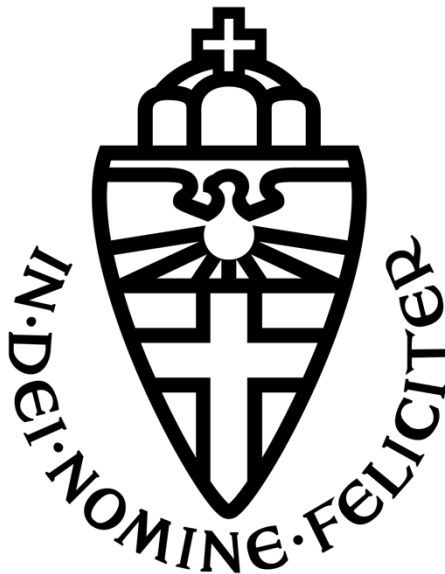


Master thesis International Business Communication

‘Foreign accents in advertising: Effects of German and Dutch accented radio commercials in different product categories’



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Abstract

This study discusses the influence of German Dutch - accented radio commercials on German native participants ($n = 216$). Previous research has suggested that foreign - accented commercials may be evaluated more negatively and that the involvement with the product category has an impact on ad evaluations. The purpose of this study was to examine the extent to which foreign accents would be evaluated more negatively than standard accented commercials, featuring country congruent products and product category.

Within this study a total of 216 participants took part. A 3 (Accent strength: strong, moderate and standard accent) x 2 (Product Involvement: high vs. low involvement product) design was employed using the matched guise technique. Advertisement evaluations included the attitude towards the product, the attitude towards the advertisement, purchase intention, the attitude towards the speaker and the comprehensibility of the speaker.

The findings show no effect of accent strength on advertisement evaluations. This means that within the present study foreign accented radio commercials are not evaluated differently in comparison to standard accented commercials, even if different variations of accent strengths are used. Additionally, the product category that was advertised did not have an impact on this finding. However, the product category may be of relevance when advertising in isolation of the accent strength used. Participants listening to the high involvement commercial showed a more positive attitude towards the product and advertisement, higher purchase intention, attitude towards the speaker in terms of competence and warmth and higher comprehensibility of the advertisement. Furthermore, the correct identification of the speaker's accent may also play a role in advertisement evaluations of listeners since it might be linked to increased familiarity with in accent.

Implications are that, even though foreign accents might add extra authenticity to the commercial, investing in a foreign accented commercial might not be a more effective marketing tool for marketers. More importantly, the product category which a product belongs to seems to have a greater impact on ad evaluations and familiarity with an accent should be taken into consideration.

Introduction

A foreign accent in radio commercials is used as a marketing strategy because it may strengthen a certain image of the product or positively highlight the origin of the product. For marketers advertising with a foreign accent is an interesting strategy that may increase purchase intention of consumers (DeShields, 2015; Lalwani, Lwin & Leng Li, 2005). However, several studies have found evidence for the proposition that foreign accents in radio commercials can be perceived more negatively by the target audience than a standard accent. Due to a foreign accent, a spokesperson may be perceived as less competent, less socially attractive or less dynamic (Anisfeld, Bogo & Lambert, 1962; Cacioppo & Petty 1982; Carranza & Ryan 1975; Edwards 1977; Tsalikis, DeShields & LaTour, 1991). Studies have shown that a foreign accent should be congruent with the product compared to an accent that is non - congruent (Hendriks, van Meurs & van der Meij, 2015). Adding to this, the strength of an accent may influence the audience's evaluation of an advertisement. Studies in non-commercial as well as commercial contexts have shown, that a strong foreign accent can be evaluated more negatively in comparison to a moderate foreign accent or to the standard language (see Hendriks, van Meurs & Hogervorst 2016; Hendriks, van Meurs & de Groot, 2017, Hendriks, van Meurs & Reimer, 2018; Mai, Hoffmann & Müller, 2009; Nejjari, Gerritsen, van der Haagen & Korzilius, 2012).

Previous research suggests that the product category, e.g. a high or low involvement products may play a role in advertisement evaluation when a foreign accent is used. High and low involvement refers to the extent a customer is involved in the purchasing decision of a product. A model explaining the reasons for high and low customer involvement is the Elaboration Likelihood Model (ELM) which proposes that consumers that are more involved in a buying decision process information centrally, whereas in a low involvement condition consumers are more likely to focus more on peripheral aspects in advertising (Wang, Wang & Farn, 2009). In high involvement buying situations, potential consumers may evaluate a foreign accent in terms of credibility, attitude towards the ad and purchase intention more negatively than a standard accented version of the commercial (see Lalwani, Lwin & Leng Li, K., 2005; Liu, Wen, Wei & Zhao's, 2013). In low product involvement the ELM predicts that due to peripheral processing the consumer may just focus on peripheral cues such as e.g. an accent of the speaker which might lead to rejection of the product (Petty & Cacioppo, 1986). Hence, the standard language compared to a foreign accent potentially is evaluated better in situations in which the consumer is confronted with a commercial that is promoting a low involvement product.

Previous studies researching the impact of foreign accents in radio commercials in the context of high and low involvement products have looked at different variations of accented English and Chinese language (e.g. Lalwani et al., 2005; Liu et al., 2005). However, foreign accents in radio commercials in combination with high and low involvement products have not been analysed with regard to non-English, non-local, European languages. Therefore, this study will fill this research gap and will examine the use of a Dutch foreign accent in German commercials. The aim of this study was to examine the extent to which differences in advertisement evaluations occur for high and for low involvement products in radio commercials when different accent strengths are used. As a result, this study can shed more light on the conditions under which foreign accented advertising might be used as a marketing tool.

Literature Review and Hypotheses

Standard vs. Foreign Accents

A foreign accent is defined as the accented pronunciation of words that is different from the standard language (Mai et al., 2009). Anisfeld, Bogo, and Lambert (1962) found that a speaker with a standard accent is evaluated better compared to a speaker with a foreign accent (comparison of Jewish accented English and standard English). In commercial and non-commercial context several studies suggest that features such as competence, (social) attractiveness and personal integrity dimensions are rated higher for speakers with a standard accent (Anisfeld et al., 1962; Carranza & Ryan 1975; Tsalikis, DeShields & LaTour, 1991). Furthermore, speakers with a foreign accent can be perceived to be from a lower social class (Birch & McPhail, 2010). Similarly, Cacioppo and Petty (1982) found that accents can influence the evaluation of the source, for example in terms of the degree of competence, dynamics, or dominance. Correspondingly, Fuertes, Gottdiener, Martin, Gilbert and Giles (2012) conducted a meta-analysis comparing the impact of standard accent vs. non-standard accents. Non-standard accented speakers were evaluated more negatively in terms of solidarity, dynamism and status compared to standard accented speakers.

Furthermore, a speaker can be more convincing for the audience if the accent is similar to that of the audience (Cacioppo & Petty, 1982). In line with that, Lwin and Wee (1999) found that familiarity with the accent was an important factor for participants in a study with radio commercials. Respondents from Singapore and Myanmar were found not to dislike the Eastern Asian English accents as much as Australians and British participants did.

Thus, several studies in commercial and non-commercial contexts found evidence for foreign accents being perceived less positively by the listener in comparison with a standard accent. Due to a foreign accent, a spokesperson may be perceived as less competent, socially attractive, or less dynamic. However, familiarity with a foreign accent can be an important factor in perceiving it as more positive.

Country of Origin, congruency and match-up hypothesis

A marketing strategy that can be used in advertising is to refer to a product's country of origin (COO). This is often done in order to trigger a more positive evaluation of the product e.g. it might emphasize the special quality of the product (Hornikx & Van Meurs, 2020, p.60). The country of origin is also linked to congruency in advertising. A product that is marketed with a congruent accent of the country of origin can have a positive impact in (radio) commercials compared to a commercial where accent and product are not congruent (Hendriks et al., 2015; Hornikx, van Meurs & van Hof, 2013). Studies have shown that when e.g. a French product is promoted with a corresponding French accent it has the potential to emphasize the 'Frenchness of the product' (Lalwani et al. 2005). Hornikx et al. (2013) found that congruency of a product with an accent (e.g. French wine, German sausages, Spanish oranges) enhanced ad effectiveness compared to non-congruency (e.g. French beer, German olive oil and Spanish washing machines) in a study with French, Spanish and German slogans in advertising. Hendriks et al. (2015) discovered that products that were marketed with a congruent accent were evaluated more positive than products that were incongruent with the foreign accent. When product and accent were congruent (e.g. German accented sausage ad), purchase intention, attitude towards ad and product attitude were higher. Similarly, congruency effects are also found in the study by Dubey, Farrell and Ang (2018) who pointed out that brand attitude, ad attitude and purchase intention are more positive when combined with a congruent accent. These findings are also in line with Lynch and Schuler's (1994) match-up hypothesis proposing that a matchup or congruency between the spokespersons and a product can be created. The authors state that coherence between the spokesperson and matching product attributes of the product marketed can lead to the spokesperson becoming an effective tool for informing the customers about the product attribute.

Thus, congruency between the foreign accent and the to be marketed product can intensify the country of origin image and have a positive impact on advertisement evaluations of the consumer (e.g. purchase intention, attitude towards the ad etc.). Therefore, the present study will focus on country congruent products only.

