reach a fit with the target group:

*“Because it has the best fit with the target group and it fits how things work in the Netherlands these days. English is an accepted language. And especially for the target*

*group we try to address. They are between 18 and 35 years. This is a bit of what we're looking for and English is quite a part of that.” [7]*

Seven advertisers mentioned storytelling as their motive to use foreign languages in advertising. The advertisers use foreign languages to transfer and create a feeling, an experience or a certain atmosphere on the product. Two advertisers highlighted the importance of consumer experience and feeling connected to the product, another advertiser emphasized that inspiring the consumer is important. The brand manager of a food company stresses that the product can be emphasized by using an Italian name for pizza:

*“Eventually, you want something that fits the product, in the case of Italian pizza, if you really want to emphasize the product and you want to do a bit of storytelling an Italian name fits the product better.” [1]*

By using a foreign language and referring to country-of-origin, five advertisers want to enhance the authenticity of the product or brand. They believe that the product is seen to be more authentic by consumer. When the founder of a brand was asked why he chose for his brand slogan to be in English, he answers that he wants to emphasize authenticity of his brand:

*“Well, I created the name of my brand because I'm interested in other cultures and with this name I want to refer to authenticity.” [5]*

Five advertisers believe that the use of foreign languages makes it easier to recognize the brand or product. One advertiser highlights that the brand was easily recognized as an international brand in other countries when using English. The brand manager of the food company mentioned that Italian words were used when they were assumed to be easily recognizable. When asked about why an English slogan was chosen for the logo of an organisation, one respondent says that English makes the logo recognizable:

*“The logo is more recognizable and it comes across better.” [4]*

Most advertisers agree on the importance of a fit between product and language and its influence on the effectiveness of an advertisement. Furthermore, the advertisers are aware that the customer expects a congruence between product and language as it is seen to be more authentic. Some of the advertisers state they take this into account



during their development process. The brand manager of a food company explains the importance of product congruence in the case of Italy and Pizza:

*“And I think that the expectations of people that- if you would use a Dutch name, it’s not right anymore because pizza is from Italy, so it can’t be good. You know, it’s the same when you sell a Hutspot (Traditional Dutch meal) under an Italian name, at some point you just feel it doesn’t connect.” [1]*

However, one participant describes to not take the fit between product and language into account when he creates advertisements:

*“I don’t know if I even take this into account when creating an advertisement...it has not been done consciously I think. It was not a conscious decision where I thought, this is a drink and therefore, I’m using English.” [9]*

The brand manager of the food company mentioned that the fit between language and product was even tested in focus groups to ensure that consumers had the feeling of a match between these features. Others did not test if product and language had a fit but rather based the choice for a foreign language on their intuition.

The motive of attracting attention was mentioned two times. Two advertisers used foreign languages to attract the attention of the customer. One participant stated that the choice for using a foreign language in a slogan was a conscious choice in order to attract the customer’s attraction. The founder of his own brand explains his motivation for the use of foreign languages this way:

*“I want to stand out with my brand. How many brands do you see that just use ‘normal’ features in their advertisements? I mean brands that just do not radiate something different. I want to attract attention, be authentic and therefore stand out. And I think I do this with these features in my advertisements.” [5]*

Other participants did not agree to use foreign languages to attract attention. One participant stated he thinks that that German would draw more attention than English since Dutch customers are used to English slogans. Instead of foreign languages, some advertisers rather mentioned other features in advertisement that were used to attract attention. The brand manager of a food company emphasizes the other features that draw attention:

*“This is more because it (foreign language) fits the product better. If I’m looking at the shelf then it is not the language that draws the attention but it’s the packaging- the colours and so on. And then people will look further and if, for example, the language does not fit the product, I think this stands out negatively.” [1]*

#### *4.2. Motives based on scientific research*

During six interviews, the participants were asked if they base their work on scientific knowledge and if they were familiar with the theories around COO markers. All six participants indicated not being familiar with the theories around COO markers and not basing their work on scientific research. They rather use their intuition and feelings about the use of a foreign language. The owner of an advertising agency says not being familiar with academic literature and then summarizes the process of developing advertisements containing foreign languages:

*“If we have this (points to the advertisements) then it’s mostly, well, it’s creativity on the one side and a feeling of what fits on the other side. Therefore, we present something, somebody at the team comes up with something and we hold it back with questions that people would ask, like, do you get that? How does this come over?” [2]*

One participant stated to take academic literature into account when developing advertising that had to do with behaviour modification, but not when developing advertising with foreign languages. Another participant explained that consumer behaviour, namely attraction and buying the product again, was more important than findings by the literature.

