

**Master Thesis: Language Choice in Advertising**  
**The Response of Polish Consumers to Polish, English and Mixed-Language**  
**Advertisements for Luxury and Necessity Products**

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# **Language Choice in Advertising: The Response of Polish Consumers to Polish, English and Mixed-Language Advertisements for Luxury and Necessity Products**

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## **Abstract**

Language choice in advertising is of great importance for Multinational Corporations (MNCs) since it can influence the consumers' attitude toward the advertisement, the attitude toward the product (Krishna & Ahluwalia, 2008) and their intention to buy the product (Buzzell, 1968; Van Hooft, Van Meurs & Spierts, 2016). However, little research has been done on this topic in Eastern-European countries, and especially in Poland (but see: Planken, Van Meurs & Radlinska, 2010). Besides, very few studies investigated language choice in ads advertising different product categories (but see: Krishna & Ahluwalia, 2008; Van Hooft et al., 2016). Therefore, the present study investigated to what extent language choice in ads advertising luxury versus necessity products influences Polish consumers' attitude toward the ad, attitude toward the product and intention to buy the product. A 3 x 2 between-subject design was used with language choice (English, Polish or mixed) and product type (luxury versus necessity) as independent variables and attitude toward the ad and product and intention to buy the product as dependent variables. Since attitude toward English (Van Hooft et al., 2016) and degree of comprehension of English (Duszak, 2002) may play a role in the evaluation of the ads, these variables were also investigated. The results showed that mixed-language ads led to a higher attitude toward the product compared to English or Polish ads. Furthermore, a high attitude toward English led to a higher attitude toward the product and a higher purchase intention. Degree of comprehension was not found to be a noteworthy factor. This information may be useful for MNCs and can be taken into account by International Business Communication practitioners when advertising to Polish consumers.

**Keywords:** Language choice in advertising; Poland; MNCs; International Business Communication practitioners

## **Introduction**

The use of the English language in advertising has become increasingly popular in many non-native English-speaking countries (Micu & Coulter, 2010). MNCs make use of different strategies when it comes to language choice in advertising. They can make use of the English language, the local language or a mix of languages (Hashim, 2010). For MNCs it is essential to know what language(s) contributes most to their goals since language choice in advertising can have positive and negative effects on the consumers' attitude toward the advertisement, the attitude toward the advertised product (Krisha & Ahluwalia, 2008) and their purchase intention (Buzzell, 1968; Van Hooft et al., 2016). However, such effects are dependent on whether consumers understand the language used, for example when English is used when this is not consumers' native language. Therefore, the consumers' level of comprehensibility of English needs to be sufficient to have any effect in the first place (Duszak, 2002).

The present study investigated the effects of language choice (Polish, English or mix of Polish and English) in advertising on Polish consumers. The choice for the Polish language was made because little research has been done on the effects of language choice in advertising in Eastern European countries (but see: Planken et al., 2010).

Furthermore, little research has been done on the effects of language choice in advertising for different product categories (luxury versus necessity) (but see: Krishna & Ahluwalia, 2008). The present study therefore investigated language choice in advertising to Polish consumers for ads advertising luxury and necessity products.

The attitude toward English can have an effect on the evaluation of the ad, the product and purchase intention (Van Hooft et al., 2016). Therefore, this study investigated Polish consumers' attitude toward English and the potential influence of this variable on the evaluation of the ad, the product and intention to buy the product.

The English proficiency of the Polish population is high (EF EPI, 2015), which is assumed to be an important factor for the positive effects of English in advertising (Duszak, 2002). Therefore, the present study also investigated degree of comprehension of English and the potential influence of this variable on the attitude toward the ad, the attitude toward the product and the intention to buy the product.

This study aimed to give more insight into the attitudes and intentions of Polish consumers toward the use of English in product advertising. The results of this study thus contribute to earlier research on language choice in international advertising and, more

specifically, they could help MNCs to decide which language to choose when advertising to Polish consumers.

### **Theoretical Background**

English is increasingly used in advertising to consumers in non-native English-speaking countries (Micu & Coutler, 2010). A possible reason for this is given by Webb (2001, p. 1), who stated that ‘the use of English adds a level of status and worldliness and a feeling that this is a global brand’. The assumption is that if companies would like their product(s) to be perceived as global, they might achieve this by using English in advertisements for these products. Reasons why companies would like their brand to have a certain ‘globalness’ is that the product(s) will then be perceived as being more powerful and valuable (Shocker, Srivastava & Ruekert, 1994). Furthermore, Buzzell (1968) makes the assumption that this image of ‘globalness’ also leads to higher sales. In addition to suggesting globalness, the use of English in advertising could increase the perceived quality and prestige of a product (Steenkamp, Batra & Alden, 2003). All these assumed effects of the use of English in advertising are due to the English language being an international symbol of progress, globalization and modernity (Piller, 2003). The use of English in advertisements is assumed to strengthen a symbol of modernization, internationalism (Bhatia, 1992), prestige and technological superiority (Martin, 2002). When economic factors are considered, standardization of ads to English can be seen as a cheap option. According to Gerritsen and Nickerson (2010), this does not have a negative influence on the attitude toward the ad and the product. This means that based on economic reasons, companies could choose standardization to English.

Some advertisers, however, opt to use the local language in their product advertisements. A possible reason for this is given by Puntoni, De Langhe and Van Osselaer (2008). Their study investigated the effect of language on perceived emotionality of bilinguals by using slogans in the L1 (French or Dutch) and L2 (English). As expected, the results showed that slogans in the L1 were rated as more emotional than the slogans in the L2. These findings suggest that the use of the local language can bring different emotional effects than the use of English.

Another study on the effects of a local language versus English in advertising is the study of Hornikx, Van Meurs and De Boer (2010). This study investigated the effect of using L1 Dutch versus L2 English in advertising by investigating the appreciation of easy and difficult English and Dutch slogans in the Netherlands. Dutch participants judged a number of car advertisements with easy and more difficult English slogans, or their Dutch equivalents. They

were then asked to indicate whether they appreciated the English easy or difficult slogans more in comparison to the Dutch equivalents. This study found that when both the English and the Dutch slogans were easy, the participants preferred the easy English slogans to the equivalent Dutch slogans. However, when both the English and Dutch slogans were difficult, participants did not have a preference for either the English or Dutch slogans. Results also showed that the easy English slogans were appreciated more than the difficult English slogans. This suggests that the comprehension of English may play a role in the extent to which English slogans are appreciated. Therefore, as well as investigating the response of Polish consumers to the use of English (versus Polish) in advertising, this study will also incorporate degree of comprehension of English as a variable since it could potentially play a role in the effect of language choice on consumers' appreciation of advertising.

Another strategy that advertisers could choose, besides using the local language or English in their advertising, is to use a mix of the local language and English (Hashim, 2010). By using a mix of languages in advertisements both the associations with English, by using the English language, and the culture of the local country, by using the local language, can be stimulated (Bhatia, 1992; Hashim, 2010). Van Hooft et al. (2016) investigated this mixed-language use in product advertising. Their study investigated Egyptian consumers' response to language choice in product ads by using ads advertising a mobile phone, a juice pack and a car. Besides, also the role of language attitudes was investigated since these are assumed to have an influence on the evaluation of advertisements. Results showed that for the mixed English-Arabic ads, the attitudes toward the ad and the product were less positive than for the all-Arabic and all-English ads. The effects of the latter two did not differ significantly. The participants further showed a higher purchase intention when shown the all-English ads than the all-Arabic ads, whereas no significant differences were found for purchase intention between the mixed English-Arabic ads compared to all-Arabic and all-English ads. From this, the assumption can be made that the use of just the L1 or the L2 has more positive effects on ad and product evaluation than the use of a mix of the L1 and the L2. The results for the attitude toward English and Arabic showed that the attitude toward English was higher than the attitude toward Arabic. Besides, this study also found that a higher evaluation of English led to a higher evaluation of the ad, product, text and purchase intention. Since the study of Van Hooft et al. (2016) showed that the attitude toward English can have an effect on the evaluation of the ad, product, text and purchase intention, the present study will also investigate the participants' attitude toward English to see if this could have an effect on the attitude toward the ad, the product and the intention to buy the product.

