

Effects of advertisement's language choice, generation and consumer's level of acculturation in ethnic marketing to Turks in the Netherlands

Master Thesis

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ABSTRACT Due to growing market power of ethnic minorities, businesses feel the need to identify the opportunities that arise when advertising to this group. However, a great uncertainty remains as to which language to use when advertising to ethnic minorities (Advertising Age, 1991). Previous studies in the United States found a preference for Spanish in advertising among low acculturated Hispanics and a preference for English among high acculturated Hispanics (Beniflah, Chatterjee & Kerry, 2014; Burton & Yang, 2016; Graham, 2002; Ueltschy & Krampf, 1997). Yet, no similar studies have been performed outside the United States among ethnic minorities. The current study is the first to investigate the effects of language choice (Dutch or Turkish), level of acculturation, and generation on advertisement evaluations by Dutch Turks in the Netherlands. An experiment was conducted and employed an online advertisement setting consisting of all-Dutch or all-Turkish advertisements. Participants were asked to fill in a questionnaire about the advertisements, their level of acculturation, and their generational status. The findings of the current study indicate that language and acculturation do not play a role in the evaluation of language choice in ethnic marketing. However, generation does have an effect on the impact of language regarding consumers' attitude towards products and services. This study concludes that ethnicity by itself is not a good predictor of language preferences in advertising to Dutch Turks. Future research might explore the validity of the current study by including a larger sample. In addition, reliable scales regarding acculturation measurements could provide future research with more solid insights.

1.1 Ethnic marketing

In recent years, an increasing number of businesses across the globe have been noticing the opportunities ethnic minorities have to offer as a target group. Today, ethnicity is seen by marketers as a key criterion for segmenting their target market into niche markets (Holland & Genty, 1999; Luna & Peracchio, 2005; Young & Aitken, 2007). Ethnic groups have been a previously ignored target group but are now growing in market power. In light of these developments, it is becoming difficult to ignore ethnic groups in marketing efforts such as advertising. Companies are starting to realize that meeting the needs of ethnic minorities can serve as an opportunity for success (Holland & Genty, 1999). Further, when a consumer is aware of ethnic cues added in a firm's marketing efforts, that consumer is more likely to recall and respond favourably to that firm's efforts as well as to that firm's brand (Cui, 1997; Grier & Brumbaugh, 1999; Sierra, Hyman & Torres, 2009).

However, there is a great uncertainty among businesses as to the choice of language when targeting ethnic minorities (Advertising Age, 1991). Therefore, the aim of this study is to explore which language to use when targeting an ethnic minority.

1.2 Language choice

Studies over the past decades in the United States have provided important information as to what language to use when advertising to ethnic minorities and bilinguals. Extensive research has shown a preference for the Spanish language in marketing activities among Hispanics in the United States (Guernica, 1982; Nicholls & Roslow, 1999; Segal & Sosa, 1983; Sturdivant, 1969). The findings of these studies suggest that the Spanish mother tongue remains dominant for Hispanic bilinguals in the United States.

To date, studies related to language and advertising towards ethnic minorities have been largely conducted in the United States mostly aiming at Hispanics. Yet, both North America and Europe have been recognized as central points for increasing ethnic diversity and large-scale immigration (Kurthen & Heisler, 2008). Research is needed to determine whether the findings of the studies done in the United States are generalizable to ethnic minorities in other multicultural societies such as Europe. This paper is the first study attempting to investigate the effects of language choice in ethnic advertising within Europe and aims to answer the following research question:

RQ1: To what extent does language have an effect in ethnic marketing towards Dutch Turks?

1.3 Minorities in the Netherlands

Within the European Union, increasing numbers of migrants and refugees originating from outside Europe have received more and more attention from the public (Grillo, 2008). The 1960s and early 1970s saw the first massive movement into Europe by Turkish labour immigrants (Sevinc, 2016). Initially intended to be short-term stays, their movement was followed by family reunions and migration marriages. In light of this movement, the largest group of migrants within Europe is comprised by the Turkish population across Western Europe. Around 3.6 million Turks live outside of Turkey, of whom 3.2 million live in Europe (De Tapia, 2006). Today, the Turkish population in the Netherlands is among the largest across European countries (Milewski & Hamel, 2010). In addition, among the second-and third

generation immigrants across Europe, the Turkish language is the most used immigrant language within the European context (Extra & Kutlay, 2004).

Due to the size and importance of the Turkish language across the continent, this study focuses on the Turkish minority and its language in the Netherlands as a target group for marketers.

1.4 Turks in the Netherlands

The Turkish language is seen by its speakers as the core marker of their Turkish ethnic identity (Sevinc, 2016). Therefore, Turks in the Netherlands are motivated to maintain their language over current generations and generations to come (Sevinc, 2016). However, the maintenance of Turkish in the Netherlands has been under pressure and recent research has shown a shift of language use within the Turkish community (Sevinc, 2016). Extra and Kutlay (2004) found differences in the use of the Turkish language among the three present generations in the Netherlands.