## *5. Conclusion and discussion*

### *5.1. Conclusion and discussion*

The aim of the present research was to examine the motives of advertisers for the use of foreign languages in advertising. In order to answer the research questions, qualitative interviews were conducted with advertisers of organisations, brands or advertising agencies that had created an advertisement, slogan, logo, package or brand using a foreign language. The main research question of this study was what the motives of advertisers are for the use of foreign languages in advertising. In the interviews, all advertisers mentioned the motives evoking associations and internationality.

Furthermore, attraction, language comprehension, storytelling, the fit with the target group, authenticity, recognition and fit with the product were mentioned frequently as motives. One of these findings, namely internationality, is in line with the study by Meurs et al. (2011). Job advertisers also mentioned internationality as their main motive to use English in job advertisements. Furthermore, these findings can be linked to the first sub-question, to what extent these motives are similar to the motives brought forward by academic literature. The motive of evoking associations (Honikx, Starren & van Heur, 2004) was indeed mentioned ten times and therefore this finding is in line with the finding by academic research as a motive for the use of foreign languages as a COO marker. Enhancing product evaluations (Roth & Romeo, 1992) was not mentioned directly, but as attraction as well as authenticity are both factors that can enhance product evaluations, this finding can also be retrieved in academic literature. However, the motive attracting attention (Hornikx, Starren & van Heur, 2004) was only mentioned by two participants. The advertisers mostly did not believe that foreign languages could attract attention. Therefore, this finding is only partly in line with the academic findings as it was mentioned but most advertisers rather use other features than foreign languages to draw attention, such as the package of a product. The advertisers mentioned more motives than investigated by academic literature such as storytelling, recognition or the fit with the target group.

The second sub-question was to what extent advertisers base their motives on academic research. All of the six advertisers that were asked this question stated that they were not aware of academic literature around foreign language as a COO marker and therefore do not consider this literature in their process of creating advertising. The use of foreign languages was rather based on their intuition and creativity. This finding is in line with the findings by van Enschoot, Broekhuizen and Kolthoff (2015), who also found that advertisers are not aware of literature about rhetorical forms and rather base its use on their intuition.

The third sub-question was to what extent the language comprehension of the target group was considered. While the advertisers did agree on the claim that it is important that foreign languages are understood by the target group, only some of them did consciously take this into account while developing advertising and were aware of the risks. However, other advertisers estimated the language comprehension as well enough and did not consciously integrate this into their work. Especially when English was used as a foreign language, the advertisers did not test language comprehension of

their target group but rather presumed that the target group would have a good comprehension of English. Seen from this angle, the findings by Gerritsen et al. (2010) that English in advertising is not well-understood, might also have to do with advertisers not consciously taking the language comprehension into account.

Half of the respondents stated to take the fit between product and language into account when developing advertisements containing a foreign language and were aware that it is important for the advertisement's effectiveness that product and language have a fit. One respondent stated to test the congruence of product and language in focus groups to ensure consumers saw a fit between product and language as well. This finding suggests that advertising agents have a similar view on the importance on product congruence as scholars and academic research that have highlighted the importance of product congruence (Hornikx et al., 2013; Roth & Romeo, 1992).

## *5.2 Limitations*

This study has several limitations. One limitation is the fact it was conducted in a group. As some of the group members had a different research focus such as visual COO markers, stereotypes or examining certain theories by literature, only ten interviews out of eighteen were suitable to be used for this study. Therefore, there may have been other motives mentioned in the other interviews that would have been valuable for this research.

Furthermore, all sorts of foreign languages have been included in this research. English was the most frequently used language in the interviews. However, English can be seen to be different from other foreign languages as it does not represent a single country (Piller, 2003). Therefore, other motives for the use of foreign languages might have been revealed different if English was analysed as a separate unit.

Another limitation of this actual study was the coding process. The interviews were each manually and independently coded by two independent coders and the final coding was done with a software. However, as the study was conducted in a group consisting of fifteen members, some group members had a different view on this coding than others. Therefore, it would have been more valid to code each interview at least with three people to include another person's perspective on the motives.

A fourth limitation could be the fact that some of the interviewees were not advertising agents in the classical sense. Rather, they were owners or founders of a brand or company and responsible for marketing and advertising as well as other tasks,

but not educated advertising agents and therefore not familiar with the theories. This might have led to some different results in terms of motives based on academic research.

