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Bachelor's Thesis Theme 1 – International Business Communication Program

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**The impact of persuasive appeals in bilingual language use on social
advertising to reduce meat consumption:**

A study of Dutch (first language) and English (second language).

Bachelor's Thesis Theme 1 by

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Word count: 7585

Submission date: 25/06/2021

Abstract

In the digitally and social media-driven era, the advertising sector has rapidly evolved and therefore made wider impact on different groups of consumers. In line with the rise of sustainability and healthy eating, advertisers are under more pressure to encourage consumers to engage in meat-reducing consumption behaviors. The main purpose of this study was to examine the impact different persuasive advertising appeals on promoting the reduction in meat consumption of bilinguals who have been overlooked by previous research in the context of healthy eating in the Netherlands. To reach this aim, this study adopted a two-way experimental design (appeal: negative vs. positive vs. neutral; language: Dutch vs English) and randomly assigned 152 students to one of these six conditions. ANOVA results showed that Dutch is not superior to English in promoting the intention to reduce meat intake as well as in changing perceived emotionality and attitude toward meat consumption. However, the findings suggested that negative appeal is more effective than positive and neutral appeal in enhancing consumers' emotional perception of the advertisement. This provides some evidence to encourage advertisers to use stronger negative messages and words in their appeals to more effectively convince bilinguals to engage in meat consumption reduction.

Keywords: persuasive appeals, social advertising, meat consumption, bilingual language.

Introduction

As human populations and living standards have drastically increased over the past decades, the world has also witnessed a significant spike in annual meat consumption. In 2018, 360 million tonnes of meat were consumed globally (an increase by 58% in 20 years) (ABARES, n.d.). Godfray et al. (2018) were concerned that such an increase would exert mounting pressure on land use, water resources, and natural habitats. Moreover, Godfray et al. (2018) also stated that although meat has its beneficial nutrients and energy, it is not a completely healthy source of nutrition as over-consumption of meat products can intensify risks of chronic illnesses such as colorectal cancer and cardiovascular disease.

On the other hand, plant-based diets seem to be on the rise as they are perceived by the public to be healthier. These types of diets can help with losing weight, preventing diseases, nurturing families, which in turn make people feel happier and healthier (Williams & Patel, 2017). Despite empirical evidence supporting the health and social benefits of plant-based diets, not all customers are aware of these benefits as they are accustomed to eating animal-based products. There needs to be an effective message to convince them to switch to a new healthier diet. Therefore, it is important to investigate the use of persuasive messages in social advertising to influence people to reduce their meat consumption.

Human behaviour, in many cases, derives from internal factors that are difficult to examine, and consumer psychology is a case in point. Often time, it is not the quality of the product or the price of service, but the emotions provoked by languages that lead customers to choose a product or service (Brodie, Hollebeek, Juric, & Ilic, 2011). Therefore, more attention should be paid to customers' psychology, especially to understand customers' emotions and utilise them to integrate emotional messages into advertising strategies (Kamran & Siddiqui, 2019).

Extensive research has been done to investigate the influence of language use on advertising effectiveness. A cross-cultural interaction study using cognitive approaches has proposed that the effect of language on advertising effectiveness is mediated by cognitive processing of the advertisement's message. It has been discovered that advertising to bilinguals in their first/native language is advantageous not for sociocultural reasons, but merely because second language terms are much more challenging for bilingual speakers to interpret (Luna & Peracchio, 2001). Since semantic cognitive processing is more difficult for foreign language terms than native

language ones, meanings would be recognized less when delivered in the participant's second language. Because of this, the primary objective in this field of inquiry is to explore factors that may influence the amount of linguistic processing needed to interpret an advertisement. Language fluency is an alternative choice of research in the advertising field, and it has been found that elevated concentrations of image and text can simplify communication tasks and improve memorisation of a foreign language document (Luna & Peracchio, 2001).

Another approach on studying bilingual language use in social advertising focuses on how the use of a foreign versus a native language could have a significant influence on advertising persuasive communication in relation to sociocultural factors. A previous empirical study contended that a bilingual's second language can trigger separate understandings of the same document, and that each language, as a result, has the potential to contribute to differing amounts of persuasive communication (Bishop & Peterson, 2010; Walther et al., 2018). The study conducted by Shin (2004) contended that the two languages are correlated with a bilingual's interactions with their families, acquaintances, and birthplace to a different extent. Therefore, it can potentially prompt self-referential correlations with these interactions, with possible consequences for convincing. Considering the impact of numerous educational, social, and economic forces that impede multigenerational processes of native tongue, as well as elements that influence the effectiveness of multilingualism, children are brought up in the presence of these constraints. In addition, the moderators proposed by this field of inquiry are any part of the stimuli that could be related to this verbal information in any way. The concept of language as a means of experience arose from a metaphysical theory which proposed that communication is so fundamental to cognition that it fully guides understanding and interpretation (Bronowski & Bellugi, 1980). Despite the fact that the strongest interpretation of the claim has been rejected, there is still a widespread consensus that language does affect thinking. This could be especially valid for social interactions. Language is a social contact tool which inextricably links to the way humans view life as social beings. Language is a vital medium in human cognition, allowing one to step beyond personal cognition and partake in culturally mediated cognition (Gafaranga, 2005).

The importance of emotions when building advertisements to engage customers has been analyzed in many studies (Fasseur & Geuens, 2006; Kamran & Siddiqui, 2019). Also, according to Kamran and Siddiqui (2019), emotions can be applied more directly in advertising, for example,

in specific advertisements or campaigns. Each emotional advertisement contributes to an emotional branding strategy. While most marketing and advertising activities pay extensive attention to naming brand names or benefits, the few advertisements that focus on emotions become different, memorable and touch people's hearts or impress customers much more than before (Kamran & Siddiqui, 2019).

In order for advertisements to be emotional, language use is essential in the context of appropriate expression and efficient message delivery. Accordingly, if businesses can provide foreign customers with advertising content in their native language, they will respect the businesses and prefer their products and services over others' (Ducoffe & Curlo, 2000). The more a business knows about a particular market, the better it can access that market (Camilleri, 2017). With the important contribution of emotional appeal in social advertising (Aziz, Yasin, & Kadir, 2008), the current paper aims to explore some of the linguistic features of social advertising from the perspective of persuasive appeals when using two languages: Dutch as the first language and English as the second one, considering the wide usage of these two languages in the targeted population for this research. For instance, due to various economical and reputation considerations, commercial companies have increasingly adopted English in Dutch advertisements. There have been several studies on how frequently English-language commercials appear and how well they are comprehended. According to the American-English model, one-third of the Dutch advertisements that feature English terms or expressions start with a Dutch accent. It also demonstrated that customers have a poor view of the English utilized in advertising, with just one-third capable of providing a general idea of its significance (Gerritsen et al., 2000). On the other hand, another research conducted by Zenner et al. (2013) sought to confirm the importance of mainstream media in the expansion of English throughout Europe. The findings showed, firstly, how external broadcast impact seems to perform a role in the evolution of catchphrases, and secondly, how well the prominence of catchphrases in Global English also correlates to its borrowability.