The first generation are Turkish-born individuals who immigrated in the 1960s and early 1970s. Within this generation, the maintenance of the Turkish language is found important as it is perceived as their dominant language. In addition, there is a strong connection to the Turkish identity and culture and most ties of this generation are with other members of the Turkish community (Backus, 2013). Compared to the first-generation, the second-generation Turks in the Netherlands have attained a much higher Dutch proficiency due to exposure to the Dutch language at school. Even though Turkish is the first language learned by this generation, Dutch is more often chosen to speak in interactions with others (Kutlay, 2009). The third generation are found to make no specific efforts to maintain the Turkish language (Sevinc, 2016). Among this generation, the Dutch language is preferred over the Turkish language since they feel more comfortable speaking it.

In addition to the differences in language preferences across generations, wide variation also exists within the same generation, even within the same family, as in the case where younger siblings are exposed to Dutch more often and earlier than older ones (Sevinc, 2016). Even though differences exist in language use within and between generations, all present generations of Turks in the Netherlands stress their concerns about the decreasing use and knowledge of Turkish among the third-generation bilinguals (Sevinc, 2016).

Lenoir, Puntoni, Reed, and Verlegh (2013) studied the effects of cultural symbols and spokesperson identity on attitudes and intentions of Dutch Turkish consumers with generational status as a condition. Their study found that using a Turkish spokesperson was most valuable

among first-generation Dutch Turks. A negative effect was found for second-generation Dutch Turks. Suggesting a difference regarding the degree of ethnic identification among the two generations that leads to different advertising strategies (Josiassen, 2011).

Due to the differences in language use across generations but common apprehension concerning the decrease in usage of the Turkish language, this study includes members of the three present generations in the Netherlands to identify possible differences within generations. To identify possible differences among generations and their preference of language choice in ethnic marketing the following research question is addressed:

RQ2: To what extent does generational status have an effect on evaluation of language choice in ethnic marketing towards Dutch Turks?

1.5 Level of acculturation

In order to study the differences within and between ethnic groups, previous studies have recommended focusing on studying the acculturation level within an ethnic minority (Deshpande, Hoyer, & Donthu, 1986; Laroche, Kim, & Tomiuk, 1998). Identification of possible differences within an ethnic minority can provide marketers with effective ethnic marketing strategies (Cui, 2001; Nwankwo & Lindridge, 1998; Palumbo & Teich, 2004).

Throughout this study, the term ‘acculturation’ will refer to as a process of learning a culture different from the one in which a person is born and raised (Melikian & De Karapetian, 1977). According to Segal and Sosa (1983), it is the different degrees of acculturation that make any characterization of an ethnic minority somewhat difficult. However, fundamental to any marketing activity and its segmentation is the identification of different acculturation levels within an ethnic minority. The levels of acculturation comprise a low level, i.e. an individual maintaining most of the ethnic identity and less of the host country’s culture; high level, i.e. when an individual adopts the host country’s cultural identity more than maintaining their ethnic identity; or bicultural level which represents the centre of the acculturation continuum, suggesting that an individual prefers to maintain both ethnic identity as well as the host country’s identity. The degree of acculturation has been found to affect the consumer and his or her behaviour. The existing research on acculturation suggests that changes in values, attitudes, and actions – thus the acculturation process – have an effect on an individual’s buying behaviour (Khairullah, Tucker, & Tankersley, 1996; Segev, Ruvio, Shoham & Velan, 2014). Tsai and Li’s (2012) study of acculturation including Hispanics found that acculturation can play a significant role in affecting an individual’s attitude towards different cultural cues in an

advertisement. Therefore, acculturation can be an important determiner of evaluations of possible differences in studies regarding language choice within an ethnic minority (Segal & Sosa, 1983; Wallendorf & Reilly, 1983).

Previous research in the United States has shown that acculturation has an effect on the evaluation of language choice in ethnic marketing. Studies comparing English and Spanish in marketing have found that highly acculturated Hispanics and bicultural acculturated Hispanics prefer the English language over the Spanish language in marketing activities (Beniflah, Chatterjee & Kerry, 2014; Burton & Yang, 2016; Graham, 2002; Ueltschy & Krampf, 1997). In turn, if an individual is not only less acculturated but also more Spanish-dominant, Spanish is the preferred language over English (Beniflah, Chatterjee & Kerry, 2014; Burton & Yang, 2016; Graham, 2002; Ueltschy & Krampf, 1997). To date, studies regarding acculturation and its effects on language choice have only been done in the United States among Hispanics.

This paper examines the effects of acculturation and language choice in advertising targeted at Dutch Turks. Therefore, the following research question has been formulated:

RQ3: To what extent does acculturation have an effect on evaluation of language choice in ethnic marketing towards Dutch Turks?