### *5.3 Recommendations and implications*

Further research could focus on other languages than English as COO marker in advertising since English is not directly associated with a country of origin and its use is more widespread than the use of other languages (Piller, 2001). Therefore, it would be an idea to conduct interviews about the motives for the use of a foreign language with advertisers that only have used French, German, Spanish or any other language than English.

Another suggestion might be to examine the motives mentioned by some of the advertisers that have not been brought forward by academic literature yet, such as recognition or storytelling. Examining if foreign languages indeed have this desired effect on the consumer could bring important new insights to the theory of foreign languages as a COO marker and support theory building.

This research can contribute to other studies about foreign languages in advertising as the motives of advertisers have been ascertained. It is confirmed that advertisers indeed use some of the motives by literature for the use of foreign languages in advertising, namely evoking associations and enhancing product evaluations. This research might serve as a base for future studies about the motives of advertisers that academic literature has not been aware of yet, such as recognition and storytelling. Furthermore, the evidence from this study suggests that advertisers are aware of the preconditions for foreign languages to work as an effective COO marker and at least partly consider them in their work.

This research also has implications for advertisers. Results of this research might implicate that advertisers should take the comprehension of the target group into account more consciously. While they are aware of the importance, most of the participants stated not consciously including this in their work. At least for the use of English, it has been ascertained that consumers often do not understand the language correctly (Gerritsen et al., 2000; Gerritsen et al., 2010). As understanding and appreciation of an ad seem to be linked (Hornikx, Starren and van Heur (2004), advertisers could benefit from testing the comprehension of the target group beforehand in order to improve the effectiveness and appreciation of their advertisements. Furthermore, advertisers could have an advantage in terms of making their

advertisements more relevant for the customer by consciously including academic knowledge the preconditions for foreign languages to work as a COO marker, such as product congruence, in their work.

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## *7. Appendix*

### **Appendix I. Transcripts of the interviews used and consent forms**

The full transcripts of the interviews that were used in this study can be found on Google Drive via the link:

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

The consent forms of the participants can also be found on Google Drive:

<https://drive.google.com/drive/folders/0BzOshllAtkjHdUltVzBxcXZteGc>

**Appendix II. List of advertising agencies participating in this study**  
**including reference numbers for citations in the results section**

<b>Gender</b>	<b>Age</b>	<b>Job description</b>	<b>Number</b>	<b>Sort advertisement</b>
F	32	Brand Manager	1	package
M	52	Strategy Director	2	Print advertisement
M	37	Communication Advisor	3	Logo and slogan
F	39	Marketing & Sales	4	Logo and slogan
M	21	Owner, Creative Executive	5	Logo and slogan
F	53	Owner, Creative Executive	6	Website, package
M	n.i.	Managing Director	7	Website, Poster
M	37	Marketing Manager	8	Magazine
M	28	Concept	9	Slogan, TV advertising
F	23	Marketing Assistant	10	Logo and Slogan

### Appendix III. Interview guide

Achtergrondgegevens opnemen (Bedrijf, Geslacht, Leeftijd, Opleidingsniveau, Loopban/werkervaring, Functie)

- Voorstellen
- Vermelden dat het interview opgenomen wordt.
- Vermelden dat er geen goede of foute antwoorden zijn en dat hij/zij zo vrij mogelijk kan praten aangezien het anoniem is.
- Doel van dit onderzoek is zoals gezegd de motieven van reclamemakers achterhalen voor het inzetten van vreemde talen en andere kenmerken die associaties oproepen van een ander land.

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

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

1. Welke motieven had u om ‘deze’ kenmerken te verwerken in deze reclame?  
(geef eventueel als voorbeeld de betreffende COO elementen of vreemde taalelementen uit de reclame waarvoor de respondent verantwoordelijk was).
2. Wat zijn de **belangrijkste** motieven voor het gebruik van dit kenmerk in deze reclame (vreemde taal, afbeelding etc.)?
3. Waarom heeft u gekozen voor dit kenmerk ten opzichte van een ander kenmerk?
  - a. Waarom niet een vreemde taal (Frans, Duits, Nederlands of Engels)?
  - b. Waarom een afbeelding i.p.v. deze taal?
4. Kunt u een aantal associaties opnoemen die het eerst in u opkomen bij dit kenmerk?
  - a. Denkt u dat deze associaties ook bij de doelgroep opgeroepen wordt?
  - b. Wilt u dat daar ook mee bereiken?
  - c. Bent u zich bewust van deze associaties? En houdt u tijdens het ontwerpen van een reclame rekening met deze associaties?
5. Hangt voor u de keuze voor het verwerken van een bepaald kenmerk in de reclame af van de productsoort/productcategorie?
  - a. Zo ja, wat zijn uw afwegingen om deze kenmerken wel in te zetten?
  - b. Zo nee, wat zijn uw afwegingen om deze kenmerken niet in te zetten?