Literature Review

Bilingualism

Bilingualism is the ability of an individual or community member to communicate in two languages effectively (Puntoni, de Langhe, & van Ossaer, 2019). Regarding the bilingualism phenomenon, it has been overlooked that the vast majority of the world's population - in any form or condition - is multilingual. As analyzed, around 50% of the whole population all over the world are bilingual (Ansaldi, Marcotte, Scherer, & Raboyeau, 2008).

Regarding this aspect, the revised hierarchical model, which was first suggested to explain inequalities in interpretation proficiency by late bilinguals who obtained the second language (L2) after early development and for whom the first language (L1) maintains dominance (Kroll et al., 2010), assumes that lexical links are stronger in the direction of L2 to L1 than that of L1 to L2. The revised hierarchical model illustrates how terms are processed in the brain, demonstrating that all words have meanings with them. That is also why L1 learned words are more specifically linked to sentiments, while L2 learned words are only implicitly linked to emotions through interpretation in relation to the L1 learned words. It also means processing second language to first language is often faster than converting first language to second language (Kroll & Stewart, 1994). Nevertheless, when native language is processed into second language, the meanings of the information given remain and are well understood. Regarding bilinguals, the model suggests that there should be no difference in effects between the processing course of native language and that of foreign language (Keysar et al., 2012; Cardwell et al., 2002). Moreover, there are semantic representations across languages, which means that when speaker's perspective and emotion appear in a native language, they can be categorized adequately into a foreign language (De Grawe, Willems, Rueschemeyer, Lemhöfer, & Schriefers, 2014).

Bilingualism and foreign language effect

The foreign language effect was first suggested by Keysar et al. (2012) as they found that bilinguals who received a question in their native language were more likely to be affected by the way the question was framed than bilinguals who received the question in a non-native language. In other terms, participants whose deliberate thought is that of a non-native linguistic individual were less susceptible to framing. This held true despite the underlying evidence in precedent cross-linguistic research such as centralizing psychotypology, or the learner's awareness of linguistic

classification (Kellerman, 2001). Kellerman argued that the learner's identification of congruent features between the source language and the target languages either promotes or transfers linguistic features. Subsequent analysis also showed that the foreign language effect reduces decision-making biases, which occurs when people mistakenly assume that successful events can trigger other consequential events, and perceptions of cause and effect, in which people mistakenly believe that an occurrence triggered another event simply because it occurred first. Furthermore, it has also been found that active reasoning in one's non-native tongue decreases the belief systems regarding the impact of challenging processing procedures since it happened even though speakers were simply repeating comments given by a native speaker (Lev-Ari & Keysar, 2010).

Theories about emotions in changing attitude/viewpoint

Since this paper aims to investigate whether people's attitude toward an issue (in this case, reduction of meat consumption) can be changed by bilingual language use in social advertising, several theories on emotions in changing attitude/viewpoint will be discussed in this part. In psychology, attitude is defined as a collection of emotions, beliefs and behaviours directed towards a particular object, person, or event (Armitage & Christian, 2003). Attitude is often the result of experience and can have a powerful effect on behaviour, even though its effect is not rigid. In fact, the same emotional impact that leads to an attitude can change that attitude (Glassman & Albarracin, 2006).

Elaboration Likelihood Theory of Attitude Change: According to Petty and Cacioppo (1986), this theory focuses on persuasion and is based on the idea that there are two ways to change people' attitude: the central route and the peripheral route. The first is to motivate and help a person think about the message delivered by advertisements on social media platforms which then may lead to a change in their attitude. The elaboration process, which refers to the amount of energy needed by an audience to absorb, recall, and decide on whether to accept a piece of information, can be influenced by the speaker's characteristics, causing the audience' attitude to take a temporary change in a short time (Briggs, 2020). A thought-provoking and highly rational message has the potential to lead to lasting changes in attitudes (Cyr, Head, Lim, & Stibe, 2018). When an individual processes information via the central route, they make deliberate and rational considerations of a message's context. This occurs when the individual is concerned about the message being communicated and has the capacity to make decisions about it, as well as not facing

many distractions. If the listener believes in or has a positive perspective of the communicated information, long-term persuasion is highly plausible. However, in the case that the respondent rehearses unpleasant ideas about the communication, a rebound impact (shifting away from the endorsed perspective) may occur. Persuasion is therefore more probable if the communication is unclear yet pro-attitudinal (aligns with the recipient's opinions), while a rebound impact is more probable if the communication is vague yet counter-attitudinal (Petty & Cacioppo, 1986). Once established, the effects of attitudinal shift can be long-lasting, immune to adjustment, and indicative of behaviour. On the other hand, the peripheral path to persuasion occurs when the audience determines whether or not to concur with a communicated message depending on criteria other than the strength of the reasoning or concepts included in the message. The information obtained from the peripheral route is more relevant to the overall positive/negative appearance of the stimuli and assumptions of its benefits (such as considerations of the statement's comprehensibility and the authenticity/popularity of its origin) and less relevant to the logical consistency of its message. A consumer, for instance, may choose to accept a communication since the provider seems to have an authoritative power or looks beautiful (Petty & Cacioppo, 1986).

Emotional appeal

Definition of emotion

There are various definitions of emotions found in the literature, with one of it being: profound, intense and specific psycho-physiological changes resulting from a reaction to a meaningful situation in one's environment (Bagozzi, Gopinath, & Nyer, 1999). Another definition given by Boiger and Mesquita (2012) is that emotion is a feeling resulting from a person's intentional or unintentional evaluation of an event relating to an interesting purpose/issue. Emotions are felt positively if the event is favourable and negatively if the event is hindering. Overall, there seems to be an agreement that emotions are dependent on our interactions with the environment and therefore have personal meanings to us. Consequently, emotions can act as initiators of purposeful actions in response to external stimuli.

Emotions in language

To effectively communicate information and raise sufficient awareness for an advertisement, businesses need to use the correct language and express emotions in language to increase the value of the delivered information and create a favorable impression on the audience

(Boiger & Mesquita, 2012). Normally, vivid and attractive linguistic elements are used to evoke emotions in listeners and readers (Petty & Briñol, 2015). There is, however, a huge emotional difference between native and foreign languages, as precedent research has suggested that native language is considered more emotional (Pavlenko, 2012).

In Puntoni et al. (2009) research, several L1-L2 (native language-foreign language) pairings were used to demonstrate how language affect the observed emotionality of marketing communications, how a language-specific sequential tracing explanation of linguistic emotional intensity was developed, as well as to perform a comprehensive understanding of all these comparisons. They found that advertisements and advertising slogans were regarded as much more emotional when presented in the audiences' native language than foreign language, as assessed by using surveys. Regarding the Spanish-English pairing, the findings by Anoushian and Hertel (1994) showed that targeted audiences were able to remember and recall their emotion better in L1 (their native language) than in L2 (foreign language).