Accent Strength

Accent strength refers to the degree of the accentedness of a speaker. Previous research has demonstrated that the stronger the accent, the more negative is the evaluation of the speaker. In a non-commercial context, Hendriks et al. (2018) showed that the evaluation of lecturers is more negative when the latter had a moderate compared to a slight accent (Dutch and German) in English. Furthermore, it was found that the stronger the accent, the higher the identification of the accent as being non-native. Similarly, Hendriks et al. (2017) examined (in a non-commercial setting) slight and strong Dutch accents in English, French, German and Spanish and found that a strong accent had a major impact on the comprehensibility and attitudinal evaluations of the participants. Speakers with a strong accent were perceived less competent compared to a speaker with a slight or no accent. Hendriks et al. (2016), researched what impact moderate, slight and native accents (Dutch and English native) have on listeners of instructors. They found that a moderate Dutch accent in English led to more negative evaluations of comprehensibility and positivity. The slight and native accent were evaluated as having the same comprehensibility. Also, slightly accented speakers were more liked than Dutch and English native instructors and were perceived as less friendly in Spanish, German and French, compared to speakers with no accent (Hendriks et al., 2016)

Similarly, also in a commercial setting accent strength was perceived rather negatively. For example, Nejari et al. (2012) found that a slight Dutch accent in English compared to a moderate Dutch accent in English evoked more affect for a speaker that was giving a telephone sales talk. Correspondingly, Mai et al. (2009) researched how foreign accents impact commercials and made the finding that a strong foreign accent (American accent) in German can impact a negative product country image and hence leads to a degradation of the product in the consumer's mind. As a result, they claim that a foreign accent is not appropriate for intensifying a positive product country image when advertising. Participants that perceived the accent as stronger, evaluated the products as having a lower quality and show lower purchase intentions of the product advertised.

Several studies have shown that different degrees of accentedness of a speaker may influence the audiences' evaluation of a speaker. A similar observation was made in an advertisement context (Mai et al., 2009; Nejari et al. 2012). The degree of accentedness, so either a strong, moderate or a slight accent can impact the listeners evaluations of the speaker. Therefore, on basis of the above research this study proposes that in the present study the stronger the foreign accent the more negative will be the listener's evaluation of it (see Hendriks et al., 2016; Hendriks et al., 2017, Hendriks et al., 2018; Mai et al., 2009; Nejari et al, 2012;).

Product Involvement

Several studies indicate that the product category that the spokesperson is promoting might play a role in the evaluation of advertisement of listeners. For example, a specific product can either lead to high or low consumer involvement. Marketing communication models such as the Ros-siter-Percy grid propose that a consumer's buying motivation can be either of transformational or of informational nature (Kover & Abruzzo, 1993; Pelsmacker, Geuens & Bergh, 2014, p.81). High involvement products are driven by a transformational motivation of the consumer, such as social approval, sensory gratification or intellectual stimulation (e.g. cosmetics, perfumes or cars) (Pelsmacker et al., 2014, p. 81). Low involvement products buying incentives are triggered by informational motivations, for instance avoiding a problem or finding a solution (e.g. detergents or insurance products) (Pelsmacker, et al., 2014, p.81). Although the degree of involvement and the behavioural motivations may differ between consumers specifically, models such as the Rossiter Percy grid can provide a rough framework for measuring the degree of product involvement and hence, the effectiveness of an advertising campaign (Pelsmacker et al., 2014, p.81).

The Elaboration Likelihood Model and Product Involvement

The Elaboration Likelihood Model (ELM) provides an explanation about how consumers behave in high or low product involvement situations. The ELM proposes that consumers that are highly involved in a buying decision tend to centrally process information, whereas in low involvement buying decisions peripheral aspects are more important (Wang, Wang & Farn, 2009). Petty and Cacioppo (1986) suggest that when centrally processing information, attitude change occurs due to higher motivation to process the advertising messages more carefully. However, in the peripheral route to persuasion attitude change mostly takes place based on simple, peripheral cues. Thus, no intensive processing of the message takes place. Under the peripheral route acceptance or rejection can occur on the basis of the speaker's characteristics i.e. appearance, expertise or argument quality. In the central route of persuasion those characteristics are not focused on. Due to involvement being higher when centrally processing information, the motivation of understanding the incoming message (also called processing motivation) increases as well (Petty & Cacioppo, 1986). Peripheral processing takes place, because it is faster and information about the product not so relevant for a consumer in a low involvement situation. In a high involvement situation, the potential customer focuses less on the speaker's characteristics, but more on the information about the product that is relevant for buying it. For

example, when purchasing a computer (high involvement product) information regarding the product might be more important than the characteristics of the spokesperson selling it (Lalwani et al., 2005). Under this type of involvement, a foreign accent is only one of many factors and attributes that the potential customer may focus on (Mai & Hoffmann, 2014). Hence, an accent could under conditions of low involvement become a rejective factor and under conditions of high involvement have less of an impact on the consumer.

Lalwani et al. (2005) examined the influence of different accents in advertising, using a British English and Singlish (a local accent spoken in Singapore) accent. In an experiment among Singaporean students who listened to radio commercials, cars served as a high involvement product and batteries as the low involvement product. The results showed that the British Standard compared to the Singlish accent was perceived more positive in terms of credibility, attitude towards the ad as well as brand and purchase intentions in the low and high involvement product condition. Lalwani et al. (2005) explain the finding for the low involvement condition with similarity effects of participants with the speaker, meaning that the participants were more familiar with the British, rather than the Singlish accent. Furthermore, the standard British accent (compared to the Singlish accent) led to higher credibility ratings in the high and in the low involvement condition, the effect being bigger in the low involvement condition. The authors remark that regardless of whether the country of origin matched with the product there was still a higher preference for the British standard accent. This according to them could be due to the sample they used - students counting themselves to the higher societal class, preferring British accents and identifying more with the British language than the local, Singlish one. Similarly, Liu et al. (2013) research focused on whether a standard Mandarin accent versus a local Cantonese accent in radio advertising has an impact on brand attitudes of participants. In their first experiment they examined to what extent a high involvement product (a laptop) differs from a low involvement product (mineral water) in terms of the consumer's attitude towards the brand. For radio commercials that promoted the high involvement product it was found that the standard Mandarin accent performed better than the local Cantonese one in terms of brand attitude of participants. Vice versa, for the low involvement radio commercial the local, more familiar Cantonese accent performed better. The authors explain this finding by Mandarin being more sophisticated and hence more congruent with the high involvement product. It is explained that a standard language can increase the perceived credibility of a spokesperson because a more coherent image is created (Liu et al., 2013, Lwin & Wee, 1999). Credibility of the spokesperson is an important factor that consumers rely on as information that is related to the product when considering the purchase – especially in high involvement situations

(Liu et al., 2013). Furthermore, DeShields (2015) examined American English, Cuban and Nicaraguan (Spanish) English accented video tapes of salesmen who promoted car insurances. It was found that type of accent is a significant predictor of purchase intentions of participants in high involvement situations but not in low involvement situations. According to DeShields this confirms the prediction of the ELM that in high involvement product situations informational cues and context are more important than accents, since purchase intention was higher.

In sum, in high involvement buying situations, central processing takes place for which particularly informational cues are important for the persuasion of the consumer (Petty & Cacioppo, 1986). Hence, when product involvement is higher, accent is less likely to become a rejection factor in the consideration process of purchasing the product (DeShields, 2015). However, research has shown that when product involvement is high and informational cues are relevant for the consumer, expertise or credibility of the source is a contributing factor that the consumer relies on during the central route to persuasion (Petty & Cacioppo 1986). This is in line with Lalwani et al.'s (2005) research who demonstrated that credibility ratings of a highly credible source were lower in high involvement situations. Hence, a source that is credible is more persuasive when the consumer is in low product involvement than when being highly involved with a product purchase decision (Lalwani et al., 2005; Petty & Cacioppo, 1986). The standard language may in high involvement situations contribute to increased credibility because a more coherent image is promoted (Lalwani et al., 2005; Liu et al. 2013; Lwin & Wee, 1999). Hence, in high involvement buying situations the potential consumer may evaluate a foreign accent in terms of credibility, attitude towards the ad, purchase intention more negatively than the standard accented version of the commercial (see Lalwani et al., 2005; Liu et al. 2013). Alternatively, ad evaluations for the foreign accent may also be similar to the standard accent in the high involvement product situation (DeShields 2015; Petty & Cacioppo, 1986). However, in terms of the customer's evaluation the foreign accent will not be evaluated better than the standard accent in a radio commercial.

In low product involvement the ELM predicts that due to peripheral processing the consumer may just focus on peripheral cues such as e.g. an accent of the speaker which might lead to rejection of the product (Petty & Cacioppo, 1986). Furthermore, several studies have shown that consumers in a low involvement situation have a more positive brand attitude, higher credibility, attitude towards the ad and greater purchase intentions when a speaker has a more similar accent to them (see Lalwani et al., 2005; Liu et al. 2013). Hence, the standard language

compared to the foreign accent potentially is evaluated more positively by consumers in situations in which the consumer is confronted with a commercial that is promoting a low involvement product.