## **2. Effecten**

1. Wat wilt u bereiken met het gebruik van dit kenmerk (COO, vreemde taal, Engels taalgebruik, afbeelding etc.)?
  - a. Wat wilt u overbrengen aan de doelgroep?
  - b. Wat is het doel van deze reclame?
2. Welke effecten verwacht u te bereiken?
  - a. Wat verwacht u dat de doelgroep denkt na het zien van deze reclame?
3. In hoeverre spelen deze effecten een rol bij het ontwerpen van deze reclame?

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

1. Waarom denkt u dat de strategieën die u gebruikt effectief zijn?
  - a. Baseert u het gebruik van dit kenmerk op uw intuïtie?
  - b. Baseert u het gebruik van dit kenmerk op wat andere adverteerders doen? Gaat u hierin mee of juist tegenin?
  - c. Baseert u het gebruik van dit kenmerk op eigen onderzoek?
  - d. Ja of nee: baseert u het gebruik van dit kenmerk op literatuur?
    - i. Wetenschappelijk of niet-wetenschappelijk
  - e. Bent u bekend met de theorieën rond de term COO marketing, afbeelding?
  - f. Maakt u bewust gebruik van de theorieën met betrekking tot visuele COO markeerders?
2. Bent u op de hoogte van de effecten volgens de literatuur?
  - a. Ja: van welke effecten bent u op de hoogte?
  - b. Nee: de effecten van een vreemde taal uit de literatuur kunnen zijn: het trekken van aandacht, een positief imago creëren door de associatie met een bepaald land, het beter onthouden van de advertentie en de associatie met landen.
3. In hoeverre spelen deze effecten uit de literatuur een rol bij het ontwerpen van deze reclame?

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

1. Er zijn verschillende manieren om in een reclame aan een bepaald land te refereren. Welke elementen die u in reclame verwerkt dienen om associaties met een bepaald land op te roepen?

2. In de literatuur zijn verschillende manieren beschreven om in een reclame aan een bepaald land te kunnen refereren (laat de tabel zien op de volgende pagina, p.6).

### Vervolg vragen tabel...

- a. Welke van deze strategieën vindt u sterk?
  - b. Wanneer de respondent méér dan één antwoord geeft: Welke van de zojuist door u genoemde strategieën acht u zelf het meest effectief? Is dit daarom een reden om deze strategie te gebruiken?
    - i. Waarom?
  - c. Welke effecten moeten er volgens u optreden bij de inzet van deze verschillende COO strategieën?
  - d. Welke van deze strategieën zijn volgens u meer expliciet?
  - e. Welke van deze strategieën zijn volgens u meer impliciet?
  - f. Kiest u bij het maken van een reclame bewust voor meer impliciete of meer expliciete strategieën?
3. Wat zijn motieven voor u om stereotypering te gebruiken in reclames waarin COO markeerders verwerkt zijn?
4. Denkt u dat het gebruik van stereotypen negatieve gevolgen kan hebben?
- a. Waarom?
  - b. Welke?
  - c. Houdt u daar rekening mee?

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

## **5. Afbeeldingen/vreemde talen**

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

### **Vragen over afbeeldingen vs. vreemde talen:**

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

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

### **6.1 Vragen over visuele COO markeerders:**

1. Waarom gebruikt u afbeeldingen met COO markeerders in reclame?
  - a. Welke rol speelt het beïnvloeden van de attitude versus de reclame/het product?