Emotionality is found to be reduced in L2 in many existing papers (Toivo, 2020). Reduced emotionality in L2 has also been observed in experiments where emotionally loaded terms are used to obstruct processing. Using an English attentional-blink exercise, which is a process characterized by temporal constraints in the capacity to utilise visual perception (Shapiro et al., 1997), researchers could contrast sentiment instant messaging in native Chinese speakers and native English speakers. Other indications of increased processing procedures due to decreased L2 emotionality have been identified while performing decision-making activities. Regarding a taboo distractor in Chinese context, native English speakers displayed a large blink while Chinese who learned English as a second language showed a smaller blink, which is consistent with being able to avoid the taboo distractor more quickly (Colbeck & Bowers, 2012). Bilinguals make marginally more informed choices when analyzing anecdotes written in a different tongue, according to two surveys conducted by independent study teams. For example, Chen et al. (2015) compared the course of emotion word processing by native Chinese and native English speakers and found that Chinese speakers, when speaking English as their second or foreign language, show some signs of reduction in emotions such as the insensibility in word choice or insufficient understanding of the words' nuance. There are also many other examples of enhanced performance due to the reduction of L2 emotionality in the process of decision-making. For instance, Costa et al. (2014) confirm

that bilingual speakers tended to make slightly more rational decisions when assessing vignettes presented in their second language.

Persuasive appeal

There are many types of persuasive appeals, but within this paper, only two types of appeals are focused on, namely emotional appeal and informational appeal. Emotional appeal means affecting someone's emotions positively or negatively to encourage him/her to do something (Jorgensen, 1996). Advertisers often make use of language to appeal to customers' emotions and influence their behavior in different ways, such as purchasing decisions, product experiences, service use, etc. (Fasseur & Geuens, 2012). Businesses even design advertisements full of emotionally charged words with the main aim of influencing customers' emotions (Kolomiiets & Yakymenko, 2016). Many advertising tactics are about evoking emotions from customers by using the right language (Hyman & Tansey, 1990).

Emotional and informational appeal

An informational appeal is a method that focuses on arguments and considerations to encourage someone to do something (Jorgensen, 1996). In this study, the informational appeal is made emotionally neutral so as to ensure three separated types of emotion. Meanwhile, there are two types of emotional appeals, including negative and positive ones (Zheng, 2020). A negative emotional appeal is found to be more effective in evoking emotions, especially stronger emotions, than a positive emotional appeal (Moore & Harris, 1996). Negative appeals attempt to encourage individuals to cooperate by first informing them about unfavorable and frequently distressing occurrences that have occurred in the past and/or may occur in the future, then offering the readers a method to prevent these catastrophes. Constructive appeals attempt to encourage individuals to cooperate by informing them about desired occurrences that have occurred recently or that may actually occur, then offering a path to contact and actualize these occurrences (Putrevu, 2014). When using targeted audiences' native language in advertisements, advertisers can apply both negative and positive emotional appeals to achieve the highest efficiency (Chaudhari, 2002). However, advertisers should be more cautious when using foreign languages since each country has a different culture. Consequently, positive emotional appeals in one culture can be understood as negative ones in another culture and vice versa (Huertas & Campomar, 2009). For instance, disparities in the factual arousal forms of emotional experience develop as a result of differences

in culture regarding the standard of emotional arousal level. In a cross-cultural research comparing Caucasians and Asians, researchers employed an arousal scale made up of four bipolar items, each of which consisted of emotion descriptors expressing varying degrees of arousal (Kacen & Lee, 2002). The arousal scale's emotion items are stimulated–relaxed (reversed), calm–excited, frenzied–sluggish (reversed), and unaroused–aroused. The findings reveal that Caucasians are more prone than Asians to be in high arousal emotional states (i.e., stimulated, enthusiastic, agitated, and aroused), while Asians are more likely to be in low arousal emotional states (i.e., relaxed, calm, sluggish, and unaroused). Furthermore, Tsai et al. (2002) found that the closer the individuals are to an American cultural orientation rather than a Chinese cultural orientation, the greater their cardiovascular arousal level is during interpersonal activities.

Possible persuasive influence of emotions through language

Advertising language is the language of a particular product category, in which ideas are distinct from but also associated with emotions, and sometimes emotions are ambiguous, but have a significant impact (Kannan & Tyagi, 2013; Bennett, 2015). There are three aspects that need to be satisfied in all advertising language topics: being responsive to information, good attitude and trust in customers (Petty & Briñol, 2015). It is also important that emotions created by the advertisements are automatic, not voluntary, and do not exert any pressure on the audience (Ducoffe & Curlo, 2000).

Emotional appeal and relationship with advertising

Emotional appeal in advertising through words has brought about unexpectedly correlated results in previous research (Olney et al., 1991). A successful emotional advertisement is one that chooses images and words that are most familiar to the target audience (Bennett, 2015). The recent success of advertisements that aim to appeal to audiences showed that emotional appeals have not only been a trend but have gradually become a priority in the advertising industry (Bennett, 2015).

Gap statement and study purpose

Drawing upon the prospect theory with a focus on loss-gain (Kahneman & Tversky, 1979), advertising and psychology literature has extensively discussed the impact of negatively framed (vs. positively framed) appeal on changing various prosocial behaviors. In the particular context of health (e.g. meat eating) wherein the negative health consequences are severe, consumers tend to be more persuaded by loss-framed information than gain-framed information (O'Keefe &

Jensen, 2009). Indeed, according to the prospect theory, loss is more psychologically significant than equivalent gain, thus people do not like loss and want to take risk to avoid any loss (Kahneman & Tversky, 1979). That is why loss-framed information is more effective than gain-framed information when facing with risky situations, such as personal health problems caused by unhealthy eating (Meyerowitz & Chaiken, 1987). This explains why negatively framed information is widely adopted in the milieu of health behavioral change, including meat reduction consumption. Unfortunately, the persuasiveness of negative (vs. positive) information within the context of healthy eating has largely focused on monolingual consumers (see Carfora et al., 2021). Put differently, whether negative appeal is more motivating than positive appeal remains unknown and untested in the context of bilingualism. This highlights a big and severe literature gap in advertisement scholarship that should be addressed. In fact, research on the impact of persuasive appeals on changing healthy eating behaviors among bilinguals is rather limited and lacking in the current advertising scholarly literature, especially in the context of Dutch (i.e. Dutch as the first language and English as the second language). Therefore, the major goal of this study is to shed light on this and fulfil the above research paucity by attempting to understand whether persuasive appeals (negative vs. positive) using bilingual languages can impact meat consumption reduction behaviors differently in the case of Dutch bilingual consumers.

To address the above literature gap and accomplish the research objective, this current study formulates the following two major research questions associated with two corresponding hypotheses that should be tested and solved properly through this research:

RQ1: What is the effect of language on persuasion in meat consumption context? That is, does native language (L1) on persuasive appeals outperform foreign language (L2) in driving bilinguals' perceived emotionality, attitude, and behavioral intention toward meat consumption reduction?

H1: Using L1 in advertisement is more persuasive than using L2 on the bilinguals' perceived emotionality, attitude, and behavioural intention toward meat consumption reduction.

RQ2: What is the effect of type of appeal (message framing) on persuasion in meat consumption context? That is, does negatively framed advertisement outperform positively and neutrally framed ones in driving consumers' perceived emotionality, attitude, and behavioral intention toward meat consumption reduction?

H2: Negative advertisement is likely to be more persuasive than both positive and neutral advertisements on the perceived emotionality, attitude, and behavioural intention toward meat consumption reduction.