Research Question and hypotheses

Previous research has shown that there may be different impacts of a spokesperson's accentedness on the evaluation of the commercial by the consumer. Furthermore, the degree of product involvement can play a role. Hence, based on the above findings this study will test what impact foreign and standard accented radio commercials for country-congruent high and low involvement products have on the evaluation of consumer. Therefore, the following research question has been formulated:

RQ1: To what extent do varying degrees of foreign accentedness in radio commercials for two different product categories lead to variations in listener's evaluations of the radio commercials?

Previous studies showed that comprehensibility may be lower for commercials with a foreign accent and that the stronger the accent, the lower may be the perceived comprehensibility of the speaker (e.g. Fayer and Krasinski, 1987; Hendriks et al. 2015; Hendriks et al., 2016; Hendriks et al., 2017; Nejari et al 2012). The attitude towards the speaker that listeners hold may be affected by the language used in the advertisement. Hendriks et al. (2015) found that competence was rated lower for spokespersons with a foreign accent. Similarly, other authors' findings confirm this (Anisfeld, Bogo and Lambert, 1962; Cacioppo and Petty, 1982; Carranza and Ryan 1975; Edwards, 1977; Tsalikis, DeShields and LaTour, 1991;). In addition, accent strength of the speaker has an impact on the listener in that the stronger the accent, the more negative can be the attitude towards the speaker and the lower the perceived competence (Hendriks et al., 2017; Hendriks et al., 2018). Furthermore, also the target audience's attitude towards the advertisements can be influenced by a foreign accent. Lalwani et al. (2005) found that it was more negative for a commercial with a foreign accent than for commercials with a standard accent. For a congruent accent with a product, attitude towards the product can be higher and the stronger the accent, the more negatively may be the attitude towards the product (Hendriks et al, 2015; Mai et al., 2009). Additionally, after being confronted with standard accented commercials several studies found that consumer's purchase intention is higher than

for a foreign accented commercials (DeShields, Kara & Kaynak, 1996; DeShields, De Ios Santos, Berumen & Torres 1997; DeShields and De Ios Santos, 2000; Hendriks et al., 2015; Lalwani et al., 2005; Tsalikis et al., 1991; Tsalikis, Ortiz-Buonafina & LaTour, 1992). Based on these findings the following hypotheses are formulated:

H1: Radio commercials with a foreign accent will be evaluated more negatively than radio commercials with a standard accent in terms of comprehension of the speaker, attitude towards the advertisement, attitude towards the speaker, attitude towards the product and purchase intention (evaluation of the consumer).

H2: The stronger the foreign accent, the more negatively will be the evaluation of the consumer.

Importantly, the degree of product involvement also influences the evaluation of the commercials. The attitude towards the ad, purchase intention, attitude towards the brand and credibility have been shown to be more positive for the standard language in low involvement advertisements (Lalwani et al., 2005; Liu et al., 2013). In high involvement situations the standard and foreign language may perform equally in terms of purchase intention (DeShields, 2015). However, the foreign language can also be more negatively evaluated in terms attitude towards the ad, purchase intention, attitude towards the brand and credibility in high involvement situations (Lalwani et al., 2005; Liu et al., 2013). Therefore, the following hypotheses are formulated:

H3: In high involvement buying situations the foreign accent will not lead to higher ad evaluations than the standard accent with regard to the evaluation of the consumer.

H4: The standard language compared to foreign accent will lead to more positive ad evaluations in low involvement situations with regard to the evaluation of the consumer.

Present Study

Some of the previous studies researching the impact of foreign accents in radio commercials in the context of high and low involvement product categories looked at the difference of English accented commercials e.g. the British compared to the Singlish accent (see Lalwani et al., 2005), or an American English accent compared to a Spanish accent in English (see DeShields et al., 2015). Furthermore, this topic was examined with local Chinese dialects (Mandarin and

Cantonese) (see Liu et al., 2013). However, foreign accents in radio commercials in the context of high and low involvement products have not been analysed with regard to non-English, non-local, European languages. Therefore, this study will fill this research gap and will research the Dutch foreign accent in German commercials.

Previous research has shown that Germans in general have a positive attitude towards the Dutch accent and the Netherlands. Van Oudenhoven, Askevis-Leherpeux, Hannover, Jaarsma & Dardenne (2002) have found that Germans perceive the Dutch as very sympathetic and thus, have a favorable attitude towards them. Moreover, previous research has shown that Germans have a positive attitude towards the Dutch foreign accent in German (Plewnia & Rothe, 2011). Furthermore, the economies of both countries are highly intertwined. In 2017, 30 per cent of all tourists in Germany were of Dutch origin and remain to be in consecutive years, hence being the biggest group of foreign tourists travelling to Germany (BMW, 2018; Süddeutsche Zeitung, 2018). Similarly, in the Netherlands German tourists make up the highest number as well (Nbtv Magazine, 2019). This means that many Germans are quite familiar with the Dutch accent in German. Therefore, measuring the extent to what Germans' ad evaluations are impacted by a Dutch accent could be particularly interesting with regard to marketing decisions of Dutch companies that are aiming to advertise in Germany. Therefore, the impact of advertisement evaluations of different degrees of Dutch foreign accented commercial versus standard German radio commercials will be examined using different product categories. Radio commercials are used within this study because compared to TV commercials visual incentives are removed, which could potentially act as disruptive factor (Hendriks, van Meurs & Behnke, 2019).

Method

Materials

Six different radio commercials were recorded by a professional voice actor. The voice actor was able to speak native German, German with a moderate Dutch accent and German with a strong Dutch accent. The voice actor, a Dutch native citizen, has resided in Germany for more than fifteen years. The six versions of the radio commercials entailed three different accented versions (strong/moderate/ standard accent) of one high involvement and one low involvement product. The texts for the commercials were identical for the high and for the low involvement product (for the script see Appendix II). They were recorded sticking to the matched-guise technique. All radio commercials were between 26 to 31 seconds long.

In line with the studies that emphasize congruency (Hendriks et al., 2015; Hornikx et al., 2013) and matchup (Lynch & Schuler, 1994) between country and product, the commercials featured products that matched with the Netherlands as the country of origin. Furthermore, the degree of consumer involvement with a certain product was assessed to ensure that the product with the highest and the lowest customer involvement was chosen for the main experiment. Hence, a pre-test was carried out to determine the degree of congruency of product with the Netherlands as country of origin and level of involvement with each product.

The pre-test was conducted with 40 German native participants. The participants evaluated which of the products could be categorized as either high or low involvement product and to what extent they perceived the product as being typically Dutch. The products for the pre-test were chosen based on products used in previous research on high and low involvement products by Vanwansenbeeck, Ponnet and Walrave (2016) and Martin (1998). These were a handmade porcelain plate from Delft, a bouquet of tulips, a Dutch bicycle, a cheese cutter, a caravan, caramel waffles (also known as 'stroopwafels'), a traditional old painting, a key chain in the form of a wooden clog, a designer jacket from Amsterdam, a poffertjes pan (small pancakes), a traditional farmers scarf and Dutch liquorice. Based on Zaichowsky (1994)'s revised personal involvement inventory, participants were given a list of 10 differential adjectives indicating on a 7-point Likert scale 'To me this product is important/unimportant, boring/interesting, relevant/irrelevant, exciting/unexciting, means nothing/means a lot to me, appealing/unappealing, fascinating/mundane, worthless/valuable, involving/uninvolving, not needed/needed' what the degree of involvement is. The adjectives were translated to German based on previous research by Hagendorfer (1992), Hetzel (2009, p. 204) and Sachse (2010, p.174). The reliability of the scale comprising 10 items was excellent: $\alpha = .91$. The products with the biggest differences in product involvement scores were chosen (Vanwansenbeeck et al., 2016). A second question aimed at determining the congruency of the product with the Netherlands. Participants indicated on a 7-point Likert scale comprising one item to what extent they thought the product was typically Dutch (totally agree – totally disagree) (based on Hornikx et al., 2013) (for detailed scales see Appendix I).

Participants taking part in the pre-test were aged between 20 and 79 ($M = 49.5$, $SD = 19.23$) and most of the participants were female (55%). The majority of the participants had either a current educational level of a university master's degree (25%), an apprenticeship (25%), or a bachelor's degree (20%). The participants came from different federal states in Germany for example Lower-Saxony (62.5%), North Rhine Westphalia (12.5%) and Bavaria

(7.5%). Of the 12 different products the participants could choose from, the bike was the product with the highest product involvement scores ($M = 5.24$, $SD = 1.14$) and the wooden clog key chain the product with the lowest ($M = 2.35$, $SD = 1.13$). A repeated measures analysis (Bonferroni correction, all p 's $< .05$) with product involvement as within subjects' factor showed a significant main effect of product involvement ($F(1, 39) = 52.69$, $p < .001$). The bike ($M = 5.24$, $SD = 1.14$) differed significantly from all other products in product involvement scores (all p 's $< .006$). Similarly, the wooden clog key chain differed significantly from all other products (all p 's $< .006$), except from the designer jacket and the traditional farmers scarf (all p 's = 1.000). For the congruency scores, of the 12 different products the participants could choose from, the bike ($M = 5.63$, $SD = 1.80$) and the wooden clog key chain ($M = 5.40$, $SD = 1.88$), were two of the products with the highest congruency scores. A repeated measures analysis (Bonferroni correction, all p 's $< .05$) with product congruency as within subject's factor showed a significant main effect of product congruency ($F(11, 429) = 17.45$, $p < .001$). Nine of the products with the highest congruency scores that were selected did not differ significantly from each other (all p 's = 1.000). The only products that had significantly lower congruency scores than the other products were the designer jacket ($p < .001$) and the cheese cutter ($p = .036$). The bike and clog chain were chosen after a combined analysis of the scores for congruency and involvement. Since both products had significantly highest (lowest) involvement scores and also high congruency scores, these were selected as products for the main experiment (see table 1).