In contrast with the findings of the study of Van Hooft et al. (2016), it is also said that code switching in ads can lead to better evaluation of the ad and purchase intention (Luna & Peracchio, 2005; Pieters, Warlop & Wedel, 2002). This theory is supported by the markedness model. This model indicates that when an unexpected or mixed language is used, the reader focuses more on the perceptions of the language rather than on the message itself, whereas the use of an expected language would be processed literally and the readers' focus will be more on the message itself. Code switching in ads is less expected and leads to more attention. Following the markedness model, this could lead to a more positive perception of the ad (Luna & Peracchio, 2005; Pieters, Warlop & Wedel, 2002). From this it can be suggested that the use of mixed language in advertisements could influence the evaluation of the ad and product (Krishna & Ahluwalia, 2008; Van Hooft et al., 2016) and purchase intention (Van Hooft et al., 2016).

Another study that investigated the use of mixed (versus local and English) language in advertising was done by Krishna and Ahluwalia (2008), who investigated the effects of Indian participants' associations of Hindi and English on the appreciation of the advertised product (luxury versus necessity). Results showed that the participants' associations with Hindi reflected a high level of belongingness. Necessity products also showed a high level of belongingness. In contrast, the participants' associations with English reflected a high level of sophistication. Luxury products also showed a high level of sophistication. Because of the similar associations of necessity products and Hindi the assumption can be made that this is the reason why ads in Hindi and the mixed-language (Hindi and English) ads were appreciated more in ads advertising necessity products than the English language. A similar assumption can be made for luxury products. Because of the similar associations of luxury products and English, the assumption can be made that this is the reason why ads in English and the mixed-language (Hindi and English) ads were appreciated more in ads advertising luxury products than the Hindi language.

Similarly, Van Hooft and Truong (2012) investigated the effects of language choice (English and Cantonese) in advertising to bilinguals living in Hong Kong. The results again showed that the use of the English language was more effective for the luxury products than the use of L1. Besides investigating the attitude toward English, the present study will also investigate language choice in ads advertising different product categories (luxury versus necessity) to see if and to what extent the results of Krishna and Ahluwalia (2008) in India and Van Hooft and Truong (2012) in Hong Kong can be extended to the Polish context with regard

to the role of L1 use in advertising (i.e. Polish) and necessity products and L2 use in advertising (i.e. English) and luxury products.

The respondents in the study of Krishna and Ahluwalia (2008) and Van Hooft and Truong (2012) were bilinguals which means they were similarly proficient in and able to use both investigated languages to the same degree. This means that to date, there is a lack of research with regard to the effects of language choice in ads advertising different product categories (i.e. luxury versus necessity) among non-native speakers of English. Therefore, the present study will investigate language choice in ads, more specifically the use of English, advertising different product categories (luxury versus necessity products) among non-native speakers of English, namely Polish consumers.

As the review above shows, the effects of language choice (local, English and mixed) in advertising has been investigated in several countries (Hornikx et al., 2010 for The Netherlands; Krishna & Ahluwalia, 2008 for India; Puntoni et al., 2008 for France and The Netherlands; Van Hooft & Truong, 2012 for Hong Kong; Van Hooft et al., 2016 for Egypt). However, relatively little research has been done on this subject in Eastern European countries. The study of Planken et al. (2010) is the only study that investigated the effects of language choice (English versus Polish) in ads on Polish consumers. The respondents, all women, were asked to evaluate six product ads in English or the same ads translated into Polish using glossy magazines. In this study, the researchers assumed that English would lead to more positive effects in product advertising than Polish, based on previous studies. However, results showed no significant differences between English and Polish advertisements with regard to the perceptions of the product or brand image and attitudes toward the ad. Furthermore, no significant difference was found for the degree of comprehension of English and Polish, which is in contrast with the previously mentioned study of Hornikx et al. (2010), who did find a significant effect of degree of comprehension on the appreciation of the slogans. These contrasting results are another reason this study will also investigate the degree of comprehension of English since it could potentially play a role in the effect of language choice on consumers' appreciation of advertising.

In the study of Planken et al. (2010), the assumption that English would lead to more positive effects in product advertising was not met. However, this study did not investigate the effect of mixed-language (i.e. English and Polish) ads, an advertisement strategy also used in the advertising practice. The present study will therefore also investigate the effect of mixed-language ads, in addition to English and Polish ads, and will make a distinction between different product categories (luxury versus necessity). In addition, different from the study of

Planken et al. (2010), which only investigated women, the present study will incorporate both men and women. Furthermore, Poland is a relevant country to investigate since relatively little research has been done on language choice in advertising in Eastern European countries. In doing so, this study also builds on the study of Planken et al. (2010).

### **English in Poland**

The use of English in advertising is an increasingly popular strategy among Polish copywriters to advertise different products and services (Baluwka, 2006; Griffin, 1997). The study of Griffin (1997) investigated the use of English in Polish ads. A total of 346 ads in twelve Polish magazines were analysed on the use of English. More than 88% of the ads contained at least one English word with a mean of 8.5 English words per ad. Another corpus study on the use of English in Polish advertisements was conducted by Baluwka (2006). This study analysed 13 magazines and 235 product ads. In 79% of the product ads, besides the Polish language also the English language was used. A number of studies investigated language choice in advertising in mixed-language ads (Krishna & Ahluwalia, 2008; Van Hooft et al., 2016), but despite the very high percentage of the use of a mix of Polish and English in advertising, no research on the topic of language choice in advertising has investigated the response to mixed-language ads by Polish consumers. The present study will therefore not only investigate the response of Polish consumers to Polish versus English ads but also to mixed-language ads.

Polish people are assumed to assign positive symbolic values to English and associate the language with ‘the power of the USA’ and ‘a passport to the future’ (Griffin, 1997). By using the English language in advertisements, products could get an international value of quality. However, these effects only occur when consumers are able to understand the English language, since language associations are assumed to occur when people are able to understand the language (Duszak, 2002), in this case the English language.

At the same time, it might be assumed that the Polish may have negative feelings about English too. A possible reason for this is that Poland has always been very nationalistic (Duszak & Lewkowicz, 2008). Consequently, it can be assumed that the Polish language has always been very important to the Polish. Because of their nationalistic feelings and the importance of the Polish language to them, Poles could be afraid that the English language will slowly displace the Polish language. However, these are all assumptions from which no clear conclusions can be drawn. This means that to date, no clear answer can be given with regard to the attitude toward English of the Polish population. Because of the mixed feelings about the dominance of the English language, it would be relevant to investigate the attitude of Polish people toward

the English language nowadays. Besides, it would also be relevant to investigate whether attitude plays a role in the influence of language choice on the attitude toward the ad, toward the product and their purchase intention. In the present study, language attitude will be incorporated as a variable since this could potentially have an influence on the attitude toward the ad, the attitude toward the product and toward the purchase intention of the Polish consumers.

Overall, Poles have relatively high English language skills according to the EF English Proficiency Index, which is the world's largest ranking of countries by English skills. It shows that in 2015, Poland had a high English proficiency (EF EPI, 2015). Of the 26 European countries in the EF EPI, Poland takes up the ninth place in the ranking. Especially highly educated Polish people are assumed to be proficient in English since they are required to have a certain English language proficiency when entering university (Entry requirements, n.d.). This was confirmed in the study of Planken et al. (2010), which evaluated the effects of English in Polish glossy magazines on Polish, highly educated women. The self-rated comprehension of these women was found to be very high (6.88 out of 7). From this, it can be assumed that Polish university students in general, who are highly educated and are required to have an advanced English language proficiency when entering university, have a high level of proficiency in English.