Practical and theoretical relevance

With regard to theoretical relevance, the current study would contribute to existing literature in the advertising domain in two meaningful ways. Firstly, this study aims to examine the impact of persuasive appeals using Dutch and English languages in social advertising on reducing meat consumption among bilinguals, which helps fulfil an existing research gap in the literature. While previous studies have focused on the use of positively vs. negatively framed appeals in nudging different healthy eating behaviors (including meat consumption), little attention was paid to the milieu of bilingualism as limited effort was devoted to understanding the role of language, especially bilingual language (i.e. foreign versus native language), in promoting meat-reducing behaviors (for a review, see Carfora et al., 2021). Therefore, this study tackles this under-investigated research area in the context of Dutch and English languages. Secondly, although extensive research has been done to examine the influence of using L1 and L2 in advertising persuasive communication (e.g. Puntoni et al., 2009), these prior studies have mainly focused on the conventional marketing setting and other kinds of behaviors (e.g. hedonic consumption). Consequently, the impact of language use in advertisements on promoting prosocial behaviors is still not well understood. As such, this study is among the first attempts to address the potential role of bilingual language in encouraging meat-reducing consumption as a prosocial behavioral change.

With respect to practical relevance, this study would provide insightful implications that are useful and relevant to both advertisers and policy makers. While the growth of the world's population and living standards have remarkably driven the demand for meat consumption, this tendency contradicts sustainability and causes many detrimental consequences to the environment as well as society (Godfray et al., 2018). In line with an increase in plant-based diets, promoting the consumption of less meat is therefore at the center for policy makers because healthy eating can help lose weight, prevent diseases, and make people happier (Williams & Patel, 2017). Moreover, given the increasing pressure on the pursuit of sustainability, this research can help

advertisers understand and use advertising language more effectively in social advertisements from the perspective of persuasive appeal to encourage consumers to eat fewer animal-based products.

Method

Materials

The advertisements included three types of appeal, namely the emotional appeal (negative or positive) and the informational (neutral) appeal. Each advertisement with either positive, negative or neutral appeal was prepared in both Dutch and English. Thus, there were three versions of Dutch advertisements and three versions of English advertisements

Informational advertisement

In the Netherlands, 1.7 million animals are consumed every day. This includes cows, chickens, and pigs.

The consumption of meat is associated with decreased animal welfare. The average Dutch person eats 77kg of meat per year. This consumption has steadily been on the rise, but you can help bring this number down.

Will you reduce your meat consumption or not?

Negative advertisement

In the Netherlands, 1.7 million animals are consumed every day. This includes cows, chickens, and pigs.

Your meat consumption contributes to the exploitation and slaughtering of innocent animals. The amount of death and cruelty in this industry is constantly increasing, and we are all responsible for that.

Is the taste of meat worth having blood on your hands?

Positive advertisement

In the Netherlands, 1.7 million animals are consumed every day. This includes cows, chickens, and pigs.

By simply eating less meat, you can give these animals a chance to live the long and happy life they deserve. We can all play a part in stopping the constant increase of animal consumption.

Will you be a hero and save these animals?

Initially, the messages in all advertisement versions included the same text that demonstrated the statistics of meat consumption in the Netherlands: “In the Netherlands, 1.7 million animals are consumed every day. This includes cows, chickens, and pigs.” After that, each advertisement version had a statement formulated differently that aimed to evoke different emotions.

In the informational advertisement version, participants received a message focused only on giving information regarding meat consumption to ensure the neutral emotional level: “The consumption of meat is associated with decreased animal welfare. The average Dutch person eats 77 kg of meat per year. This consumption has steadily been on the rise, but you can help bring this number down. *Will you reduce your meat consumption or not?*”. Meanwhile, in

the negative emotional version, the message focused on evoking participants' negative emotions by using emotionally charged words such as “death”, “cruelty”, “exploitation”, “slaughtering” and giving the negative outcomes “Your meat consumption contributes to the exploitation and slaughtering of innocent animals. The amount of *death* and *cruelty* in this industry is constantly increasing, and we are all responsible for that. *Is the taste of meat worth having blood on your hands?*”. Lastly, in the positive emotional version, the message was formulated to evoke a positive self-image by giving the positive outcomes: “By simply eating less meat, you can give these animals a chance to live the long and happy life they deserve. We can all play a part in stopping the constant increase of animal consumption. *Will you be a hero and save these animals?*”.

Subjects

Each of six researchers was responsible for recruiting at least 20 participants from their fellow university students. Thus, a total of 152 students participated in six conditions of the study. These participants were bilinguals whose first language was Dutch and second language was English (23.2% male, 76.8% female. Regarding educational levels, there were 1.3% people who are not students, 4.6% MBO, 14.5% University (Masters), 35.5% HBO and 44.1% University (Bachelors) students participated in this study.

The subjects were evenly distributed across six advertising conditions in terms of age, eating habits and English proficiency. Moreover, there were no significant differences found in age ($M = 21.41$, $SD = 1.90$) and eating habits ($M = 3.96$, $SD = 1.63$) of participants across six advertising conditions. However, a significant difference in English self-reported proficiency was found that participants in English positive advertising condition ($M = 5.83$, $SD = 0.65$) had higher level of English proficiency than participants in Dutch informative advertising condition ($p = .046$, Bonferroni correction; $M = 4.84$, $SD = 1.42$).

Design

A between-subjects, experimental study was conducted with six groups. Each group was exposed to one version of the advertisement (one advertising condition), which consisted of either negative, positive or neutral appeal, either in Dutch or in English.

Instruments

Participants' gender, age and educational level were firstly tested in the questionnaire. Then, the question about meat consumption habits "How many days a week do you eat meat?" was tested using the scale by Kunst and Hohle (2016, p. 766), ranging from 1 (never) to 7 (6+ times a week). After that, the attitude towards the advertisements was tested using the 7-point Likert scale by Hunter and Rööös (2006) to evaluate the statement "Because of the ad, I would be concerned about eating less meat" (1 = strongly agree, 7 = strongly disagree). Additionally, the four-item scale by Hunter and Rööös (2006) was also used to measure the behavioural intention "Because of this advertisement, I intend to cut the number of meals with meat to half", "Because of this advertisement, I intend to refrain from eating meat", "Because of this advertisement, I intend to replace meat with meat substitutes, vegetables or beans.", "Because of this advertisement, I intend to eat vegetarian food twice as often as today." (1 = strongly agree, 7 = strongly disagree).

The reliability of the four-item scale measuring participants' behavioural intention was acceptable ($\alpha = .72$).

The perceived emotionality was measured by asking the participants to rate the emotional level of the advertisement on the same 7-point Likert scale by Puntoni et al. (2009) (1 = strongly disagree, 7 = strongly agree) with the following statement "I think this ad is emotional". After that, the participants' proficiency was then measured via the statement "I consider my English reading proficiency as" using the 7-point Likert scale (1 = Very poor, 7 = Excellent). Then, participants were asked to choose their native language as either "Dutch", "Dutch plus another language", or "Other". Lastly, participants were asked to pick the age when they started learning English from "Before age 5", "At age five or later", or "I've never learned English".