Table 1. Means and standard deviations of product involvement scores and congruency (higher scores = higher involvement/congruency, lower scores = low involvement/congruency)

Product	Involvement $n = 40$ $M(SD)$	Congruency $n = 40$ $M(SD)$
Handmade Delft porcelain plate	3.05 (0.95)	5.37 (1.69)
Tulips	4.38 (1.17)	5.85 (1.73)
Bike	5.24 (1.14)	5.63 (1.80)
Cheese cutter	3.51 (1.80)	4.12 (2.09)
Caravan	3.60 (1.47)	4.48 (1.72)
Stroopwafels (caramel waffles)	3.71 (1.49)	5.60 (1.74)
Painting	4.09 (1.40)	5.35 (1.58)
Wooden clog key chain	2.35 (1.13)	5.40 (1.88)

Designer jacket	2.93 (1.27)	2.23 (1.44)
Poffertjes pan	3.31 (1.41)	5.80 (1.88)
Traditional farmers scarf	2.48 (1.20)	5.13 (1.84)
Liquorice	3.76 (1.75)	4.73 (1.90)

Subjects

In the main experiment, a total of 216 participants took part. A prerequisite for participation was being a German native speaker. All participants were 18 years or older. Of the 216 participants (age: $M = 40.57$, $SD = 17.95$, range 18 – 79, 62.5 % female), the majority graduated from university, either with a master's degree (33.5%), or a bachelor's degree (23.6%). Others indicated that their current highest educational level was either high school graduating with A-levels (15.7%) or a completed apprenticeship (13.4%). The majority of the participants were from the federal state Lower -Saxony (57.4%). 10.2% came from North Rhine – Westphalia, 8.3% from Bavaria, 5.1 % from Baden – Wuerttemberg and 4.6% from Schleswig – Holstein. 83.9% of the participants said that their proficiency in Dutch was 'very bad' or 'bad' and only a small percentage 6% evaluated themselves as 'intermediate', 'advanced' or 'outstanding' in Dutch. 90.7% of the respondents said that they have been in the Netherlands at least one or more times. Of those, 16.7% said that they have been travelling to the Netherlands 'very often'. 108 participants who listened to the radio commercial promoting the bike specified that they use their bike often ($M = 4.90$, $SD = 1.923$). 46.4% of the participants said that they use their bike 'very often' or 'often' and 6.5% indicated that they never use their bike. Also, of the 108 participants listening to the key chain commercial said that they use a key chain quite often ($M = 4.01$, $SD = 2.18$), however only 33.3% said that they use a keychain 'very often' or 'often' and 16.7% said that they never use a key chain.

Several chi-square tests showed that education ($\chi^2 (35) = 31.92$, $p = .618$), gender ($\chi^2 (5) = 5.95$, $p = .312$), place of residence ($\chi^2 (75) = 69.59$, $p = .655$) were equally distributed across the different conditions. Furthermore, five one - way analysis of variances showed that there was no unequal distribution with regard to age of participants ($p = .359$, Bonferroni correction), Dutch proficiency ($p = .070$, Bonferroni correction), frequency of travelling to the Netherlands ($p = .697$, Bonferroni correction), frequency of using a bike ($p = .659$, Bonferroni correction) and the frequency of using a key chain ($p = .295$, Bonferroni correction).

Design

This study employed a 3 (Accent strength: strong, moderate and standard accent) x 2 (Product Involvement: high vs. low involvement product) matched-guise between subject's design. Participants were randomly assigned to one of the six conditions.

Instruments

Listeners of the radio commercial filled in an online questionnaire indicating their attitude towards the advertisement and product, how likely it is that they would purchase the promoted product, attitude they have towards the speaker in terms of competence, warmth, and dynamism and to what extent they comprehend the speaker. Moreover, several background questions were asked.

Attitude towards the advertisement was measured using the scale developed by Hendriks et al. (2015) 'I believe this commercial is (nice, captivating, original, attractive, interesting).' on a seven-point Likert scale ranging from 'totally disagree' to 'totally agree'. The reliability of the scale was good ($\alpha = .89$).

Attitude towards the product was assessed using the scale developed by Hendriks et al. (2015), 'I believe this product is nice/captivating/original/attractive/interesting' on a seven-point Likert scale ranging from 'totally disagree' to 'totally agree'. The reliability of the scale was good ($\alpha = .88$).

Purchase Intention was determined using the scale developed by Hornikx et al. (2013), 'Buying this product is...' with two 7-point semantic differentials 'something I never want to do/something I really want to do', 'really not something for me/really something for me'. The reliability of scale was good ($\alpha = .86$).

Attitude towards the speaker was measured with three items, namely competence, warmth and dynamism using the scale developed by Fiske et al. (2002), Grondelaers, Van Hout, & Van Gent (2019) and Hendriks et al. (2015). Competence was measured with four statements 'I believe the speaker competent/intelligent/trustworthy/reliable' anchored by four seven-point Likert scales (totally disagree - totally agree). The reliability of the scale comprising four items was good ($\alpha = .89$). Warmth was measured with four statements 'I believe the speaker is friendly/ sincere/good-natured/warm anchored in a seven-point Likert scale (totally disagree – totally agree). The reliability of warmth comprising four items was excellent ($\alpha = .92$). Dyna-

mism was measured with one question ‘I believe the speaker is enthusiastic/modern/hip/trendy’, anchored by four seven-point Likert scale items (totally disagree – totally agree). The reliability of the scale comprising four items was good ($\alpha = .89$).

Comprehension of the speaker was measured using the scale developed by Hendriks et al. (2015) with one statement ‘I believe this commercial is easy to understand/ not easy to understand’ anchored in a seven-point Likert scale (totally disagree – totally agree).

As a manipulation check accent recognition was included in the questionnaire. Participants were asked whether they recognize the accent as Dutch in the radio commercials, based on Hendriks et al. (2019) an open question was formulated ‘Where do you think the speaker is from?’.

Since there were three different accented versions of each product advertised, a second manipulation check was measuring the participants *perceived accent strength* of the speaker in the radio commercials. Based on Mai et al. (2009) accent strength was measured with two questions comprising one statement each, namely ‘The speaker in the radio commercial sounds like a German native speaker’ and ‘The speaker in the radio commercial has a strong, foreign accent in German’ both anchored in a seven- point Likert scale ranging from ‘totally agree’ to ‘totally disagree’. The reliability of perceived accent strength comprising two items was questionable ($\alpha = .62$).

A third manipulation check measured the participants *product involvement* with either the bike or the key chain. Similar to the pre-test and based on Zaichowsky’s personal involvement inventory (1994) 10 items anchored in a seven-point Likert scale ranging from ‘totally agree – to disagree’ measured by the following statement ‘To me this product is important/interesting/relevant/exciting/means a lot to me/ appealing/ fascinating/valuable/involving/needed’. The reliability of the scales comprising each ten items for product involvement with the bike ($\alpha = .99$) and the wooden clog key chain ($\alpha = .97$) were excellent.

Several background questions were asked. Participants could give a subjective evaluation of their Dutch proficiency (reading, writing, listening, speaking) on a seven-point Likert scale ranging from ‘very bad’ to ‘outstanding’. The reliability of the scale comprising four items was good ($\alpha = .89$).

Furthermore, participants specified how frequently they travelled to the Netherlands on a seven- point Likert scale ranging from ‘never before’, ‘very often’. Lastly, participants indicated how often they make use of the product promoted in the radio commercial (bike or wooden clog key chain), namely ‘how often do you use a key chain/bike?’ on a seven-point differential ‘never- very often’. For a detailed overview of the scales see Appendix III.

Procedure

The questionnaire was conducted with the online program Qualtrics. Participants were approached via personal connections and via social media. There were no financial rewards or other incentives for participation. The data collection took place between 12th and 25th of May 2020. At the beginning of the experiment, the participants were informed about the length, topic and procedure. Furthermore, it was advised to turn up the volume or use headphones of the device they are using. Before the start of the experiment, participants had to give their consent to the conditions of the experiment. Participants were informed that they may finish the experiment any time, that they partake in the experiment voluntary and that their data are processed anonymously. After specifying background information such as demographics, the participants started listening to the radio commercial and filled in the rest of the questionnaire. At the end of the survey the participants were thanked for partaking in the survey and the contact details of the researcher were provided. On average participants needed $M = 8.65$ ($SD = 3.38$) minutes to complete the questionnaire.

Statistical Treatment

To test the impact of accent strength, product involvement and correct recognition of the origin on the dependent variables two- and three- way MANOVA's were used. Two-way and one-way ANOVA's were used for the manipulation checks.