Since it can be assumed that language associations only occur when people are able to understand the English language (Duszak, 2002), the present study will investigate language choice in advertising to Poles who are assumed to have a high level of proficiency in English, namely Polish university students. Their degree of comprehension of English will be investigated to see if this variable could play a role in the influence of language choice in ads and product category on their attitudes toward the ad and the product and on their intention to buy the product.

### **Overview of the Present Study**

This study investigates the response of Polish consumers to Polish, English and mixed-language advertisements. Language choice in advertising has become an important topic since English has become increasingly popular in many non-native English-speaking countries (Micu & Coulter, 2010). However, little research has been done on this topic in Eastern European countries, and especially in Poland (but see: Planken et al., 2010). Therefore, this study investigates language choice in advertising in Poland.

Besides, few studies have investigated the effects of language choice in advertising for different product categories (luxury versus necessity). The study of Krishna and Ahluwalia (2008) found that when the product was a luxury good, subjects evaluated the English and the mixed-language slogan more favourably than the Hindi slogan. However, when the product was a necessity good, the Hindi and the English slogans were evaluated more favourably than the mixed-language slogan. The respondents in this study were all native speakers of English. Whether these effects would also occur with non-native speakers of English, Polish consumers in this case, remains to be investigated. Therefore, this study looks at language choice in advertising to non-native speakers of English, namely Polish consumers.

Language choice in advertising can have different effects on the attitude toward the ad, the attitude toward the product and the intention to buy the product. Van Hooft et al. (2016) investigated language choice in ads advertising to Egyptian consumers. Results showed that the attitudes toward the ad and the product were less positive for mixed English-Arabic ads than for all-Arabic and all-English ads. Further, participants showed a higher intention to buy the product when shown the all-English ads than the all-Arabic ads. In contrast, the study of Planken et al. (2010), which investigated language choice in ads advertising to Polish women, did not find any significant differences with regard to the effects of the use of English in ads on the attitude toward the ad and the product.

From the above, it can be concluded that there are still contrasting results with regard to the effects of language choice in ads on the attitude toward the ad, the attitude toward the product and the intention to buy the product. Besides, these studies (Van Hooft et al., 2016; Planken et al., 2010) did not take product category into account when investigating the effects of language choice in advertising on these variables. This means that to date, no research has been done on the effects of language choice in ads advertising different product categories on the attitude of Polish consumers toward the ad, the attitude toward the product and the intention to buy the product. Therefore, the following research question was formulated:

**RQ1** To what extent does language choice (English, Polish or mixed language) in ads advertising luxury versus necessity products influence Polish consumers' attitude toward the ad, attitude toward the product and intention to buy the product?

The previously mentioned study of Van Hooft et al. (2016) showed that the attitude toward English can have an effect on the evaluation of the ad and the product and the intention to buy the product. The results showed that a higher evaluation of English led to a higher evaluation of the ad, the product and the intention to buy the product. Since this study showed that the attitude toward English could play a role in the influence of language choice in advertising on these variables, the present study also investigates the participants' attitude toward English to see if this could have an effect on the Polish consumers' attitude toward the ad, the attitude toward the product and the intention to buy the product.

Another study on the effects of language choice in advertising is the study of Hornikx et al. (2010), which investigated the effect of using L1 Dutch versus L2 English in advertising by investigating the appreciation of easy and difficult English and Dutch slogans in the Netherlands. Results showed that the easy English slogans were appreciated more than the difficult English slogans. In contrast, the study of Planken et al. (2010) did not find any significant differences for the degree of comprehension of English on the evaluation of advertisements. Since there are still contrasting results with regard to the potential role of degree of comprehension of English on the evaluation of ads, this variable was also incorporated in the present study.

The following research question was formulated:

**RQ2** To what extent does Polish consumers' attitude toward English and their degree of comprehension of English play a role in the influence of language choice (English, Polish or mixed language) in ads (for luxury versus necessity products) on the attitude toward the ad, the attitude toward the product and the intention to buy the product?

## **Method**

### **Design and Materials**

This study had a 3 x 2 between-subject design with 'language choice' (English, Polish or mixed) and 'product type' (luxury versus necessity) as independent variables and 'attitude toward the ad', 'attitude toward the product' and 'intention to buy the product' as dependent variables. Besides, the role of two additional variables was investigated, namely 'attitude toward English' and 'degree of comprehension of English'. The respondents were presented with either one English, one Polish or one mixed Polish-English ad advertising a luxury or a necessity product.

For the materials, two ads were created advertising products in Poland, one for a luxury product and one for a necessity product. Since Polish people associate car ownership with prestige and a high social position (Komornicki, 2014), it can be assumed that Poles view automobiles as being luxury products. A washing machine, on the other hand, is classified by Poles as a necessity product (Pikhart, Bobak, Rose & Marmot, 2003). A pre-test among 20 Dutch university students was conducted to see if the expectations that a car is seen as a luxury product and a washing machine as a necessity product would be met. The respondents were asked to indicate whether they thought a washing machine was a necessity product and a car a luxury product on a 7-point Likert scale, anchored by ‘necessity product – luxury product’. A paired samples t-test showed a significant difference between a car and a washing machine ( $t(19) = 8.46, p < .001$ ). A car was shown to have a higher score ( $M = 4.85, SD = 1.23$ ) than a washing machine ( $M = 2.70, SD = 1.53$ ), which means that the participants indeed classified a car as being a luxury product and a washing machine as being a necessity product. Fictitious brand names were used for the car and the washing machine and a brief, catchy slogan was created for each of the two products. The slogans were translated by using the translation back-translation method. Someone who is a native speaker of Polish and a near-native speaker of English translated the slogan from English to Polish and another native speaker of Polish and near-native speaker of English translated this slogan back from Polish to English.

In this way, three ad versions were created for the fictitious car brand ‘SYNO’, one with the English slogan ‘There is no substitute’, one with the Polish slogan ‘Nie ma żadnego zamiennika’ and one with the mixed-language slogan ‘Nie ma żadnego substitute’. Similarly, for the fictitious washing machine brand ‘MRC’, three ad versions were created, one with the English slogan ‘The only way to do your washing’, one with the Polish slogan ‘Jedyny sposób żeby zrobić twoje pranie’ and one with the mixed-language slogan ‘The only way żeby zrobić twoje pranie’. Apart from variation in the different language versions of the slogan, all other elements of the three ads for each product (luxury versus necessity) were kept the same (i.e. same visual, same brand name). See Appendix 1 for the ad including the six different conditions.

## **Respondents**

A total of 180 Polish respondents participated in this study. The respondents were equally divided across the different conditions (i.e. 3 language versions x 2 product categories) which led to 30 participants per condition. However, since the analysis of degree of comprehension was only done for English, only the English and the mixed-ad versions were investigated when

analysing this variable, in a 2 x 2 between-subject design, which involved 120 (of the 180) participants. Only university students were selected for participation in this study since they were expected to have a high level of English proficiency (Entry requirements, n.d.). All participants were native speakers of Polish. The respondents were students of any degree programme except English or marketing and communication. The reason for this is that students studying English are thought to be more likely to have a positive or negative attitude toward English and marketing and communication students are likely to be more critical toward advertising strategies and therefore their answers in this study could have been biased.

The range of the age of the participants was 18 – 39. The mean age was 21.09 ( $SD = 2.28$ ). A one-way analysis of variance for age showed no significant differences between the different groups of participants. This concerned both the language of the ad ( $F(11, 168) = 1.36, p = .199$ ) and product category ( $F(11, 168) < 1$ ).