The questionnaire was firstly translated from English to Dutch by Dutch researchers of the research group. At the same time, a Dutch researcher from another group was asked to also translate the questionnaire into Dutch. After that, two Dutch questionnaires were compared together to ensure the translation equivalence.

Procedure

The questionnaire was implemented in an online Qualtrics survey. The language of questions (either in Dutch or English) in the questionnaire was the same as the language presented in the advertisements.

On the first page, the participants were informed briefly about the research team, topic and the total of 15 questions, which would take approximately 5-7 minutes to finish. In addition, there was a statement indicating that all answers participants provided in this questionnaire would be kept confidential and only used for the purpose of this research.

Firstly, questions regarding age, gender and educational level were asked, followed by a question about eating habits. After that, the advertisement was given in one of the six conditions. The evaluations and perceptions about the advertisements were then examined by asking participants to answer several questions: one question to test the attitude, four questions to examine the behavioural intention, and one question to examine the perceived emotionality towards the persuasive messages, as described in *Instruments*. Lastly, the proficiency, native language and age of starting learning English were asked. At the end of the questionnaire, there was a statement announcing the survey was done and their answers were successfully collected with a significant contribution to intellectual value.

Statistical treatment

Chi-square tests were used to examine the equivalence of gender, native language and educational level across six advertising conditions. Three separate one-way ANOVAs were used to examine the differences in ages, eating habits and proficiency across six advertising conditions. Three separate two-way ANOVAs were used to examine how type of appeal, advertising language and the interaction between type of appeal and advertising language affect three dependent variables namely perceived emotionality, attitude and behavioural intention, respectively.

Results

The effects of type of appeal and language on behavioral intention, perceived emotionality, and attitude.

On behavioral intention

A two-way ANOVA with type of appeal (negative, neutral, positive) and language (Dutch and English) as factors showed no significant main effects of type of appeal ($F(2, 146) < 1, p = .857$) or language ($F(1, 146) = 1.54, p = .217$) on behavioral intention. The interaction between type of appeal and language was not statistically significant ($F(2, 146) = 2.10, p = .126$). The result can be found in Table 1.

Table 1. Average score (M), standard deviation (SD) and N of behavioral intention in languages and appeal types (on a scale of 1-7, where 1 is strong intention to reduce meat consumption and 7 is strong rejection to reduce meat consumption)

Language	Appeal type	M	SD	N
Dutch	negative	3.69	1.13	22
	neutral	3.33	0.99	32
	positive	3.43	0.98	29
	Total	3.46	1.02	83
English	negative	2.88	1.30	23
	neutral	3.45	1.32	23
	positive	3.40	1.45	23
	Total	3.24	1.36	69
Total	negative	3.28	1.27	45
	neutral	3.38	1.13	55
	positive	3.42	1.20	52
	Total	3.36	1.19	152

On perceived emotionality

A two-way ANOVA with type of appeal (negative, neutral, positive) and language (Dutch and English) as factors showed a significant main effect of type of appeal on the

perceived emotionality ($F(2, 146) = 6.16, p = .003$). The test also showed that language had no significant main effect on the perceived emotionality ($F(1, 146) < 1, p = .584$). The interaction effect between type of appeal and language was not statistically significant ($F(2, 146) = 2.59, p = .079$). The result is displayed in Table 2

Table 2. Average score (M), standard deviation (SD) and N of perceived emotionality in languages and appeal types (on a scale of 1-7, where 1 is very unemotional and 7 is very emotional)

Language	Appeal type	M	SD	N
Dutch	negative	3.68	0.95	22
	neutral	3.28	1.20	32
	positive	2.90	1.05	29
	Total	3.25	1.11	83
English	negative	3.70	0.82	23
	neutral	2.65	1.30	23
	positive	3.22	1.13	23
	Total	3.19	1.17	69
Total	negative	3.69	0.87	45
	neutral	3.02	1.27	55
	positive	3.04	1.08	52
	Total	3.22	1.14	152

Three follow-up independent t-tests were conducted to examine the differences among the effects of negative, neutral and positive appeal on perceived emotionality.

A t-test showed a significant difference between the effects of negative and positive appeal ($t(94.56) = 3.27, p = .002$) on perceived emotionality. Negative appeal ($M = 3.69, SD = 0.87$) was found to have more effect than positive appeal ($M = 3.04, SD = 1.08$) on perceived emotionality.

Another t-test showed a significant difference between the effects of negative and neutral appeal ($t(98) = 3.01, p = .003$) on perceived emotionality. Negative appeal ($M = 3.69, SD = 0.87$) was shown to have more effect than neutral appeal ($M = 3.02, SD = 1.27$) on perceived

emotionality. Meanwhile, there was no significant difference found between the effects of positive and neutral appeal ($t(103.95) = 0.09, p = .929$) on perceived emotionality. Table 3 demonstrates the result.

Table 3. Average score (*M*), standard deviation (*SD*) and *N* of perceived emotionality in each type of appeals (on a scale of 1-7, where 1 is very unemotional and 7 is very emotional)

Appeal type	<i>M</i>	<i>SD</i>	<i>N</i>
negative	3.69	0.87	45
neutral	3.02	1.27	55
positive	3.04	1.08	52

On attitudes

A two-way ANOVA with type of appeal (negative, neutral, positive) and language (Dutch and English) as factors showed no significant main effects of type of appeal ($F(2, 146) = 1.49, p = .229$) or language ($F(1, 146) < 1, p = .408$) on behavioral intention. The interaction between type of appeal and language was not statistically significant ($F(2, 146) = 2.15, p = .120$). The result is shown in Table 4.

Table 4. Average score (*M*), standard deviation (*SD*) and *N* of attitude in languages and appeal types (on a scale of 1-7, where 1 is very concerned about eating less meat and 7 is very unconcern about eating less meat)

Language	Appeal	<i>M</i>	<i>SD</i>	<i>N</i>
	type			
Dutch	negative	3.00	1.07	22
	neutral	2.72	1.17	32
	positive	2.97	0.91	29
	Total	2.88	1.05	83
English	negative	2.61	1.20	23

	neutral	3.13	1.10	23
	positive	3.39	1.12	23
	Total	3.04	1.17	69
Total	negative	2.80	1.14	45
	neutral	2.89	1.15	55
	positive	3.15	1.02	52
	Total	2.95	1.11	152

Conclusion and discussion

The purpose of this study was to examine the impact of persuasive advertising appeals using Dutch and English languages on meat consumption behaviors among bilinguals who are proficient in both aforementioned languages. The study's goal was fulfilled by using a two-way factorial experiment (appeal: negative vs. positive vs. informational-neutral; language: Dutch vs. English). In total, 152 subjects were recruited via personal networks and were randomly assigned to one of the six experimental conditions. The main interest of this study was meat consumption behavior so behavioral intention was measured as the main dependent variable. Additionally, emotionality and attitude were assessed as two proxy outcome variables linking to behavioral intention.

Review of most important findings

In alignment with the above research aim, this study deals with testing two proposed hypotheses: H1-Using L1 is more emotionally persuasive than L2 on the perceived emotionality, attitude, and behavioural intention towards meat reduction on social advertisements regarding bilingualism; and H2-Negative advertisement is likely to be more effective than positive and neutral advertisement on the perceived emotionality, attitude, and behavioural intention towards meat reduction. Empirical results from a series of ANOVAs have yielded sufficient scientific evidence to help verify these two major hypotheses.