Results

Manipulation Checks

Recognition Accent. A chi square test showed that there is a significant relation between accent strength and accent recognised correctly by the participants ($\chi^2 (2) = 50.03, p < .001$). Participants who listened to the standard accented commercial recognised the German country of origin of the speaker relatively less often (31.9%) than those participants who listened to the moderately accented (83.6%) and strongly accented (77.5%) versions, where the origin of the speaker was Dutch. Vice versa for the standard accented radio commercial (68.1%) participants more often incorrectly guessed the speaker's country of origin than for the moderate (16.4%) and strong accent (22.5%) (see table 2). In detail, another chi square test showed that there is a significant relation between accent strength and accent recognised ($\chi^2 (6) = 23.80, p = .001$). Participants who listened to the Standard accented radio commercial (31.9%) indicated relatively more often that the speaker's country of origin is Germany than participants who listened

to the moderate (8.2%) and the strong (9.9%) accent. Furthermore, participants who listened to the moderately (83.6%) accented radio commercial indicated relatively more often that the speaker is from the Netherlands than participants who listened to the standard accented version (62.5%). Participants that recognised other accents e.g. the Scandinavian were those who listened to the strongly accented radio commercial (8.5%). These participants indicated significantly more often that the speaker is from other countries of origin than those who listened to the standard accent (0%) (see table 2). This means that out of the participants out of the 72 participants who listened to the standard version of the radio commercial, 31.9% guessed that Germany is the country of origin of the speaker and 62.5% guessed that the country of origin of the speaker is the Netherlands. Hence, the Netherlands as the country of origin was identified correctly in the two accented versions, however for the standard accented version a large number of participants did not specify that the speaker is German. Hence, the manipulation check was partly unsuccessful. A chi square test showed that there is no significant difference between product involvement and accent recognised correctly or incorrectly ($\chi^2(1) = .989, p = .320$).

Table 2. Observed count and column percentage of accent recognition per country and total (in)correct recognition

			Accent Strength		
			Standard Accent	Moderate Accent	Strong Ac- cent
Accent recognised	Germany	Observed Count	23 ^a	6 ^b	7 ^b
		% within accent strength	31.9%	8.2%	9.9%
	Netherlands	Observed Count	45 ^a	61 ^b	55 ^{a,b}
		% within accent strength	62.5%	83.6%	77.5%
	Other countries	Observed Count	0 ^a	3 ^{a,b}	6 ^b
		% within accent strength	0.0%	4.1%	8.5%
	Not specified	Observed Count	4 ^a	3 ^a	3 ^a
		% within accent strength	5.6%	4.1%	4.2%
	Total	Observed Count	72	73	71
		% within accent strength	100.0%	100.0%	100.0%
Correctness of recognition	Total Correct Recognition	Observed Count	23 ^a	61 ^b	55 ^b
		% within accent strength	31.9%	83.6%	77.5%
	Total incorrect recognition	Observed Count	49 ^a	12 ^b	16 ^b
		% within accent strength	68.1%	16.4%	22.5%

Each subscript letter denotes a subset of accent strength categories whose column proportions do not differ significantly from each other at the .05 level.

Perceived accent strength. A two-way univariate analysis of variance with accent (standard/moderate/strong) and type of product advertised (high or low involvement) showed a significant main effect of accent on perceived accent strength ($F(1,210) = 17.33, p < .001$) but not of type of product advertised ($F(1,210) < 1$). The interaction effect between accent and type of product was statistically significant ($F(1,210) = 4.09, p = .017$). Therefore, a split file command was used on type of product in the commercials. A one-way analysis of variance for the high involvement product showed a significant effect of accent used in the commercials on perceived accent strength ($F(2,105) = 12.67, p < .001$). For the high involvement product the perceived accent strength was significantly higher for the moderately accented version ($M = 5.67, SD = .97$) ($p < .001$, Bonferroni correction) of the commercial and for the strongly accented commercial ($M = 5.18, SD = 1.19$) ($p = .004$, Bonferroni correction) than for the standard accented commercial ($M = 4.16, SD = 1.69$). However, there was no significant difference in perceived accent strength between the moderately and the strongly accented version of the commercial ($p = .300$, Bonferroni correction). Similarly, for the low involvement product commercial a significant effect was found of accent used on perceived accent strength ($F(2,105) = 8.61, p < .001$). For the low involvement product, the perceived accent strength was significantly higher for the strongly accented commercial ($M = 5.70, SD = 1.13$) ($p < .001$, Bonferroni correction) than for the standard accented commercial ($M = 4.16, SD = 1.69$). However, there was no significant difference in perceived accent strength between the standard and the moderately accented ($M = 4.97, SD = 1.21$) version of the commercial ($p = .161$, Bonferroni correction). Also, there was no significant difference in perceived accent strength between the strong and the moderate accented version of the commercial ($p = .079$, Bonferroni correction) (see table 3). This means that for the high involvement product commercials the listeners could not distinguish between the moderate and the strong accent, but they recognized a difference between standard accent and moderate accent, as well as between standard accent and strong accent. However, for the low involvement product commercials listeners could not distinguish between the standard and the moderate accented versions of the commercials and also not between the moderate and the strongly accented commercial but were able to distinguish the strong and the standard accent. However, it is important to note that the reliability of the scale of perceived accent strength was questionable and hence should be interpreted with care.

Product Involvement. An independent samples t-test showed a significant difference between type of product advertised and mean involvement scores of participants ($t(214) =$

14.99, $p < .001$). The high involvement product, the bike ($M = 4.41$, $SD = 1.38$), was shown to cause much higher involvement among participants than the low involvement product, which was a wooden clog key chain ($M = 2.04$, $SD = .89$)

Table 3. Means and standard deviations of perceived accent strengths for low and high involvement product (higher scores = higher perceived accent strength, lower scores = lower perceived accent strength)

		High Involvement	Low Involvement
		$M (SD)$	$M (SD)$
Type of Accent	Standard Accent	4.16 (1.69)	4.35 (1.66)
	Moderate Accent	5.69 (.97)	4.97 (1.21)
	Strong Accent	5.18 (1.19)	5.70 (1.13)

Evaluation of the commercials

A two-way multivariate analysis for the measured dependent variables with accent and product as factors only showed a significant multivariate main effect of product ($F(7,204) = 14.32$, $p < .001$). The two-way multivariate analysis did not show a significant multivariate effect of accent strength on the measured variables ($F(14,410) = 1.24$, $p = .247$). The interaction effect between product and accent strength of the experiment was not significant ($F(4,410) < 1$).

The univariate analyses showed a significant effect of product on all but one variable: attitude towards the advertisement ($F(1,210) = 8.26$, $p = .004$), attitude towards the product ($F(1,210) = 46.0$, $p < .001$), purchase intention ($F(1,210) = 66.61$, $p < .001$) attitude towards the speaker in terms of warmth ($F(1,210) = 7.53$, $p = .007$) and dynamism ($F(1,210) = 12.81$, $p < .001$), and comprehensibility of the advertisement ($F(1,210) = 4.06$, $p = .045$). There was however no significant effect of product on competence of the speaker ($F(2,210) < 1$). Participants who listened to commercials that promoted the high involvement product had a more positive attitude towards the advertisement ($M = 4.36$, $SD = 1.20$) than those who listened to a commercial that promoted the low involvement product ($M = 3.83$, $SD = 1.40$). In addition, the commercials for the high involvement were evaluated more positively than the commercials for the low involvement product with regard to attitude towards the product (high involvement condition: $M = 4.37$, $SD = 1.09$; low involvement condition: $M = 3.24$, $SD = 1.3$), purchase intention (high involvement condition: $M = 3.99$, $SD = 1.67$; low involvement condition: $M = 2.30$, $SD = 1.36$). Participants perceived the speaker to be warmer in the high involvement condition ($M = 5.16$, $SD = 1.25$) than in the low involvement condition ($M = 4.65$, $SD = 1.42$)

and as more dynamic (high involvement condition: $M = 4.37$, $SD = 1.34$; low involvement condition: $M = 3.70$, $SD = 1.37$). Participants also indicated higher comprehensibility of the radio commercial when the product promoted was the high involvement product ($M = 5.71$, $SD = 1.29$) compared to when the low involvement product ($M = 5.32$, $SD = 1.55$) was promoted (see Table 4).

Evaluation of the commercials when adding factor accent recognition

Due to accent recognition being less successful in the manipulation check, it was added as a third factor in the analysis in order to find out what impact (in)correct recognition had on advertisement evaluations in consumers.

A three-way multivariate analysis for the measured dependent variables with accent, product involvement and recognition of origin as factors showed a significant multivariate main effect of product ($F(7,198) = 7.783$, $p < .001$) and of accent recognition of the speaker ($F(7,198) = 2.231$, $p = .033$). The three-way multivariate analysis did not show a significant multivariate effect of accent strength of the experiment on the measured variables ($F(14,398) = 1.042$, $p = .411$). The interaction effect between product and accent strength ($F(14,396)$, $p = .606$), product and accent recognition ($F(14,396) = .450$, $p = .606$), strength of the accent and accent recognition ($F(14,396) = 1.563$, $p = .087$), as well as the interaction between all three fixed factors ($F(14,396) = 1.635$, $p = .067$) were not significant.