- b. Welke rol speelt de beïnvloede attitude tegenover het product?
  - c. Welke rol speelt de koopintentie?
  - d. Welke rol speelt de gepercipieerde productkwaliteit?
- 2. Vragen over picture superiority effecten:
  - a. Welke rol speelt de mogelijk aandacht trekkende functie van afbeeldingen?
  - b. Welke rol speelt de overtuigingskracht van de reclame?
  - c. Welke rol speelt de emotie opwekkende kracht van afbeeldingen?
  - d. Het beter laten herinneren van de advertentie.
  - e. Het positief beïnvloeden van het voorstellingsvermogen van de consument.
  - f. Het tegengaan van tegenargumenten (acceptatie van visuele claims ligt hoger dan die van linguïstische)
- 3. Let u bij uw keuze voor het inzetten van visuele COO-markeerders op de productcategorisatie (Bijv. dure versus goedkope producten)? (Wellicht daarna een vraag stellen met specifieke categorieën):
  - a. hedonistisch/utilitaristisch
  - b. low-involvement/high-involvement

## 6.2 Vragen over vreemde talen

- 1. Waarom zou u gebruik maken van vreemde talen in reclame?
  - a. Welke rol speelt de aandacht trekkende functie van vreemde talen bij het ontwerpen van een advertentie?
  - b. Welke rol speelt het al dan niet beter onthouden van reclames die gebruik maken van vreemde talen bij het ontwerpen van een advertentie?
  - c. Welke rol speelt begrijpelijkheid bij het gebruik van vreemde talen bij het ontwerpen van een advertentie?
  - d. Welke rol speelt taalvaardigheid van de doelgroep bij het ontwerpen van een advertentie?
  - e. Welke rol speelt het oproepen van associaties bij het gebruik van vreemde talen bij het ontwerpen van een advertentie? Vreemde taal is namelijk vooral effectief als de associatie die de taal oproept past bij de kenmerken van een product, bijvoorbeeld Frankrijk, parfum, elegantie. Houdt u rekening met dergelijke associaties?
  - f. Welke rol speelt product congruentie bij het ontwerpen van een advertentie? Het gebruik van een vreemde taal in combinatie met een congruent product



resulteerde namelijk in een hogere waardering van de productkwaliteit, een betere attitude ten opzichte van het product en een hogere koopintentie. Bent u hiervan op de hoogte? En houdt u hier rekening mee bij het ontwerp van een advertentie met een vreemde taal?

### 6.3 Vragen over Engels taalgebruik

1. Kunt u een inschatting maken hoe vaak u ervoor kiest om de Engelse taal in te zetten in plaats van de Nederlandse taal?
2. Hangt deze keuze af van het product/ de klant?
3. Een aantal redenen die in de literatuur worden gegeven om Engels te gebruiken in advertenties zijn, ‘geen vertaling vanuit het Engels mogelijk’, ‘straalt een internationaal karakter uit’ en de besparing van vertaalkosten. Sluiten deze redenen ook aan bij uw keuze voor de Engelse taal? Heeft u nog andere motieven?
  - a. Mogelijke motieven ‘Engels’ uit Hornikx en Starren (2008):
    - i. Internationalisering, modern, trendy
    - ii. Begrijpelijk voor iedereen, leesbaar
4. Een andere reden die wordt gegeven is dat de Nederlandse consument over het algemeen een goede beheersing heeft van de Engelse taal. Is dit ook een reden voor u om de Engelse taal te gebruiken?
  - a. Doet u, alvorens de advertentie op te stellen, onderzoek naar de taalvaardigheid van uw doelgroep?
5. Wanneer u gebruik maakt van de Engelse of Nederlandse taal, doet u dit ook om het ‘land van herkomst’ aan te duiden (typisch Nederlands product of juist Engels)?

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

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

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

Aandacht trekken	Uitdagen tot nadenken	Passend bij merk
Onderscheiden	Gespreksstof	Passend bij product
Verrassen	Onthouden	Passend bij opdracht

Concurrentie	Capaciteit doelgroep	Nieuwheid product
Tijdsgeest	Ontwerpplezier	Nieuwheid merk
Waardering consument	Onbewust ingezet	Herkenning
Waardering collega's	Wetenschappelijk onderzoek	