In particular, two-way ANOVA results on behavioral intention have shown a non-significant main effect of language. Similarly, two-way ANOVA results on both perceived emotionality and attitude exhibited a non-significant main effect of language. Taken together, Hypothesis 1 is therefore not supported. In other words, L1 (Dutch) is not more persuasive than L2 (English) with respect to changing-meat-consumption behaviors (i.e. intention, emotionality, attitude). Meanwhile, two-way ANOVA outputs on behavioral intention demonstrated a non-significant main effect of appeal type. Likewise, two-way ANOVA outputs on attitude have shown a non-significant main effect of appeal type. However, two-way ANOVA results on perceived emotionality confirmed a significant main effect of appeal type. Planned contrasts have further displayed that negative appeal is more effective than both positive appeal and neutral appeal with regard to perceived emotionality given the significant mean difference and that there is no difference between positive appeal and neutral appeal on perceived emotionality. As such, Hypothesis 2 is partially supported as negative advertisement is more effective than positive and neutral advertisements on only perceived emotionality but not on intention and attitude.

This study has proposed the two main hypotheses and while the first hypothesis is rejected, the second hypothesis is partially supported. The rejection of Hypothesis 1 implies that native language (L1) is not superior to foreign language (L2) in persuading bilingual consumers to engage in meat consumption reduction. As a result of inference, in the context of bilingualism, given that people within this context might have an “equivalent” level of proficiency in both L1 and L2, the discrepancy between L1 and L2 is too trivial and this minor discrepancy is too weak to create a big difference in consumers' perception of the advertisement. Consequently, when consumers perceive an advertisement written in L1 and the same advertisement written in L2, they exhibit no difference in their subsequent meat consumption behaviors.

The partial support of Hypothesis 2 means that the persuasion of appeals is not strong enough to lead to behavioral changes. Specifically, negatively framed appeal is only more effective than both positively framed and neutral ones in changing consumers' perceived emotionality but it fails to create significant changes in attitude and behavioral intention. As such, it can be speculated that the current negative advertisement is not persuasive enough to create a significant difference and stronger persuasion in the message is therefore needed. The results therefore concur with the previous findings indicating that loss-framed message were more persuasive than gain-

framed message, especially in risky situations (O'Keefe & Jensen, 2009; Meyerowitz & Chaiken, 1987), since loss is more psychologically significant than equivalent gain, thus influence people to dislike loss and avoid loss (Kahneman & Tversky, 1979). From the methodological point of view, a plausible explanation for these non-significant results is that the number of participants per condition is quite small (fewer than 30 per condition) and this small sample size might make it hard to detect the difference across groups.

Limitations of the study

Without compromising the valuable findings derived from this study, it is still essential to acknowledge several limitations that the study face. Firstly, it should be noted that a total of 152 subjects participating in the experiment were students and this restriction on only student subjects might limit the representativeness of the sample. In other words, while meat consumption is widely applied to the majority of consumers, the missing of other groups (e.g. children, adults, elderly people) might reduce the generalizability of the sample. Secondly, according to Iacobucci (1994), the number of subjects per cell (i.e. condition) in an experimental design should be at least 30 to ensure the effect size. Nonetheless, this current study failed to meet this threshold with only 152 participants for six conditions. Therefore, the effect size in this study might be limited. Moreover, since this study particularly focused on the context of Dutch (i.e. focusing on bilinguals who are proficient in both Dutch and English), the findings are only generalized to this specific context. Such empirical results must be applied to other contexts with caution as the results might be different when being replicated in another language setting. Furthermore, another drawback of this study lies in the data analysis as the main statistical tool is ANOVA. It should be noted that the consumption of meat can be contingent upon several demographic factors like age or gender (Pfeiler & Egloff, 2018). However, these factors are not controlled as covariates in the data analysis. Thus, ANCOVA, which takes into account covariates, might be a better statistical analysis. Finally, due to the intention-behavior gap, using 'behavioral intention' as the main dependent variable in this study might not capture well the actual behavior of meat consumption, since having the intention to behave in a certain way doesn't guarantee the exhibition of the behavior (Viglia & Dolnicar, 2020).

Implications of the findings

The findings in this study have the meaningful practical implications which can be generalized to the milieu of Dutch. First of all, this study has confirmed that using Dutch is not more effective than using English in advertisements on meat consumptions. Thus, advertisers might consider using either Dutch or English or dual language on meat products because both languages have the similar effects on consumers' perception of meat consumption. Also, although this study has failed to prove that negative appeal is more persuasive than positive and neutral ones in encouraging the intention to reduce meat intakes, it has affirmed that negative appeal is at least more effective than positive and neutral ones in changing consumers' perceived emotionality for the advertisement. In this regard, policy makers might enact new regulations to enable advertisers to use "stronger" negative words in the advertisements to enhance the level of persuasion. Some current keywords like "death", "cruelty", "exploitation", or "slaughtering" might be replaced with stronger negatively emotional words like deadly risk or predator.

Recommendations for future research

Following logically from the limitations of this study, some corresponding recommendations for future research are proposed. Firstly, as part of future research, the sample should be recruited from more generalizable population and should be expanded to other groups beyond the student sample to yield a more representative experimental pool. Secondly, the sample size should be increased so as to enhance the effect size, which is an important consideration in undertaking experimental study. This can be done in conjunction with the above recommendation for expanding the sample into other groups besides students. Thirdly, with the caution about generalizability, carrying out cross-border type of research is suggested to overcome this narrow generalization, for example comparing the impact of persuasive appeals on mother vs. foreign language between the East and the West. For instance, future scholars can carry out comparative research by comparing the impact of persuasive appeals across different countries, such as between the Netherlands and Singapore or Hong Kong with English as the mutual second language (i.e. Singapore and Hong Kong are Eastern countries where Chinese is the primary language but people in both territories have high level of English proficiency). Fourth, future researchers should control for some demographic factors as covariates to make sure that these factors do not affect the outcome variables as well as the relationship between treatment and outcome variables. Finally, given the criticism of the intention-behavior gap, it is recommended that future research is

conducted in field setting (i.e. field experiment) in order to enhance the external validity of the experiment.

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Appendices

Checklist EACH (version 1.6, november 2020)

You fill in the questions by clicking on the square next to the chosen answer

After clicking, a cross will appear in this square

1. Is a health care institution involved in the research?

Explanation: A health care institution is involved if one of the following (A/B/C) is the case:

- A. One or more employees of a health care institution is/are involved in the research as principle or in the carrying out or execution of the research.
- B. The research takes place within the walls of the health care institution and should, following the nature of the research, generally not be carried out outside the institution.
- C. Patients / clients of the health care institution participate in the research (in the form of treatment).
 - No → continue with questionnaire
 - Yes → Did a Dutch Medical Institutional Review Board (MIRB) decide that the Wet Medisch Onderzoek (Medical Research Involving Human Subjects Act) is not applicable?
 - Yes → continue with questionnaire
 - No → This application should be reviewed by a Medical Institutional Review Board, for example, the Dutch [CMO Regio Arnhem Nijmegen](https://www.cmo-arnhem-nijmegen.nl/) → end of checklist

2. Do grant providers wish the protocol to be assessed by a recognised MIRB?

- No → continue with questionnaire

Yes → This application should be reviewed by a Medical Institutional Review Board, for example, the Dutch [CMO Regio Arnhem Nijmegen](#) → end of checklist

3. Does the research include [medical-scientific research](#) that might carry risks for the participant?

No → continue with questionnaire

Yes → This application should be reviewed by a Medical Institutional Review Board, for example, the Dutch [CMO Regio Arnhem Nijmegen](#) → end of checklist

Standard research method

4. Does this research fall under one of the stated [standard research methods](#) of the Faculty of Arts or the Faculty of Philosophy, Theology and Religious Studies?