In total, 113 (62.8 per cent) participants were female and 67 (37.2 per cent) were male. A Chi-square test showed no significant relation between language in the ad and gender ( $\chi^2(2) = .19, p = .909$ ) and product category and gender ( $\chi^2(1) = 0.21, p = .644$ ).

A one-way analysis of variance for attitude toward English showed no significant differences between the different groups of participants. This concerned both the language of the ad ( $F(1, 178) = 1.94, p = .165$ ) and product category ( $F(1, 178) = 3.34, p = .069$ ).

A one-way analysis of variance for degree of comprehension showed no significant differences between the different groups of participants. This concerned both the language of the ad ( $F(1, 118) < 1$ ) and product category ( $F(1, 118) < 1$ ).

## **Instruments**

The dependent variables in the present study were ‘attitude toward the advertisement’, ‘attitude toward the product’ and ‘intention to buy the product’. Besides, two additional variables were incorporated, namely ‘attitude toward English’ and ‘degree of comprehension of English’. All these variables were measured by means of an online questionnaire created with Qualtrics.

Attitude toward the advertisement was measured on 7- point Likert scales, on the basis of the statement ‘The text of this advertisement is...’ followed by seven adjectives (functional, irritating, attractive, arrogant, pompous, sympathetic and ugly). The scales were anchored by ‘Totally disagree – Totally agree’ (Planken et al., 2010). The reliability of attitude toward the advertisement comprising the seven items was acceptable ( $\alpha = .75$ ).

Attitude toward the product was measured on 7-point Likert scales, on the basis of the statement ‘I think the advertised product is...’ followed by three adjectives (trendy, innovative

and old-fashioned). The scales were anchored by ‘Totally disagree – Totally agree’ (Gerritsen et al., 2010). The reliability of attitude toward the product comprising the three items was acceptable ( $\alpha = .78$ ).

Intention to buy the product was measured on 7-point Likert scales, on the basis of two statements, namely ‘I would consider buying this product’ and ‘I definitely want to buy this product’. The scales were anchored by ‘Totally disagree – Totally agree’ (Van Hooft et al., 2016). The reliability of intention to buy the product comprising the two items was acceptable ( $\alpha = .77$ ).

Attitude toward English was measured on 7-point Likert scales, on the basis of the statement ‘I think the English language is...’ followed by 15 semantic differentials: pleasant-unpleasant, inelegant-elegant, beautiful-ugly, appealing-abhorrent, clumsy-graceful, choppy-fluent, harsh-soft, smooth-raspy, logical-illogical, unstructured-structured, precise-vague, flowing-abrupt, angular-round, unambiguous-ambiguous and systematic-unsystematic (Schoel et al., 2013). The reliability of attitude toward English comprising the 15 semantic differentials was acceptable ( $\alpha = .77$ ).

Degree of comprehension was measured in terms of perceived comprehension on 7-point Likert scales, on the basis of two statements, namely ‘I understand the text well’ and ‘I would be able to describe the meaning of the text in my own words’. The scales were anchored by ‘Totally disagree – Totally agree’ (Planken et al., 2010). The reliability of degree of comprehension comprising the two items was acceptable ( $\alpha = .77$ ).

Finally, the respondents were asked about their gender, their age, the university they are currently studying at, their current education programme and their first language. Only participants with Polish as their first language could proceed with the questionnaire (see Appendix 1 for the ad).

### **Procedure and Statistical Treatment**

The respondents were recruited from the University of Warsaw, the University of Wrocław, the University of Cracow and the University of Szczecin. All participants were randomly assigned to one of the six conditions in the experiment by Qualtrics, which led to 30 participants per condition. The 180 Polish students participated in a mixed format: paper-and-pencil questionnaire (93 students) or online questionnaire (87 students). A total of 93 students were approached via social media and through their lecturer. The other 87 respondents were from the University of Wrocław and were approached face-to-face. The questionnaire took around 5 to 10 minutes to fill out. The six different ad conditions can be found in Appendix 1.

All statistical analyses were conducted using SPSS 21. Variables using Likert scales were recoded where required. Composite means were computed for all multi-item scales as Cronbach's alpha was  $> .7$  in each case. In order to answer the two research questions, three-way analyses were conducted with the between-subject factors language, product category, attitude toward English and degree of comprehension of English. Additional two-way ANOVA's were conducted to explore the three-way interactions.

## Results

### Language, Product Category and Attitude toward English

A three-way ANOVA was carried out to investigate the possible influence of language choice and product category on the dependent variables and the potential role of attitude toward English. To do so, the attitude toward English was recoded into two groups, namely low (i.e. relatively negative) attitude toward English (1.0 - 3.9) and high (i.e. relatively positive) attitude toward English (4.0 – 7.0).

#### Attitude toward the Advertisement.

Table 1 in Appendix 2 shows the results for the different language versions (English, Polish, mixed) per product category (luxury versus necessity) on attitude toward the ad.

A three-way ANOVA for attitude toward the ad with between-subject factors language (English, Polish, mixed), product category (luxury versus necessity) and attitude toward English (low, high) showed no significant main effect of language ( $F(2, 168) < 1$ ), product category ( $F(1, 168) = 1.08, p = .300$ ) and attitude toward English ( $F(1, 168) = 2.00, p = .159$ ). Furthermore, no significant interaction effect was found between language and product category ( $F(2, 168) = 1.33, p = .268$ ), language and attitude toward English ( $F(2, 168) < 1$ ) and product and attitude toward English ( $F(1, 168) = 1.97, p = .162$ ). No three-way interaction was found ( $F(2, 168) < 1$ ).

#### Attitude toward the Product.

Table 2 in Appendix 3 shows the results for the different language versions (English, Polish, mixed) and product categories (luxury versus necessity) on attitude toward the product.

A three-way ANOVA for attitude toward the advertised product with between-subject factors language (English, Polish, mixed), product category (luxury and necessity) and attitude toward English (low, high) showed a significant main effect of language ( $F(2, 168) = 4.80, p$

= .009) and attitude toward English ( $F(1, 168) = 7.08, p = .009$ ). The attitude toward the product was higher when respondents were presented with the mixed ad version ( $M = 3.75, SD = 0.74$ ) than the Polish ad version ( $M = 3.71, SD = 0.86$ ). Both versions scored higher than the English ad version ( $M = 3.65, SD = 0.89$ ). Respondents with a high attitude toward English showed a higher attitude toward the product ( $M = 3.89, SD = 0.95$ ) than respondents with a low attitude toward English ( $M = 3.68, SD = 0.81$ ). There was no significant main effect of product category ( $F(1, 168) = 1.86, p = .175$ ).

No significant interaction effect was found between language and product category ( $F(2, 168) = 2.22, p = .111$ ). However, there was a significant interaction effect between language and attitude toward English ( $F(2, 168) = 5.33, p = .006$ ). In the Polish ad versions, the attitude toward the product was higher ( $M = 4.33, SD = 1.11$ ) for the respondents with a high attitude toward English compared to respondents with a low attitude toward English ( $M = 3.62, SD = 0.79$ ). There was also a significant interaction effect between product and attitude toward English ( $F(1, 168) = 6.61, p = .011$ ). An additional two-way ANOVA showed that respondents who were shown an ad advertising a necessity product and who had a high attitude toward English showed a higher attitude toward the product ( $M = 6.33, SD = 0.00$ ) than respondents with a low attitude toward English who were shown the same ad ( $M = 3.48, SD = 0.88$ ). No three-way interaction was found ( $F(2, 168) = 2.60, p = .077$ ).

### **Intention to Buy the Product.**

Table 3 in Appendix 4 shows the results for the different language versions (English, Polish, mixed) and product categories (luxury versus necessity) on the intention to buy the product.