The univariate analyses showed a significant effect of product on attitude towards the product ($F(1,204) = 23.98$, $p < .001$) and purchase intention ($F(1,204) = 31.48$, $p < .001$). There was however no significant effect of product on attitude towards the ad ($F(1,204) = 1.047$, $p = .307$), attitude of the speaker in terms of warmth ($F(1,204) < 1$), dynamism ($F(1,204) = 2.60$, $p = .109$), competence ($F(1,210) < 1$) and comprehensibility of the speaker ($F(1,204) < 1$) (for interpretation see previous section and table 4).

Furthermore, the univariate analyses also showed an effect of recognition of the origin of the accent of the speaker on the attitude towards the ad ($F(1,204) = 7.82$, $p = .006$), on purchase intention ($F(1,204) = 8.88$, $p = .003$) and on attitude of the speaker in terms of dynamism ($F(1,204) = 5.12$, $p = .024$). Those who correctly identified the speaker as either being from the Netherlands or being from Germany had a higher attitude towards the ad ($M = 4.30$, $SD = 1.28$), higher purchase intention ($M = 3.4$, $SD = 1.75$) and perceived the speaker as more dynamic ($M = 4.17$, $SD = 1.46$) than those participants who did not guess the speaker's country of origin right (attitude towards ad: $M = 3.73$, $SD = 1.35$, purchase intention: $M = 2.68$, $SD = 1.61$, attitude speaker dynamism: $M = 3.80$, $SD = 1.24$) (see table 4).

Table 4. Means and standard deviations of product involvement, accent strength and identification of the origin of the speaker (higher scores = higher evaluation of commercials, lower scores = lower evaluation of commercials)

	Product Involvement		Accent Strength			Recognition origin speaker	
	High In- volvement	Low In- volvement	Standard Accent	Moderate Accent	Strong Ac- cent	Origin cor- rect	Origin incorrect
	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
Attitude ad	4.36 (1.20)	3.83 (1.40)	3.93 (1.26)	4.26 (1.34)	4.10 (1.39)	4.30 (1.28)	3.73 (1.35)
Attitude product	4.37 (1.09)	3.24 (1.35)	3.70 (1.22)	4.07 (1.39)	3.64 (1.43)	3.92 (1.37)	3.60 (1.29)
Purchase Intention	3.99 (1.67)	2.30 (1.36)	3.05 (1.81)	3.36 (1.64)	3.03 (1.76)	3.40(1.75)	2.68 (1.61)
Competence	4.41 (1.22)	4.25 (1.25)	4.26 (1.27)	4.53 (1.22)	4.20 (1.20)	4.44 (1.20)	4.15 (1.27)
Warmth	5.16 (1.25)	4.65 (1.42)	4.69 (1.30)	5.18 (1.30)	4.83 (1.45)	5.03 (1.34)	4.70 (1.36)
Dynamism	4.37 (1.34)	3.70 (1.37)	4.00 (1.28)	4.16 (1.35)	3.95 (1.56)	4.17 (1.46)	3.80 (1.24)
Comprehensibility	5.71 (1.29)	5.32 (1.55)	5.53 (1.60)	5.74 (1.34)	5.28 (1.33)	5.52 (1.36)	5.52 (1.57)

In sum, the accent of the speaker did not have an effect on the evaluation of the commercial. Also, there was no interaction effect between accent strength and product involvement. Radio commercials with a foreign accent are not evaluated more negatively (H1). Furthermore, the strength of the accent does not impact consumer evaluations of the commercial (H2). Similarly, high and low product involvement in combination with different accent strengths did not impact consumer evaluations. This means that the third hypothesis is confirmed. In high involvement situations ad evaluations were not higher for the foreign accented version of the radio commercial (H3). Ad evaluations of standard and foreign accented (moderate and strongly) commercials did not differ significantly from each other. For the low involvement product, ad evaluations were lower for low product involvement, but not due to an interaction with the accent in the commercial (H4). Hence H4, H3 and H1 are not confirmed.

However, different levels of product involvement in isolation of accent led to variations in consumer evaluations of the commercial. For the high involvement product (bike) participants had a more positive attitude towards the product and the ad, were more inclined to purchase the product, had a more positive attitude towards the speaker in terms of warmth and dynamism, and comprehensibility of the advertisement than participants of the low involvement radio commercial, regardless of the accent used in the commercial.

Furthermore, results show that when adding accent recognition as a factor next to product and accent strength, only participants attitude towards the product and purchase intention

are affected by product. Furthermore it was shown that the identification of the correct origin of the speaker had an impact on the evaluation of the ad. Participants that were able to correctly identify the country of origin of the speaker based on the accent in the commercial had a higher attitude towards the ad, higher purchase intention and perceived the speaker as more dynamic than those participants that did not correctly identify the origin of the speaker. However, this result should be interpreted carefully, since the manipulation check of the correct recognition of the origin was less successful.

Discussion and Conclusion

The aim of this research paper was to examine to what extent different degrees of foreign accentedness in radio commercials lead to different consumer evaluations when varying product categories are used. On the basis of a pre-test, for the main experiment a bike was selected as the high involvement product and a wooden clog key chain as the low involvement product. Since previous research has shown that congruency of a product with an accent leads to better ad evaluations, congruency of the products with the Netherlands as the country of origin was tested (Hornikx et al., 2013; Hendriks et al., 2015). It was hypothesized that a foreign accented radio commercial would be evaluated more negatively and that the strength of the accent has an impact on this relationship. Furthermore, it was anticipated that in situations of high involvement with a product, a foreign accent compared to a standard accent does not perform better with regard to ad evaluations – which was supported. In low involvement situations the standard accent was not evaluated as more positively by listeners. Furthermore, differences found in ad evaluations were found in relation to different product categories and identification of the correct recognition of the country of origin of the speaker.

Findings in light of the manipulation checks

Participants who correctly recognised the accent of the speaker had a higher attitude towards the ad, purchase intention and perceived the speaker as more dynamic. Here it is important to note, that the manipulation check with regard to the recognition of the accent in the standard accented version of the radio commercial was only partly successful. Hence, more than half of the participants assumed that the speaker in the standard accented version of the commercial was Dutch. Only about a third of the participants assumed that the speaker is (as anticipated) native German. This could be due the issue, that the speaker in the radio commercial was not a native German but indeed a native Dutch speaker and that the language in the commercial was

perceived by listeners as not fully accent-free. Hence, the standard accented versions were largely not perceived as such. The different versions of accent strength were partially recognised. Therefore, when interpreting the findings of this study, this issue should be taken into consideration.

Ad evaluations regarding standard vs. a foreign accent

Several studies have found evidence for foreign accents being perceived less positively by listeners in comparison to a standard accent. Studies in commercial and non - commercial settings have shown that a foreign accent can lead to devaluations of a speaker on several dimensions such as e.g. competence, social attractiveness, personal integrity and dominance (for standard English and Jewish accented English: Anisfeld, Bogo & Lambert, 1962; for standard English and Spanish accented English: Carranza & Ryan 1975; for standard accented English and Greek accented English: Tsalikis, DeShields & LaTour, 1991). Therefore, the current study hypothesized (H1) that radio commercials with a foreign accent are evaluated more negatively than a standard accented commercial. However, contrary to previous studies, the findings within the present study did not support this hypothesis. The foreign accented versions compared to the standard accented version of the radio commercials did not have a negative impact on the listeners in terms of the evaluation of the ad.

This could be due to the methodological implementations of the study. The standard accented versions of the radio commercials were not recognised as native German by most participants. This means that no matter which version the participants were shown, listeners had the impression that the speaker's country of origin was Dutch instead of German. Listeners assuming that the speaker in the commercial is Dutch instead of native German might have led to identical ad evaluations as in the foreign accented versions of the commercial, showing no difference between these versions. Therefore, based on the above, the present research suggests that commercials should be pretested in future research.

Another explanation for a lack of differences in evaluations between the accented and standard accented versions of the commercial could be due to the accent used. In a business context, previous research has shown, that depending on the accent used job applicants with a French accent were preferred to those with a Japanese accent (Hosoda & Stone – Romero, 2010). As mentioned earlier, Germans have a positive attitude towards the Dutch foreign accent and perceive the Dutch as very sympathetic (Van Oudenhoven et al., 2002; Plewnia & Rothe, 2011). Thus, because Germans in general already have a favourable image of the Dutch accent in German, in the present research a devaluation of the speaker on dimensions such as e.g.

competence or social attractiveness might have been prevented. Future research could examine this issue by comparing various foreign accents in German radio commercials.

Accent strength and ad evaluations

In previous studies, the strength of an accent had an impact on the receiver of the message. In a non-commercial setting it was found that the stronger the accent of a lecturer, the more negative the evaluation of listeners and that comprehensibility might be inhibited (Hendriks, van Meurs and de Groot; 2017; Hendriks, van Meurs and Hogervorst, 2016; Hendriks, van Meurs and Reimer, 2018). Furthermore, also in commercial settings these results were confirmed. Stronger accents may lead to a degradation in evaluations of the commercial or lead to more affect for the speaker (Mai et al., 2009; Nejari, et al., 2012). Therefore, in the current study it was hypothesized (H2) that the stronger the accent in the radio commercials, the more negatively it will be evaluated. The findings did not support this hypothesis.