Yes → 1. Standard evaluation and attitude research
→ continue with questionnaire

No → assessment necessary, end of checklist

Participants

5. Is the participant population a healthy one?

Yes → continue with questionnaire

No → assessment necessary, end of checklist → [go to assessment procedure](#)

6. Will the research be conducted amongst minors (<16 years of age) or amongst (legally) incapable persons?

Yes → assessment necessary, end of checklist → [go to assessment procedure](#)

No → continue with questionnaire

Method

7. Is a method used that makes it possible to produce a coincidental finding that the participant should be informed of?

Yes → assessment necessary, end of checklist → [go to assessment procedure](#)

No → continue with questionnaire

8. Will participants undergo treatment or are they asked to perform certain behaviours that can lead to discomfort?

Yes → assessment necessary, end of checklist → [go to assessment procedure](#)

No → continue with questionnaire

9. Are the estimated risks connected to the research minimal?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

10. Are the participants offered a different compensation than the usual one?

- Yes → assessment necessary, end of checklist → [go to assessment procedure](#)
- No → continue with questionnaire

11. Should [deception](#) take place, does the procedure meet the standard requirements?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

12. Are the standard regulations regarding [anonymity and privacy](#) met?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

Conducting the research

13. Will the research be carried out at an external location (such as a school, hospital)?

- No → continue with questionnaire
- Yes → Do you have/will you receive written permission from this institution?
- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

14. Is there a contact person to whom participants can turn to with questions regarding the research and are they informed of this?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

15. Is it clear for participants where they can file complaints with regard to participating in the research and how these complaints will be dealt with?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

16. Are the participants free to participate in the research, and to stop at any given point, whenever and for whatever reason they should wish to do so?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)

Nguyen Luong s1022080

Bachelor's Thesis Theme 1 – International Business Communication Program

Supervisor: Dr. Emily Felker ; Second reader: Dr. Julija Baranova

Yes → continue with questionnaire

17. Before participating, are participants informed by means of an information document about the aim, nature and risks and objections of the study? (zie [explanation on informed consent](#) and [sample documents](#)).

No → assessment necessary, end of checklist → [go to assessment procedure](#)

Yes → continue with questionnaire

18. Do participants and/or their representatives sign a consent form? (zie [explanation on informed consent](#) and [sample documents](#)).

No → assessment necessary, end of checklist → [go to assessment procedure](#)

Yes → checklist finished

Appendix A. Statement of own work

Sign this *Statement of own work* form and add it as the last appendix in the final version of the Bachelor's thesis that is submitted as to the first supervisor.

Student name: Nguyen Luong
Student number: s1022080

PLAGIARISM is the presentation by a student of an assignment or piece of work which has in fact been copied in whole or in part from another student's work, or from any other source (e.g. published books or periodicals or material from Internet sites), without due acknowledgement in the text.

DECLARATION:

- a. I hereby declare that I am familiar with the faculty manual (<https://www.ru.nl/facultyofarts/stip/rules-guidelines/rules/fraud-plagiarism/>) and with Article 16 "Fraud and plagiarism" in the Education and Examination Regulations for the Bachelor's programme of Communication and Information Studies.
- b. I also declare that I have only submitted text written in my own words
- c. I certify that this thesis is my own work and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication.

Signature:  _____

Place and date: Ho Chi Minh City, Vietnam, 24/06/2021

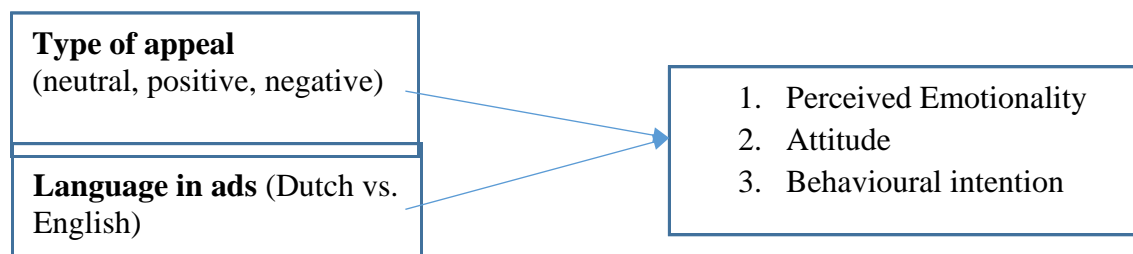
Appendix A.

Research Design

Group	Pretest	Content	Posttest
<u>Group 1</u>	Proficiency self-reported	English + Emotional (Positive) appeal	1. Question Language English
<u>Group 2</u>	Proficiency self-reported	English + Emotional (Negative) appeal	1. Question Language English
<u>Group 3</u>	Proficiency self-reported	Dutch + Emotional (Negative) appeal	2. Question Language Dutch
<u>Group 4</u>	Proficiency self-reported	Dutch + Emotional (positive) appeal	2. Question Language Dutch
<u>Group 5</u>	Proficiency self-reported	English + Informational (Neutral) appeal	3. Question Language English
<u>Group 6</u>	Proficiency self-reported	Dutch + Informational (Neutral) appeal	3. Question Language Dutch

Appendix B.

The Analytical Model



Appendix C.

The advertisements

1. Informational

- In Dutch

In Nederland worden dagelijks 1,7 miljoen dieren geconsumeerd. Dit omvat koeien, kippen en varkens.

De consumptie van vlees wordt geassocieerd met een verminderd dierenwelzijn. De gemiddelde Nederlander eet ongeveer 77 kg vlees per jaar. Deze consumptie stijgt voortdurend, maar jij kunt helpen dit aantal omlaag te brengen.

Ga jij je vleesconsumptie verminderen of niet?

- In English

In the Netherlands, 1.7 million animals are consumed every day. This includes cows, chickens, and pigs.

The consumption of meat is associated with decreased animal welfare. The average Dutch person eats 77kg of meat per year. This consumption has steadily been on the rise, but you can help bring this number down.

Will you reduce your meat consumption or not?

1. Negative emotional

- In Dutch

In Nederland worden dagelijks 1,7 miljoen dieren geconsumeerd. Dit omvat koeien, kippen en varkens.

Jouw vleesconsumptie draagt bij aan de uitbuiting en slachting van onschuldige dieren. Het aantal doden en de gruwelijkheid in deze industrie neemt voortdurend toe en we zijn allemaal verantwoordelijk daarvoor.

Is de smaak van vlees het waard om bloed aan je handen te hebben?