A three-way ANOVA for intention to buy the product with between-subject factors language (English, Polish, mixed), product category (luxury and necessity) and attitude toward English (low, high) showed no significant main effect of language ( $F(2, 168) = 1.71, p = .184$ ) and attitude toward English ( $F(1, 168) = 1.96, p = .163$ ). However, there was a significant main effect of product category ( $F(1, 168) = 17.16, p < .001$ ). The intention to buy the product was higher when the respondents were presented with an ad advertising a necessity product ( $M = 3.69, SD = 1.37$ ) than a luxury product ( $M = 2.98, SD = 1.56$ ). No significant interaction effect was found between language and product category ( $F(2, 168) = 2.35, p = .099$ ) and language and attitude toward English ( $F(2, 168) = 2.04, p = .133$ ). However, there was a significant interaction effect between product and attitude toward English ( $F(1, 168) = 7.13, p = .008$ ). An additional two-way ANOVA showed that respondents who were shown an ad advertising a necessity product and who had a high attitude toward English showed a higher intention to buy

the product ( $M = 3.60$ ,  $SD = 1.35$ ) than respondents who had a low attitude toward English and were shown the same ad ( $M = 4.37$ ,  $SD = 1.11$ ). No three-way interaction was found ( $F(2, 168) = 2.69$ ,  $p = .071$ ).

### **Language, Product Category and Degree of Comprehension of English**

Another three-way ANOVA was carried out to investigate the possible influence of language choice and product category on the dependent variables and the potential role of degree of comprehension of English. To do so, the degree of comprehension was recoded into two groups, namely low degree of comprehension (1.0 - 3.9) and high degree of comprehension (4.0 – 7.0). Only the participants who filled out the English (60 students) and the mixed-language (60 students) ads were investigated in this analysis since only the degree of comprehension of English was taken into account.

#### **Attitude toward the Advertisement.**

Table 4 in Appendix 5 shows the results for the different language versions (English and mixed) and product categories (luxury versus necessity) on the attitude toward the ad.

A three-way ANOVA for attitude toward the ad with between-subject factors language (English, mixed), product category (luxury versus necessity) and degree of comprehension (low, high) showed no significant main effect of language ( $F(1, 112) < 1$ ), product category ( $F(1, 112) = 2.78$ ,  $p = .098$ ) and degree of comprehension ( $F(1, 112) < 1$ ). No significant interaction effect was found between language and product category ( $F(1, 112) = 2.25$ ,  $p = .136$ ), product category and degree of comprehension ( $F(1, 112) = 1.41$ ,  $p = .238$ ) and language and degree of comprehension ( $F(1, 112) = 1.61$ ,  $p = .208$ ). No three-way interaction was found ( $F(1, 112) = 3.51$ ,  $p = .064$ ).

#### **Attitude toward the Product.**

Table 5 in Appendix 6 shows the results for the different language versions (English and mixed) and product categories (luxury versus necessity) on the attitude toward the product.

A three-way ANOVA for attitude toward the advertised product with between-subject factors language (English, mixed), product category (luxury versus necessity) and degree of comprehension (low, high) showed no significant main effect of language ( $F(1, 112) < 1$ ), product category ( $F(1, 112) = 3.06$ ,  $p = .083$ ) and degree of comprehension ( $F(1, 112) < 1$ ). No significant interaction effect was found between language and product category ( $F(1, 112) = 2.77$ ,  $p = .099$ ), product category and degree of comprehension ( $F(1, 112) = 1.28$ ,  $p = .261$ )

and language and degree of comprehension ( $F(1, 112) < 1$ ). No three-way interaction was found ( $F(1, 112) = 1.48, p = .227$ ).

### **Intention to buy the Product.**

Table 6 in Appendix 7 shows the results for the different language versions (English and mixed) and product categories (luxury versus necessity) on the intention to buy the product.

A three-way ANOVA for intention to buy the product with between-subject factors language (English, mixed), product category (luxury versus necessity) and degree of comprehension (low, high) showed no significant main effect of language ( $F(1, 112) < 1$ ) and degree of comprehension ( $F(1, 112) = 3.43, p = .067$ ). However, there was a significant main effect of product category ( $F(1, 112) = 5.26, p = .024$ ). The intention to buy the product was higher when the respondents were presented with an ad advertising a necessity product ( $M = 3.76, SD = 1.27$ ) than a luxury product ( $M = 3.03, SD = 1.60$ ). No significant interaction was found between language and degree of comprehension ( $F(1, 112) < 1$ ) and product and degree of comprehension ( $F(1, 112) < 1$ ). However, a significant interaction was found between product and language ( $F(1, 112) = 7.15, p = .009$ ).

Furthermore, a three-way interaction was found between language, product and degree of comprehension ( $F(1, 112) = 8.82, p = .004$ ). Additional two-way ANOVA's were performed for both the English and the mixed-language ads.

A two-way ANOVA for the English language for the intention to buy the product with the between-subject factors product and degree of comprehension showed no significant main effects for product category ( $F(1, 56) < 1$ ) and degree of comprehension ( $F(1, 56) = 1.38, p = .245$ ). No significant interaction effect was found between product and degree of comprehension ( $F(1, 56) = 3.12, p = .083$ ).

A two-way ANOVA for the mixed language for the intention to buy the product with the between-subject factors product and degree of comprehension showed a significant main effect for product ( $F(1, 56) = 12.42, p = .001$ ). Respondents who were presented with a necessity product ( $M = 3.73, SD = 1.42$ ) showed a higher intention to buy the product than respondents who were presented with a luxury product ( $M = 2.85, SD = 1.42$ ). No significant main effect was found for degree of comprehension ( $F(1, 56) = 2.10, p = .153$ ).

However, a significant interaction effect was found between product and degree of comprehension ( $F(1, 56) = 5.97, p = .018$ ). An additional two-way ANOVA for product category showed that, in the case of an ad for the necessity product, respondents who had a low degree of comprehension showed a higher intention to buy the product ( $M = 5.67, SD = 1.26$ ).

than respondents who had a high degree of comprehension ( $M = 3.52, SD = 1.28$ ). No significant interaction was found between luxury products and degree of comprehension ( $F(1, 28) = .51, p = .482$ ).

### **Conclusion**

The purpose of this study was to investigate to what extent language choice (English, Polish or mixed language) in ads advertising luxury versus necessity products influence Polish consumers' attitude toward the ad, attitude toward the product and the intention to buy the product. Besides, this study investigated to what extent the attitude toward English and degree of comprehension of English plays a role in this.

RQ1 aimed to determine to what extent language choice (English, Polish or mixed language) in ads advertising luxury versus necessity products influence Polish consumers' attitude toward the ad, attitude toward the product and intention to buy the product. It can be concluded that language and product category to some extent influence the attitude toward the product and the intention to buy the product. No significant effects of language choice and product category were found for the attitude toward the ad.

RQ2 aimed to determine to what extent the attitude toward English and degree of comprehension of English plays a role in this. Main findings of the first analysis (language (English, Polish, mixed) x product category (luxury versus necessity) x attitude toward English (low, high)) showed that the attitude toward the product was higher when respondents were presented with the mixed-ad version than the Polish ad version. Both versions scored higher than the English ad version. It can thus be concluded that using a mixed-ad version can lead to a higher attitude toward the product.

For the intention to buy the product, it was found that the luxury and necessity products did differ. The intention to buy the product was found to be significantly higher for the necessity products than for the luxury products. Furthermore, when an ad advertising a necessity product was shown, the attitude toward the product and the intention to buy the product was significantly higher for respondents who had a high attitude toward English than respondents who had a low attitude toward English. Thus it can be concluded that a high attitude toward English can lead to a higher attitude toward an ad advertising a necessity product and a higher intention to buy the advertised necessity product.