## Appendix IV. Coding scheme with labels for coding

Thema's	Codes	Subcodes
Unit of analysis	Verpakking	
	Slogan	
	Commercial	
	Poster	
	Website	
	Tijdschrift	
	Advertentie	
Typen COO-markeerder	Vreemde taal	Engels
		Amerikaans
		Thais
		Frans
		Duits
		Italiaans
		IJslands
		Spaans
		Nederlands
		Afrikaans
	Visuele COO ( <i>geldt ook voor afbeeldingen in het algemeen</i> )	Amerika
		Thailand
		Frankrijk
		Duitsland
		Italië
		IJsland
		Spanje
		Nederland
		Afrika
Achterliggende gedachten	Eigen onderzoek	
	Gebaseerd op literatuur	
	Trial and error	
	Intuïtie	
	Volgen trend	
	Eisen vanuit de opdrachtgever	
	Eerdere ervaringen	
	Kracht van de taal ( <i>Engels</i> )	
Motieven en beweegredenen ( <i>Wanneer respondent aangeeft wij doen dit omdat..</i> )	Associaties	
	Passendheid bij type medium	
	Concurrenten	
	Productcongruentie	
	Beleving en storytelling ( <i>gevoel/sfeer/emotie</i> )	
	Onderscheiden	
	Verleiden	
	Uitdaging tot nadenken	

	Authenticiteit	
	Internationaal ( <i>globale positionering/uitstraling</i> )	
	Productcategorie	
	Vindbaarheid	
	Behoud productnaam	
	Moderniteit	
	Geen passend woord in het Nederlands	
	Informatievoorziening ter ondersteuning van het product	
	Passendheid merk	
	Passendheid opdracht	
	Aantrekkelijkheid ( <i>klinkt lekker/grappig/uitstraling/taalgevoel</i> )	
	Kwaliteit aantonen	
	Geloofwaardigheid	
	Passend bij doelgroep	
	Waardering van de doelgroep	
	Overigen	
Effecten ( <i>Wanneer respondent aangeeft dat ze dat willen bereiken</i> )	Aandacht trekken	
	Associaties	
	Verrassen	
	Herkenning	
	Identificatie	
	Onthouden	
Proces	Productieproces en Investerings	
Literatuur en Theorie	Aichner	Made in
		Herkomst- en kwaliteitslabels
		COO in bedrijfsnaam
		Typische COO-woorden in bedrijfsnaam
		Verwijzing naar bepaald COO
		Gebruik van taal van COO
		Gebruik van beroemdheden en stereotypen van COO
		Gebruik van vlaggen en symbolen van COO
		Gebruik van landschappen en gebouwen van COO
	Global Consumer Culture Positioning	
	Foreign Language Display	
	Hypothesized Positioning Framework	
	Gedragsverandering theorieën	
Doelgroep	Taalbegrip	

	Acceptatie ( <i>vreemde taal of afbeelding</i> )	
Engels	Leeftijdsniveau als motief voor het al dan niet gebruiken van Engelse termen	
	Opleidingsniveau als motief voor het al dan niet gebruiken van Engelse termen	
Overig	Stereotypering	

**Appendix V. All motives mentioned by the advertisers for the use of foreign languages in advertising.**

Motive	Explanation	Occurrence <i>n</i>
Associations	Use of foreign language evokes associations with country/language	10
International	Image that is send out is international and about being positioned globally	10
Attraction	The use of a foreign language makes ad or product seem attractive, sound funny, image that is send out is positive	9
Language comprehension	The use of a foreign language depends on the language comprehension of the target group	9
Fits the target group	The use of foreign languages is suitable for the target group	7
Storytelling	Storytelling and experience (transfer a feeling, atmosphere or emotion)	7
Recognition	Foreign language is used because it makes it easy to recognize the brand/product	5
Authenticity	Use of foreign language makes the product seem more authentic	5
Fit between product and language	The foreign language used fits with the product/COO of the product	5
Identification	Customers can identificate themselves with the product/brand/ad	4
Fits the brand	Use of foreign languages suits the positioning of the brand	3
No word in Dutch	There is no word in Dutch that says the same thing	3

Demonstrating quality	Use of foreign languages demonstrates quality of the product	3
Modernity	Gives the brand/ad/product a modern feeling and look	2
Attracting attention	The foreign language attracts customer's attention	2
Being different	Separate the product from other products or competitors	2
Keeping product name	The product name stays the same	2
Appreciation of target group	The target group appreciates the use of a foreign language	2
Fits with assignment	The instructing party wants the use of foreign languages	2
Fits the type of medium	Use of foreign languages is suitable for type of medium used	1
Challenging to think	The consumer is challenged to think about the message	1
Findability	Use of foreign language enables company to be found on the internet	1

## Appendix VI.

### Bijlage A. Verklaring geen fraude en plagiaat

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

Ondergetekende

[Voornaam, achternaam en studentnummer],

\_\_\_\_\_

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

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

Plaats + datum      \_\_\_\_\_

Handtekening      \_\_\_\_\_