This could be due to unsuccessful implementation of the manipulation, which was not recognised by listeners of the radio commercials within the current study. The manipulation check of accent strength showed that listeners did not distinguish between the strong and the moderate accent of the commercial for the high involvement product, and the moderate and standard accent for the low involvement product. However, listeners did notice a difference in accents to some extent, e.g. between the standard and moderate, and standard and strong accent. Hence, the present research implies that the stronger the accent, consumer evaluations of commercials are not affected. These findings are in line with those by Hendriks et al. (2019), who explain that ad evaluations in foreign accented and standard accented radio commercials might be similar because listeners equally comprehend the different versions. In the current study comprehensibility was not affected in any of the accented versions. Hence, this might be another explanation for a lack of differences in evaluations between the different accent strengths.

An additional issue that could have also affected this result is the matched guise technique that was used within this study. This technique exposes participants to the same script, voice of the speaker, intonation and identical speed of words in all versions of the experiment thereby eliciting certain stereotypes and language attitudes in participants (Ball (1983); Hornikx et al. (2020), p. 42). However, this method is not without limitations. According to Bresnahan, Ohashi, Nebashi, Liua and Morinaga Sheaman (2002) the speaker's own interpretation of different accent conditions (e.g. standard/moderate/strong) can be less convincing for participants and as a result might come across contrived if the speaker is imitating a certain accent. Within

the present study a professional voice actor was hired. However, since there are various conditions that the voice actor recorded, authenticity within the standard version might have been lacking. Due to the speaker being a Dutch native, he might have not been credible enough as the standard German speaker. Furthermore, the strength of the accent, being the subjective interpretation of the speaker, might have unintentionally varied slightly in the different conditions leading to lack of recognition in accent strength. Therefore, future research could use different voice actors, (e.g. a native speaker and a foreign accented speaker) with similar voices, same intonation and speed of the commercials. However, to ensure conformity these should be pre-tested in advance.

Ad evaluations, accent strength and high and low product involvement

Previous research has shown that the product category that is promoted in a commercial can have an impact on ad evaluations when a foreign vs. a standard accent is used. Due to central and peripheral processing of the message, participants may be motivated to a lesser (low involvement) or to a greater extent (high involvement) to process the message when a high or low involvement product is promoted (Petty and Cacioppo, 1986). Based on research by DeShields (2015), Lalwani et al. (2005), Liu, Wen, Wei and Zhao's (2013), it was hypothesized that in situations in which a high involvement product is promoted, a foreign accent will be evaluated similarly (DeShields, 2015), or more negatively (Lalwani et al., 2005 ; Liu, Wen, Wei & Zhao's, 2013) compared to a standard accent i.e. it will not be evaluated better than the standard accent (H3). This hypothesis was confirmed. This finding could be explained by previous research by DeShields (2015). The author found that in high involvement situations for Spanish accented English (in a taped sales pitch), an accent had a positive impact on purchase intention, but did not in the low involvement situation. This is in line with the ELM, according to which in high involvement product situations informational cues and context are more important. This is due to information being centrally processed and other cues like accents are not focused on (Petty & Cacioppo, 1986). In the present study central processing might have led to similar outcomes in evaluations for standard and foreign accented version of the high involvement product. However, this explanation should be viewed with caution since within the present research in the low involvement condition in combination with differing accent strengths, differences in evaluations were not found either.

For low involvement situations it was predicted that the standard accent performs better with regard to advertisement evaluations (H4). However, no support for this hypothesis was provided. A foreign accent did not act as a rejection factor in the low involvement situation as

predicted by Petty & Cacioppo (1986), Lalwani et al. (2005) as well as Liu et al. (2013). Since ad evaluations were higher for the high involvement product commercial, lower credibility ratings for the speaker did not seem affect the listeners either as predicted by Lalwani et al. (2005). This could be due to a lack of manipulation in the standard accented version of the radio commercial, since no purely standard version of the radio commercial with a native German was part of the experiment.

Impact of product and correct recognition accent on evaluations

However, what did have an impact on the listeners of the radio commercials were the different product categories in isolation of the accent strengths that were used. Participants who listened to the radio commercials promoting the high involvement product, had a more positive attitude of the advertisement and product, were more likely to purchase it, had a more positive attitude of the speaker in terms of dynamism and warmth and were more likely to comprehend the advertisement better. These results indicate that the product category is highly important when it is promoted to potential consumers. In line with the Elaboration Likelihood Model, consumers who were confronted with the high involvement commercial might have been more actively engaged in the commercial and were as a result processing the advertising message more carefully (Petty and Cacioppo, 1986; Wang, Wang & Farn, 2009). Due to more intense processing of the message listeners may have liked the product more, and were more likely to purchase the bike. These findings suggest that the bike as a high involvement product might have more appealed to transformational buying motivations as suggested by Pelsmacker et al. (2014). In line with this is that high involvement messages can be related to the personal importance of the receiver of the message (Petty and Cacioppo, 1983). Thus, within the present study participants might have attached greater personal importance to the bike than to the wooden clog key chain and showed a greater willingness to purchase the product. Vice versa, in contrast to the high involvement commercial, listeners of the low involvement advertisement had a more negative attitude towards the product and a smaller purchase intention. This could indicate that participants in the low involvement condition peripherally processed information and rejected the advertisement based on characteristics of the speaker. In the high involvement situation participants might have focused more on the concrete information of the product, central processing was triggered and characteristics of the spokesperson were less important. This would confirm propositions made by Petty and Cacioppo (1986) as well as Lalwani et al. (2005). Findings also showed that when only taking into account the participants that (in)correctly recognized Germany or the Netherlands as the country of origin, differences in evaluation

of the commercials between participants that were highly involved in the ad were diminished. Then participants being highly involved only had a higher purchase intention and more positive attitude towards the product. This means that product category upon (in)correct recognition of the accent of the speaker becomes less important. Future research could examine the relationship between evaluation of an ad due to product category in combination of the identification of the speaker's accent.

In the current study, ad evaluations turned out to be more positive for participants who correctly identified the speaker as being from Germany in the standard accented version and as being from the Netherlands in the moderately and strongly accented versions of the radio commercial. However, the majority of participants in the standard accented version identified the speaker as being Dutch, which had an impact on the success of the manipulation. Yet, a third of the participants did identify the speaker as a German native in the standard accented version and a large part of the participants in the moderately and strongly accented versions identified the speaker correctly as being Dutch. Therefore, the findings within the present study might be a careful indication that correct recognition of the accent of a speaker may be the result of increased familiarity with the accent, which was also suggested in previous research (Lwin & Wee; 1999; Lalwani et al., 2005; Hendriks et al., 2018). Lwin and Wee (1999) found that familiarity with different versions of accented English was an important factor on the impact it had on listeners evaluations. The more familiar participants were with the accent (e.g. Eastern Asian English), the higher was the ad effectiveness of the radio commercial. In a study with radio commercials Lalwani et al., 2005 (for British English and Singlish) found that the more familiar the participants are with the speaker's language, the more positive are listeners evaluations. Similarly, in a non-commercial setting Hendriks et al. 2018 (Dutch and German accented English) found that familiarity with an accent can be an important indicator for likeability and competence ratings for speakers. In the current study, participants who correctly identified the speaker as being either from the Netherlands, or from Germany appreciated the commercial more on the dimensions attitude towards the ad, purchase intention and they perceived the speaker as more dynamic than participants who did not correctly identify the speaker. The finding in the present study could be an indication, that if participants are more familiar with the accent and correctly identify the country of origin of the speaker, they have a more favourable evaluation of the ad, regardless of accent strength or product involvement. Therefore, future research should look into the aspect of familiarity with an accent and its impact it has in advertisement evaluations. Unfortunately, this research subject was not within the scope of the current study.

In sum, the answer to the research question that was discussed within this study is that different degrees of accentedness in radio commercials did not cause any differences in listeners evaluations of commercial for high or low involvement products. However, it was found that depending on the product category advertised, ad evaluations may differ. Furthermore, correct recognition may play a role.

Limitations and future research

The present study was subject to several limitations. Firstly, the manipulation check within this study, accent strength and recognition were only inefficiently manipulated. This means that about half of the listeners of the standard accented radio commercial assumed that the country of origin of the speaker was the Netherlands (instead of Germany). Furthermore, the differences in accent strengths for the product categories were partly recognised, however not in all three different strengths. Future research should look at the impact of accent strength and recognition when the manipulations are successfully recognised. Furthermore, commercials used for the experiment should be pre-tested in the future. The lack of correct recognition of the speaker could however also be due to participants being biased and the style of the question asked in the questionnaire, namely ‘where do you think the speaker is from?’. This question combined with the product congruency of the Netherlands in the advertisement could have possibly biased the participants into guessing that the speaker is from the Netherlands. Furthermore, also other techniques than matched guise could be tested. Additionally, also other accents should be compared to the Dutch accent in German in order to measure whether the Dutch accent already might have a positive impact on evaluations itself (see Hosoda & Stone – Romero, 2010).

Secondly, only two different products were used in the experiment. With a multitude of different products from different sectors such as alcoholic beverages, clothing, electronics, but also food products it could be determined whether the findings of high and low involvement products made within the present study hold. Also, services could be part of the analysis.

Thirdly, the concept of involvement is multifaceted and measurement of involvement can be implemented differently. For example, personal relevance may be tested, participants may be asked to assign themselves to the product categories, or different kinds of products may be used. Furthermore, some researchers argue that the type of medium in which a product is advertised may lead to varying levels of involvement (e.g. TV more than other mediums) (Petty & Cacioppo, 1983). Therefore, future research could look at the impact of involvement and foreign accents in advertising when instead of a radio commercial e.g. a TV commercial is used.