Besides, attitude toward English also showed a main effect on the attitude toward the product. Respondents who had a high attitude toward English showed a higher attitude toward the product than respondents with a low attitude toward English. This effect also interacted with

language. When a Polish ad version was shown, respondents who had a high attitude toward English showed a higher attitude toward the product than respondents with a low attitude toward English. Therefore, it can be concluded that in Polish ads, the consumers' attitude toward the product is higher when they have a high attitude toward English. Furthermore, no significant effects were found of language, product category and the attitude toward English on the attitude toward the ad.

Main findings of the second analysis (language (English and mixed) x product category (luxury versus necessity) x degree of comprehension (low, high)) showed that when respondents were shown a mixed-ad version, the intention to buy the product was significantly higher for necessity products than for luxury products. Respondents who were presented with a mixed-ad version advertising a necessity product and who had a low degree of comprehension showed a higher intention to buy the product than respondents who were presented the same advertisement but had a high degree of comprehension. From these results it can be concluded that in mixed-language ads advertising necessity products, the consumers' purchase intention is higher when they have a low degree of comprehension of English. Furthermore, no significant effects were found of language, product category and the attitude toward English on the attitude toward the ad and the attitude toward the product.

## **Discussion**

### **Effects of Language Choice**

From the first analysis of the present study (language (English, Polish, mixed) x product category (luxury versus necessity) x attitude toward English (low, high)), no significant main effect of language was found for the attitude toward the ad. Similarly, a study by Planken et al. (2010) showed no significant differences between English and Polish advertisements with regard to the attitude toward the ad. This means that the assumption that English would lead to more positive effects for the attitude toward the ad was not met in either study, and that the use of mixed language, investigated in the present study, does not bring about positive effects on attitude toward the ad either.

However, the study of Planken et al. (2010) did not incorporate a mixed-language advertisement, for which the present study did find a significant main effect of language for the attitude toward the product, which was higher when respondents were presented with the mixed ad version compared to the Polish and English ad version. These results are in contrast with the study of Van Hooft et al. (2016), which showed that the attitude toward the product was less positive for the mixed English-Arabic ads than for the all-Arabic and all-English ads. The fact

that the mixed-language version was evaluated significantly higher in the present study could possibly be explained by the markedness model (Luna & Peracchio, 2005; Pieters, Warlop & Wedel, 2002). Following this model, a mixed language in ads could lead to a better evaluation of the advertised product and a higher purchase intention.

In the present study, no significant main effect of language was found for purchase intention. Buzzell (1968) made the assumption that the English language has an image of ‘globalness’ and that this image leads to higher sales. This was not confirmed in the present study for either the English or the mixed-language ads. These findings are again in contrast with the study of Van Hooft et al. (2016), who found a higher purchase intention for participants who were shown the all-English ad version. A possible explanation for this finding is that the respondents of the present study were Polish consumers and the respondents of the study of Van Hooft et al. (2016) were from Egypt. From this it can be suggested that these effects are different for Polish and Egyptian consumers due to cross-cultural differences in response to all-English ads. What these cross-cultural differences exactly are, could be further explored in future research.

Language and attitude toward English showed a significant interaction effect on the attitude toward the product. For those who saw the Polish ad versions, the attitude toward the product was higher for the respondents with a high attitude toward English compared to respondents with a low attitude toward English. No significant effect was found for the English and mixed-ad versions. This effect was not expected since it would be assumed that the attitude toward English would only have an effect when the English language is actually used. Therefore, more research should be done on the interaction effect of attitude toward English and L1 advertisements with regard to the attitude toward the product to draw more reliable conclusions on this subject.

### **Effects of Product Category and Attitude toward English**

A significant main effect of product category was found for intention to buy the product. The intention to buy the product was higher when the respondents were presented with an ad advertising a necessity product than a luxury product. Since all the participants in this study were students, it could be possible that they are more able to afford a washing machine (necessity product) than a car (luxury product). This means that price category of products could be a possible reason why the Polish students’ intention to buy the product was higher for the necessity product than for the luxury product. However, the study of Van Hooft et al. (2016) did not find a significant main effect of product price category. It is possible that the income of

the two groups (Polish and Arabic students) differs. Therefore, the possible factor income could also be taken into account in future research.

Furthermore, a significant main effect was found of attitude toward English for the attitude toward the product. When respondents had a high attitude toward English, they showed a higher attitude toward the product than when having a low attitude toward English. Steenkamp et al. (2003) indicate that the use of English in advertising could increase the perceived quality and prestige of a product. It could be that the attitude toward English has similar effects on the perceived quality and prestige of a product as the use of English in advertising. However, more research is needed to be able to draw more reliable conclusions on this subject.

Also a significant interaction effect was found between product category and attitude toward English on the attitude toward the product and the intention to buy the product. When respondents were shown an ad advertising a necessity product, the respondents with a high attitude toward English showed a higher attitude toward the product and a higher purchase intention than respondents with a low attitude toward English. In contrast, the study of Krishna and Ahluwalia (2008) showed that the English language and luxury products are associated with sophistication, whereas L1 (Hindi) and necessity products are associated with belongingness. In the present study, a significant effect of attitude toward English was found for the necessity product and not for the luxury product, for both the attitude toward the product and the intention to buy the product. It would be expected that attitude toward English would have a significant effect on the luxury product since English and luxury products have the same associations (Krishna & Ahluwalia, 2008). Since no plausible conclusions can be drawn from these results, future research could build on the study of Krishna and Ahluwalia (2008) and the present study by investigating the relation between product category and attitude toward English with regard to the attitude toward the product.

### **Effects of Degree of Comprehension**

A significant three-way interaction was found between language, product category and degree of comprehension. Respondents presented with the mixed-ad version advertising a necessity product showed a higher intention to buy the product when having a low compared to a high degree of comprehension of English. From this the assumption can be made that language choice still can influence the consumers' intention to buy the product, even if the degree of comprehension of English is relatively low.

This is in contrast with the earlier assertion made by Duszak (2002), who stated that language choice can only influence the consumers' intention to buy the product when their

comprehensibility of English is sufficient. This assumption was also made based on the study of Hornikx et al. (2010), who found that easy English slogans were appreciated more compared to difficult English slogans.

The suggestion that a higher comprehension of English would lead to a higher attitude toward the ad, toward the product and intention to buy the product was not met in the present study. This is, however, in line with the study of Planken et al. (2010), who also did not find any significant effects for degree of comprehension of English. Since the findings of the present study are in contrast with Duszak (2002) and Hornikx et al. (2010), but concur with the study of Planken et al. (2010) with regard to the influence of comprehensibility of English, more research is required on this subject in Poland to be able to draw more reliable conclusions on this subject.

The present study only showed significant effects of product and degree of comprehension for the mixed-language ad version. While Van Hooft et al. (2016) did not find any effects of mixed-language use in ads for purchase intention, earlier research (Luna & Peracchio, 2005; Pieters, Warlop & Wedel, 2002) stated that mixed-language use in ads can lead to higher purchase intention. Because of the mixed results from studies so far, including the present study, and because of the lack of research on language choice in advertising in Poland with regard to the effects of the use of a mixed language in ads on attitude toward the ad, the product and intention to buy the product, more research should be done on this subject in Poland.

### **Limitations and Recommendations for Future Research**

The present study has a number of shortcomings that must be considered in future research. First of all, only students participated in this study. This group of participants may not be representative of the Polish population in terms of age, education and language proficiency. Furthermore, these students are only from the University of Cracow, Szczecin, Warsaw and Wrocław. This means that these participants are also not representative in terms of location.

Next, only one product per product category was used in this study. It would be interesting to investigate more products per product category to validate the present findings. Besides, no distinction has been made between international and local brands. In the present study, fictional brands without any brand associations were used to prevent existing attitudes toward the brand from playing a role. However, no comparison can be made between international versus local companies with regard to the effectiveness of language choice in

advertisements. Future research could focus more on this aspect to be able to draw more specific conclusions for MNCs versus local brands.