- In English

In the Netherlands, 1.7 million animals are consumed every day. This includes cows, chickens, and pigs.

Your meat consumption contributes to the exploitation and slaughtering of innocent animals. The amount of death and cruelty in this industry is constantly increasing, and we are all responsible for that.

Is the taste of meat worth having blood on your hands?

2. Positive emotional

- In Dutch

In Nederland worden dagelijks 1,7 miljoen dieren geconsumeerd. Dit omvat koeien, kippen en varkens.

Door simpelweg minder vlees te eten, kan je deze dieren een kans geven om het lange en gelukkige leven te leiden dat ze verdienen.

We kunnen allemaal een rol spelen bij het stoppen van de constante toename van de consumptie van dieren.

Word jij een held en red je deze dieren?

- In English

In the Netherlands, 1.7 million animals are consumed every day. This includes cows, chickens, and pigs.

By simply eating less meat, you can give these animals a chance to live the long and happy life they deserve. We can all play a part in stopping the constant increase of animal consumption.

Will you be a hero and save these animals?

Appendix D.

The Questionnaire

Dear participant,

Thank you for participating in our study. This questionnaire is part of the International Business Communication Bachelor's programme at Radboud University. The one-time survey, consisting of 15 questions, will take approximately 5 minutes to finish.

All the obtained data will be confidential and will only be available to the researchers conducting the questionnaire. Your participation is completely anonymous and voluntary. You can withdraw from this questionnaire at any given point.

If you have any questions or complaints about this study, please send an e-mail to annabel.schwarz@student.ru.nl.

By filling out this form, you declare that you have been sufficiently informed about the study and that you want to voluntarily participate.

Thank you for your time,

Frances van Drogenbroek, Isi Omole, Annabel Schwarz, Bente Nijkamp, Fleur de Jong, Mees Bartholomeus, and Nguyễn Lương.

- Demogaphics questions

Q1. Are you a student? Yes/No

Q2. Are you above the age of 18? Yes/No

Q3. What is your age?

Q4. Which gender do you indentify?

1. Male
2. Female
3. Non-binary/ Third gender
4. Prefer not to say

Q5. What is your current educational level?

1. MBO

2. HBO

3. University (Bachelors)

4. University (Masters)

- **Eating habits** (0 = Never, 7 = 6 or more times a week).

Q6. How many days a week do you eat meat?

Bellow you will see an advertisement. The next questions in the questionnaire will be about this ad. Please take your time to read it carefully as you will not be able to read it carefully as you will not be able to go back once you proceed.

→ **Advertisement exposure**

- **Attitude** (1 = Strongly agree, 7 = strongly disagree)

Q7. Because of the ad I would be concerned about eating less meat

- **Behavioural intention** (1 = Strongly agree, 7 = strongly disagree)

Q8. Because of this ad, I intend to cut the number of meals with meat to half

Q9. Because of this ad, I intend to refrain from eating meat

Q10. Because of this ad, I intend to replace meat with meat substitutes, vegetables or beans

Q11. Because of this ad, I intend to eat vegetarian food twice as often as today

- **Emotionality** (1 = Strongly disagree, 7 = strongly agree)

Q12. I think this ad is emotional

- **Proficiency** (1 = Very poor, 7 = Excellent)

Q13. I consider my English reading proficiency as.

- **Native language**

Q14. What is your native language (the language in which you were raised from birth)?

1. Dutch

2. Dutch plus another language

3. Other

Q15. At what age did you start learning English?

1. Before age 5

2. At age 5 or later

3. I've never learned English

Appendix E

Educational levels

Table 5. Distribution of educational levels across six advertising conditions

Ad Condition			Educational level				Total	
			MBO	HBO	University (Bachelors)	University (Masters)		Other
Informative NL	Count		4 _a	13 _a	11 _a	4 _a	0 _a	32
	% within Education		57.1%	24.1%	16.4%	18.2%	0.0%	21.1%
Informative EN	Count		0 _a	7 _a	13 _a	2 _a	1 _a	23
	% within Education		0.0%	13.0%	19.4%	9.1%	50.0%	15.1%
Negative NL	Count		0 _a	9 _a	9 _a	4 _a	0 _a	22
	% within Education		0.0%	16.7%	13.4%	18.2%	0.0%	14.5%
Negative EN	Count		1 _a	6 _a	14 _a	2 _a	0 _a	23
	% within Education		14.3%	11.1%	20.9%	9.1%	0.0%	15.1%
Positive NL	Count		2 _a	11 _a	10 _a	5 _a	1 _a	29
	% within Education		28.6%	20.4%	14.9%	22.7%	50.0%	19.1%
Positive EN	Count		0 _a	8 _a	10 _a	5 _a	0 _a	23

	% within						
	Education_r	0.0%	14.8%	14.9%	22.7%	0.0%	15.1%
Total	Count	7	54	67	22	2	152
	% within						
	Education_r	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	4.6%	35.5%	44.1%	14.5%	1.3%	100.0%

Gender

Table 6. Distribution of gender across six advertising conditions

		Gender_r			
		Male	Female	Total	
Ad Condition	Informative	Count	4 _a	28 _a	32
	NL	% within Gender	11.4%	24.1%	21.2%
	Informative	Count	11_a	12_b	23
	EN	% within Gender	31.4%	10.3%	15.2%
	Negative NL	Count	3 _a	19 _a	22
		% within Gender	8.6%	16.4%	14.6%
	Negative EN	Count	7 _a	16 _a	23
		% within Gender	20.0%	13.8%	15.2%
	Positive NL	Count	4 _a	24 _a	28
		% within Gender	11.4%	20.7%	18.5%
	Positive EN	Count	6 _a	17 _a	23
		% within Gender	17.1%	14.7%	15.2%
Total		Count	35	116	151
		% within Gender	100.0%	100.0%	100.0%
		% of Total	23.2%	76.8%	100.0%

Age

Table 7. Mean (M) , standard deviation (SD) and N of participants’ ages across six advertising conditions

	N	M	SD
Informative NL	32	21.56	1.93
Informative EN	23	21.35	1.58
Negative NL	22	21.27	2.03
Negative EN	23	20.70	1.61
Positive NL	29	22.07	2.28
Positive EN	23	21.26	1.66
Total	152	21.41	1.90

Eating habits

Table 8. Mean (M), standard deviation (SD) and N of the times participants consume meat each week across six advertising conditions (on a scale of 1-7, 1 = never to 7 = more than 6 times a week)

	N	M	SD
Informative NL	32	4.09	1.77
Informative EN	23	4.00	1.73
Negative NL	22	3.59	1.56
Negative EN	23	4.22	1.48
Positive NL	29	3.86	1.62
Positive EN	23	3.96	1.67

Total	152	3.96	1.63
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English proficiency

Table 9. Mean (M), standard deviation (SD) and N of the English self-reported proficiency of participants across six advertising conditions (on a scale 1-7, from 1 is very poor to 7 is very excellent)

	N	M	SD
Informative NL	32	4.84	1.42
Informative EN	23	5.83	0.98
Negative NL	22	5.23	1.19
Negative EN	23	5.65	1.03
Positive NL	29	5.07	1.49
Positive EN	23	5.83	0.65
Total	152	5.36	1.237