Fourthly, the sample used for the current research was not a representative cross section of the German population. A lot of the participants came from one region of the country (mostly Lower Saxony), which was due to the personal connections of the researcher. As a consequence, especially the geographic proximity to the Dutch border could have impacted the participants attitude towards a Dutch radio speaker. Furthermore, the participants are also more likely to identify the speaker as Dutch as they are more familiar with the Dutch accent and language, than participants from federal state that does not share a border with the Netherlands. This could be an additional factor contributing to the partially unsuccessful manipulation check for correct recognition.

Practical Implications

One of the aims of the present study was to provide more insight to marketers under which conditions advertising with a foreign accent is effective. Therefore, the present study has several implications.

Advertising with a foreign accent within this study did not provide additional benefits compared to a standard accented version of the ad. A commercial with a foreign accent was not evaluated better with regard to attitude towards the ad, purchase intention, attitude towards the speaker and comprehensibility. Therefore, marketers considering to advertise a foreign product with a congruent accent could consider also just sticking to the standard language and potentially save additional advertising costs. However, as previous research has shown, increased authenticity might be an additional factor that moderates the relationship with accent and product congruency and hence, not have a negative impact on advertising with a foreign accent (Dubey et al., 2020).

This research showed that the correct recognition of the origin of a speaker's accent and hence familiarity with the accent might play a role in the evaluation of an advertisement. In the present study listeners had a more positive evaluation of the ad if they correctly identified the speaker's country of origin. Even though this implication should be interpreted carefully due to an unsuccessful manipulation check it can point at the issue that marketers might need to consider whether the target audience of the advertising is able to identify the speaker's accent.

Finally, an important implication is that based on the product category advertised, evaluation of consumers might differ. Therefore, marketers should bear in mind that particularly for low involvement product categories, product rejection is more likely and hence advertising strategies should be adjusted accordingly.

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Appendix I

Scales for the pre-test (translated from German to English)

Question 1: 12x the same question for 12 different products to be judged

This product (to me) is.....

Important ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ **Unimportant**

Not interesting ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ **Interesting**

Relevant ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ **irrelevant**

Meaningless ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ **meaningful**

Exciting ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ **not exciting**

Fascinating ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ **mundane**

Worthless ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ **valuable**

not needed ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ **needed**

involving ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ **uninvolving**

Question 2: What do you think about the following statement?

The product shown is typically Dutch.

Totally Disagree ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Totally Agree

Demographical Questions

Please enter your gender:

Male ☐ Female ☐ Divers ☐

How old are you? _____

What is your mother tongue? _____

What is your highest current level of education? *(due to differing education systems some of the degrees are not translated to English)*

- ☐ No degree
- ☐ Hauptschulabschluss

- o Realschulsabschluss/mittlere Reife
- o Finished apprenticeship
- o Abitur
- o Bachelor
- o Master
- o PhD
- o Different: _____

Which federal state are you from?

- o North Rhine – Westphalia
- o Bavaria
- o Lower Saxony
- o Saarland
- o Rhineland - Palatinate
- o Brandenburg
- o Berlin
- o Hamburg
- o Schleswig - Holstein
- o Bremen
- o Thuringia
- o Hesse
- o Mecklenburg - Western Pomerania
- o Baden - Württemberg
- o Saxony
- o Saxony-Anhalt

Assess your language skills in Dutch on a scale of 1-7.

Reading

Bad o o o o o o o Outstanding

Writing

Bad o o o o o o o Outstanding

Speaking

Bad o o o o o o o Outstanding

Listening

Bad o o o o o o o Outstanding

Appendix II

Scripts for radio commercials

Text 1: High Involvement Product

„Die Niederlande, das Land der Grachten, der Windmühlen und – natürlich Fahrräder! Besuchen Sie jetzt unseren Online – Shop und sichern Sie sich bis zu 30% Rabatt auf die Bestellung Ihres Hollandrads bei Ihrem traditionellen, holländischen Fahrradhändler. Wir bieten Topqualität direkt aus den Niederlanden! Mehr Infos finden Sie auf unserer Webseite unter www.hollandfahrräder.de. Nur solange der Vorrat reicht.

English Translation

‘The Netherlands, the land of canals, windmills and - of course bicycles! Visit our online shop now and get up to 30% discount on ordering your Dutch bike from your traditional Dutch bicycle dealer. We offer the highest quality directly from the Netherlands! You can find more information on our website at www.hollandfahricycles.de. Only while stocks last.

Text 2: Low Involvement Product

„Die Niederlande, das Land der Grachten, der Windmühlen und – natürlich Holzschuhe! Besuchen Sie jetzt unseren Online-Shop und sichern Sie sich bis zu 30% Rabatt auf die Bestellung Ihres ersten Schlüsselanhängers in traditionellem Holzschuhdesign. Wir bieten Topqualität direkt aus den Niederlanden! Mehr Infos finden Sie auf unserer Webseite unter www.holzschuhsouvenirs.de. Nur solange der Vorrat reicht.

English Translation

‘The Netherlands, the land of canals, windmills and - of course wooden clogs! Visit our online shop now and get up to 30% discount on your first order of a key chain in traditional wooden clog shoe design. We offer the highest quality directly from the Netherlands! You can find more information on our website at www.hollandfahricycles.de. Only while stocks last.

Appendix III

Scales for the main experiment (translated from German to English)

Demographical Questions

How old are you? _____

Please enter your gender:

Male ☐ Female ☐ Divers ☐

What is your highest current level of education? *(due to differing education systems some of the degrees are not translated to English)*

- ☐ No degree
- ☐ Hauptschulabschluss
- ☐ Realschulsabschluss/mittlere Reife
- ☐ Finished apprenticeship
- ☐ Abitur
- ☐ Bachelor
- ☐ Master
- ☐ PhD
- ☐ Different: _____

What is your mother tongue? _____

Which federal state are you from?

- ☐ North Rhine – Westphalia
- ☐ Bavaria
- ☐ Lower Saxony
- ☐ Saarland
- ☐ Rhineland - Palatinate
- ☐ Brandenburg
- ☐ Berlin
- ☐ Hamburg
- ☐ Schleswig - Holstein
- ☐ Bremen
- ☐ Thuringia
- ☐ Hesse
- ☐ Mecklenburg - Western Pomerania
- ☐ Baden - Württemberg
- ☐ Saxony
- ☐ Saxony-Anhalt

Question 1 (Attitude towards the ad):

I think this radio spot is....

	totally disagree	do not agree	rather disagree	unde- cided	rather agree	do agree	totally agree
Nice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
captivating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2 (Attitude towards the product):

I think the product advertised is....

	totally disagree	do not agree	rather disagree	unde- cided	rather agree	do agree	totally agree
Nice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
captivating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 3 (Purchase Intention):

Purchasing the product would be....

something that I definitely do not want to do ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ something I really want to do

really not for me ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ really something for me

Question 4 (Attitude towards the speaker competence):

I think the radio speaker in the commercial is....

	totally disagree	do not agree	rather disagree	unde- cided	rather agree	do agree	totally agree
competent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Question 5(Attitude towards the speaker warmth):

I think the radio speaker in the commercial sounds...

	totally disagree	do not agree	rather disagree	unde- cided	rather agree	do agree	totally agree
friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good-na- tured	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 6 (Attitude towards the speaker dynamism):

I think the radio speaker in the commercial sounds...

	totally disagree	do not agree	rather disagree	unde- cided	rather agree	do agree	totally agree
enthusiastic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
trendy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 7 (comprehensibility)

I believe this commercial is easy to understand.

totally disagree	do not agree	rather disagree	unde- cided	rather agree	do agree	totally agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 8 (Accent recognition)

Where do you think the speaker is from? _____

Question 9 (Accent strength)

The speaker in the radio commercial sounds like a German native speaker.

totally disagree	do not agree	rather disagree	unde- cided	rather agree	do agree	totally agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The speaker in the radio commercial has a strong, foreign accent in German.

Totally disagree	do not agree	rather disagree	unde- cided	rather agree	do agree	totally agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 10 (product involvement) *(the same question for the conditions featuring the high and the low involvement product)*

This product (to me) is.....

	totally disagree	do not agree	rather disagree	unde- cided	rather agree	do agree	totally agree
important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fascinating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
involving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 11 (Frequency of use) *(depending on condition)*

How often do you ride a bike?

Never ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ very often

How often do you use a key chain?

Never ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ very often

Question 12 (language skills):

Assess your language skills in Dutch on a scale of 1-7.

Reading

Bad ☐ ☐ ☐ ☐ ☐ ☐ ☐ Outstanding

Writing

Bad ☐ ☐ ☐ ☐ ☐ ☐ ☐ Outstanding

Speaking

Bad ☐ ☐ ☐ ☐ ☐ ☐ ☐ Outstanding

Listening

Bad ☐ ☐ ☐ ☐ ☐ ☐ ☐ Outstanding

Question 13 (travelling to the Netherlands):

How often have you been to the Netherlands?

Never ☐ ☐ ☐ ☐ ☐ ☐ ☐ very often