Finally, an additional limitation of this study is that only perceived comprehension was measured. Since actual comprehension is more reliable than self-assessed comprehension, and since these two might differ, future research could also take the respondents' actual comprehension of English into account when investigating English in advertising.

Besides, the possible factor income was also not taken into account in the present study. Respondents in the present study showed a higher purchase intention for the necessity product than for the luxury product which could be due to their level of income. It could be possible that the participants, which were all students, are not able to afford a luxury product (i.e. a car) and this could be a reason why they showed a higher purchase intention for a necessity product (i.e. a washing machine) compared to a luxury product. Since price category of products can be a possible reason for the significant difference for the Polish students' intention to buy a luxury versus a necessity product, the possible factor income could also be taken into account in future research.

### **Practical Implications for International Business Communication**

This study is practically important for MNCs since the use of English in advertising has become increasingly popular in many non-native English-speaking countries (Micu & Coutler, 2010). In the past years, it has been a relevant topic in international advertising (Hornikx et al., 2010; Krishna & Ahluwalia, 2008; Martin, 2002; Puntoni et al., 2008; Van Hooft et al., 2016). The aim of the present study was to investigate language choice in advertising to Polish consumers. Since language only showed significant effects on the attitude toward the product, no straightforward recommendations can be given to MNCs as to what language is best to use in ads advertising in Poland. Nevertheless, as standardization of ads to English can be seen as a cheaper option than translating the ad into the local language or combining the local language with English (i.e. mixed-ads), companies could choose standardization to English based on economic benefits. Since Gerritsen and Nickerson (2010) state that this does not negatively influence the attitude toward the ad and the product, this could be a smart strategy for MNCs to choose.

Contrary to previous research (Duszak, 2002; Hornikx et al., 2010), the assumption can be made that when advertising to Polish consumers, their degree of comprehension of English does not play a noteworthy role in the influence of language choice and product type on their attitudes toward the ad and product and their purchase intention. From the present study, it can

be assumed that this factor, namely degree of comprehension, does not necessarily have to be taken into account by MNCs when advertising in Poland. However, the other additional variable of the present study, being ‘attitude toward English’, was found to play a certain role on the effect of language choice in ads on the consumers’ attitude toward the product and their purchase intention. It can be assumed that the attitude toward the product and the purchase intention of the advertised consumers of MNCs will be higher when they have a high attitude toward English. This information can be taken into account by MNCs when advertising to Polish consumers.

Both international and local companies that are faced with deciding which language to choose when advertising to their Polish consumers, can apply the recommendations and knowledge gained from this research. Additional research could build on this study by examining the effects of language choice in ads including additional factors (i.e. actual comprehension and level of income) on other population groups (for example different age categories and different levels of education) in Poland to see if these results are generalizable to other groups as well.

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## Appendix 1 – Questionnaire

Dear student,

First of all, thank you for participating in this study. I am a student at the Radboud University Nijmegen in the Netherlands and I am currently following a Master programme called International Business Communication. This questionnaire is part of my graduate thesis.

The questionnaire will start by showing you an advertisement for a product. Hereafter, we will ask you some questions with regard to this advertisement. At last, we would like you to answer some demographic questions. It will take around 5 to 10 minutes to fill out this questionnaire. Your answers will be processed anonymously and will be used for research purposes only. If you choose not to participate, you can quit the survey at any point by closing the screen.

If you have any questions, please feel free to ask them! You can always contact me by email: [nicole.perzyna@student.ru.nl](mailto:nicole.perzyna@student.ru.nl).

Kind regards,

Nicole Perzyna.

Before we start, I would like to make sure you qualify for this study. Please indicate your first language:

- Polish
- Other, namely:

Are you a student at a university in Poland? If so, at which university are you studying?

- Yes, namely:
- No

### Condition 1: Car English ad

Below, an advertisement is displayed for a car. Please take a look at this ad carefully and answer the following questions.



### Condition 2: Washing machine English ad

Below, an advertisement is displayed for a washing machine. Please take a look at this ad carefully and answer the following questions.



### Condition 3: Car Polish ad

Below, an advertisement is displayed for a car. Please take a look at this ad carefully and answer the following questions.



#### Condition 4: Washing machine Polish ad

Below, an advertisement is displayed for a washing machine. Please take a look at this ad carefully and answer the following questions.



#### Condition 5: Car mixed ad

Below, an advertisement is displayed for a car. Please take a look at this ad carefully and answer the following questions.



#### Condition 6: Washing machine mixed ad

Below, an advertisement is displayed for a washing machine. Please take a look at this ad carefully and answer the following questions.



The text of this advertisement is:

	Totally disagree	Mostly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Mostly agree	Totally agree
Functional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irritating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrogant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pompous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sympathetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ugly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I understand the text well.

Totally disagree         Totally agree

---

I would be able to describe the meaning of the text in my own words.

Totally disagree         Totally agree

---

I think the advertised product is:

	Totally disagree	Mostly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Mostly agree	Totally agree
Trendy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Old-fashioned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

I would consider buying this product.

Totally disagree         Totally agree

I definitely want to buy this product.

Totally disagree         Totally agree

I think the English language is:

Pleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unpleasant
Inelegant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Elegant
Beautiful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ugly
Appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Abhorrent
Clumsy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Graceful
Choppy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fluent
Harsh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Soft
Smooth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Raspy
Logical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Illogical
Unstructured	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Structured
Precise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vague
Flowing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Abrupt
Angular	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Round
Unambiguous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ambiguous
Systematic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unsystematic

Your gender:

Male

Female

Your age:

What degree programme are you currently following at university?

## Appendix 2 – Descriptives attitude toward ad (Attitude English)

Table 1. Means and standard deviations (between brackets) of the Polish respondents' attitude toward the advertisement (1 = low attitude, 7 = high attitude)

Language	Product category	Attitude	<i>M (SD)</i>	<i>n</i>
		English		
English	Necessity	Low	3.67 (0.59)	26
		High	2.96 (1.22)	4
		Total	3.58 (0.71)	30
	Luxury	Low	3.77 (0.76)	24
		High	3.74 (1.04)	6
		Total	3.77 (0.81)	30
	Total	Low	3.72 (0.67)	50
		High	3.43 (1.12)	10
		Total	3.67 (0.76)	60
Polish	Necessity	Low	3.99 (0.98)	29
		High	3.71 (0.00)	1
		Total	3.98 (0.96)	30
	Luxury	Low	3.60 (0.72)	24
		High	3.48 (0.58)	6
		Total	3.57 (0.69)	30
	Total	Low	3.81 (0.89)	53
		High	3.51 (0.53)	7
		Total	3.77 (0.86)	60
Mixed	Necessity	Low	3.74 (0.75)	28
		High	2.93 (0.51)	2
		Total	3.69 (0.76)	30
	Luxury	Low	3.80 (0.76)	27
		High	3.95 (0.59)	3
		Total	3.82 (0.74)	30
	Total	Low	3.77 (0.75)	55
		High	3.54 (0.75)	5
		Total	3.75 (0.74)	60

Total	Necessity	Low	3.81 (0.80)	83
		High	3.06 (0.93)	7
		Total	3.75 (0.83)	90
	Luxury	Low	3.73 (0.74)	75
		High	3.68 (0.77)	15
		Total	3.72 (0.74)	90
	Total	Low	3.77 (0.77)	158
		High	3.48 (0.85)	22
		Total	3.73 (0.79)	180

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### Appendix 3 – Descriptives attitude toward product (Attitude English)

Table 2. Means and standard deviations (between brackets) of the Polish respondents' attitude toward the product (1 = low attitude, 7 = high attitude)

Language	Product category	Attitude	<i>M (SD)</i>	<i>n</i>
		English		
English	Necessity	Low	3.64 (0.99)	26
		High	3.58 (0.69)	4
		Total	3.63 (0.95)	30
	Luxury	Low	3.74 (0.81)	24
		High	3.39 (1.02)	6
		Total	3.67 (0.85)	30
	Total	Low	3.69 (0.90)	50
		High	3.47 (0.86)	10
		Total	3.65 (0.89)	60
Polish	Necessity	Low	3.48 (0.88)	29
		High	6.33 (0.00)	1
		Total	3.58 (1.01)	30
	Luxury	Low	3.79 (0.64)	24
		High	4.00 (0.73)	6
		Total	3.83 (0.65)	30
	Total	Low	3.62 (0.79)	53
		High	4.33 (1.11)	7
		Total	3.71 (0.86)	60
Mixed	Necessity	Low	3.52 (0.63)	28
		High	4.17 (0.24)	2
		Total	3.57 (0.63)	30
	Luxury	Low	3.91 (0.80)	27
		High	4.11 (0.84)	3
		Total	3.93 (0.79)	30
	Total	Low	3.72 (0.74)	55
		High	4.13 (0.61)	5
		Total	3.75 (0.74)	60

Total	Necessity	Low	3.54 (0.84)	83
		High	4.14 (1.12)	7
		Total	3.59 (0.87)	90
	Luxury	Low	3.82 (0.75)	75
		High	3.78 (0.87)	15
		Total	3.81 (0.77)	90
	Total	Low	3.67 (0.81)	158
		High	3.89 (0.95)	22
		Total	3.70 (0.83)	180

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## Appendix 4 – Descriptives intention to buy product (Attitude English)

Table 3. Means and standard deviations (between brackets) of the Polish respondents' intention to buy the product (1 = low intention, 7 = high intention)

Language	Product category	Attitude	<i>M (SD)</i>	<i>n</i>
		English		
English	Necessity	Low	3.69 (1.12)	4
		High	4.38 (1.11)	26
		Total	3.78 (1.13)	30
	Luxury	Low	3.06 (1.94)	4
		High	3.83 (0.68)	26
		Total	3.22 (1.77)	30
	Total	Low	3.39 (1.58)	50
		High	4.05 (0.86)	10
		Total	3.50 (1.50)	60
Polish	Necessity	Low	3.43 (1.45)	29
		High	7.00 (0.00)	1
		Total	3.55 (1.57)	30
	Luxury	Low	3.00 (1.49)	24
		High	2.42 (1.53)	6
		Total	2.88 (1.49)	30
	Total	Low	3.24 (1.47)	53
		High	3.07 (2.23)	7
		Total	3.22 (1.55)	60
Mixed	Necessity	Low	3.70 (1.46)	28
		High	4.25 (0.35)	2
		Total	3.73 (1.42)	30
	Luxury	Low	3.02 (1.40)	27
		High	1.33 (0.29)	3
		Total	2.85 (1.42)	30
	Total	Low	3.36 (1.46)	55
		High	2.50 (1.62)	5
		Total	3.29 (1.48)	60

Total	Necessity	Low	3.60 (1.35)	83
		High	4.71 (1.29)	7
		Total	3.69 (1.37)	90
	Luxury	Low	3.03 (1.59)	75
		High	2.77 (1.41)	15
		Total	2.98 (1.56)	90
	Total	Low	3.33 (1.49)	158
		High	3.39 (1.63)	22
		Total	3.34 (1.51)	180

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## Appendix 5 – Descriptives attitude toward ad (Degree of comprehension)

Table 4. Means and standard deviations (between brackets) of the Polish respondents' attitude toward the advertisement (1 = low attitude, 7 = high attitude)

Language	Product category	Degree of comprehension	<i>M (SD)</i>	<i>n</i>
English	Necessity	Low	3.11 (1.06)	4
		High	3.65 (0.65)	26
		Total	3.58 (0.71)	30
	Luxury	Low	4.39 (1.07)	4
		High	3.67 (0.74)	26
		Total	3.77 (0.81)	30
	Total	Low	3.75 (1.20)	8
		High	3.66 (0.69)	52
		Total	3.67 (0.76)	60
Mixed	Necessity	Low	3.43 (0.00)	3
		High	3.72 (0.79)	27
		Total	3.69 (0.76)	30
	Luxury	Low	3.32 (0.58)	4
		High	3.90 (0.74)	26
		Total	3.82 (0.74)	30
	Total	Low	3.37 (0.41)	7
		High	3.81 (0.76)	53
		Total	3.75 (0.74)	60
Total	Necessity	Low	3.24 (0.77)	7
		High	3.68 (0.72)	53
		Total	3.63 (0.73)	60
	Luxury	Low	3.86 (0.98)	8
		High	3.78 (0.74)	52
		Total	3.79 (0.77)	60
	Total	Low	3.57 (0.91)	15
		High	3.73 (0.73)	105
		Total	3.71 (0.75)	120

## Appendix 6 – Descriptives attitude toward product (Degree of comprehension)

Table 5. Means and standard deviations (between brackets) of the Polish respondents' attitude toward the product (1 = low attitude, 7 = high attitude)

Language	Product category	Degree of comprehension	<i>M (SD)</i>	<i>n</i>
English	Necessity	Low	3.42 (0.69)	4
		High	3.67 (0.99)	26
		Total	3.63 (0.95)	30
	Luxury	Low	3.42 (1.00)	4
		High	3.71 (0.84)	26
		Total	3.67 (0.85)	30
	Total	Low	3.42 (0.79)	8
		High	3.69 (0.91)	52
		Total	3.65 (0.89)	60
Mixed	Necessity	Low	3.11 (0.51)	3
		High	3.62 (0.63)	27
		Total	3.57 (0.63)	30
	Luxury	Low	4.42 (0.42)	4
		High	3.86 (0.82)	26
		Total	3.93 (0.79)	30
	Total	Low	3.86 (0.81)	7
		High	3.74 (0.73)	53
		Total	3.75 (0.74)	60
Total	Necessity	Low	3.29 (0.59)	7
		High	3.64 (0.82)	53
		Total	3.60 (0.80)	60
	Luxury	Low	3.92 (0.89)	8
		High	3.78 (0.82)	52
		Total	3.80 (0.83)	60
	Total	Low	3.62 (0.81)	15
		High	3.71 (0.82)	105
		Total	3.70 (0.82)	120

## Appendix 7 – Descriptives intention to buy product (Degree of comprehension)

Table 6. Means and standard deviations (between brackets) of the Polish respondents' intention to buy the product (1 = low intention, 7 = high intention)

Language	Product category	Degree of comprehension	<i>M (SD)</i>	<i>n</i>
English	Necessity	Low	3.50 (0.71)	4
		High	3.83 (1.18)	26
		Total	3.78 (1.13)	30
	Luxury	Low	4.63 (1.11)	4
		High	3.00 (1.77)	26
		Total	3.22 (1.77)	30
	Total	Low	4.06 (1.05)	8
		High	3.41 (1.55)	52
		Total	3.50 (1.50)	60
Mixed	Necessity	Low	5.67 (1.26)	3
		High	3.52 (1.28)	27
		Total	3.73 (1.42)	30
	Luxury	Low	2.38 (1.44)	4
		High	2.92 (1.43)	26
		Total	2.85 (1.42)	30
	Total	Low	3.79 (2.16)	7
		High	3.23 (1.38)	53
		Total	3.29 (1.48)	60
Total	Necessity	Low	4.43 (1.46)	7
		High	3.67 (1.23)	53
		Total	3.76 (1.27)	60
	Luxury	Low	3.50 (1.69)	8
		High	2.96 (1.60)	52
		Total	3.03 (1.60)	60
	Total	Low	3.93 (1.60)	15
		High	3.32 (1.46)	105
		Total	3.40 (1.49)	120