1.6 Present study

It is now well established that ethnicity has many effects on consumer behaviour and marketing-related decisions made by the consumer (Cui, 1997; Grier & Brumbaugh, 1999; Sierra, Hyman & Torres, 2009). There is a need among businesses to identify the opportunities of targeting ethnic minorities. However, very little is known about the effects of language choice in ethnic marketing outside of the United States. Yet, North America and Europe have been identified as the biggest areas experiencing large-scale immigration and increasing ethnic diversity (Kurthen & Heisler, 2008). Kurthen and Heisler (2008) compared the integration process of Hispanics in the United States and Turks in Germany to identify any possible differences. Their data confirmed country-specific differences in the degree and pace of integration of migrants. Suggesting possible differences in evaluations of language choice in advertising for Hispanics and Turks. This study is the first study to investigate language choice among ethnic minorities in an European context. It sets out to investigate the effect of level of acculturation of the Turkish population in the Netherlands, generation, and the advertisement's language choice on the evaluation of ethnic marketing.

The aim of the current study is to answer the following research questions:

RQ1: To what extent does language have an effect in ethnic marketing towards Dutch Turks?

RQ2: To what extent does generational status have an effect on evaluation of language choice in ethnic marketing towards Dutch Turks?

RQ3: To what extent does acculturation have an effect on evaluation of language choice in ethnic marketing towards Dutch Turks?

2. Method

The purpose of this study was to investigate the effects of consumers' level of acculturation and generational status on the evaluation of language choice in advertising. In order to answer the research questions an experiment was performed among Dutch Turks in the Netherlands.

2.1 Materials

This study employed an online advertisement setting consisting of either all-Dutch or all-Turkish advertisements. The independent variable of the study was language in the advertisements, i.e. Turkish or Dutch. Given that the majority of consumers are using the internet on a daily basis for either work or personal use, it becomes increasingly important for marketers to advertise online (Chiagouris & Mohr, 2004). Online advertising has been found to be the second best medium in terms of media preference among consumers, following advertising on television (Yoon & Kim, 2001). Advertising online is most effective for high-involvement products and services, thus products involving an extensive thought process such as electronics, vacations or cars (Yoon & Kim, 2001).

Participants saw three screenshots of the advertisements as if they were advertised on the Dutch Turkish website turksemedia.nl. This website is targeted at the Turkish community in the Netherlands, providing news concerning both Turkey and the Netherlands. Examples of online advertisements on Turksemedia.nl and similar websites aimed at the Turkish community in the Netherlands can be found in Appendix A.

In the study of Luna and Peracchio (2005) the following product types were used to examine the effects of language when targeting Hispanic consumers: a coffeemaker, a camera, a bank, a clothing store, an insurance company, a medical hot line, a community centre, and a magazine subscription. These products were found to be a good basis for examining the effects of language in an advertisement. Therefore, this study included the following product types and service in the advertisements displayed: a coffeemaker, a camera, and a financial institution.

The first advertisement showed a coffee machine with the fictional brand name 'Artek' and the slogan 'Discover more about your favourite coffee machine' either in Dutch or Turkish. The second advertisement displayed a camera with the fictional brand name '3M' and the slogan 'A secret assistant with every photo' either in Dutch or Turkish. Finally, the third advertisement showed an online banking service with the fictional brand name 'Western Bank'

and the slogan ‘The new way of banking, your banking within easy reach’ either in Dutch or Turkish.

All advertisements were created by the researcher and included fictional brands advertising their products or service. The slogans were written in English and translated into Turkish by a native Turkish student of the Radboud University in Nijmegen. The Turkish slogans were then translated back to Dutch by a native Dutch Turk. All brand names, slogans, and visual elements were identical in both versions with the exception of the language used. The advertisements were created using the online graphic-design website ‘Canva’. The advertisements used in this experiment can be found in Appendix B.

2.2 Subjects

Sixty-three Dutch-Turks took part in the experiment (54% women; mean age: 33.71; range 18-65; SD = 10.16; educational level ranged from high school to university, with 40% attending or having attended a university of applied sciences and with 22% of the participants being a student at the time of taking part in the experiment. The experiment included 29% first generation immigrants, 51% second generation immigrants, and 19% third generation immigrants. In addition, 64% were born in the Netherlands and 67% of the participants had the Dutch and Turkish nationality. Lastly, 92% of the participants had the Turkish language as their mother tongue. Of all participants, 64% participated in the study via the online questionnaire.

No significant differences between the Dutch questionnaire (all-Dutch advertisements) and the Turkish questionnaire (all-Turkish advertisements) were found in the distribution of gender ($\chi^2 (2) = .01, p = .923$), participants’ age ($F (28,34) = 1.66, p = .079$), participants’ educational level ($\chi^2 (4) = 3.87, p = .424$), and the number of participants that was a student at the time of taking part in the experiment ($\chi^2 (1) = .164, p = .686$). In addition, no significant differences between the Dutch questionnaire (all-Dutch advertisements) and the Turkish questionnaire (all-Turkish advertisements) were found in the distribution of generation ($\chi^2 (3) = .154, p = .673$), country of birth ($\chi^2 (2) = 1.59, p = .452$), mother tongue ($\chi^2 (1) = 1.66, p = .197$), and nationality ($\chi^2 (1) = 2.58, p = .108$). Table 1 shows an overview of the demographic information regarding the participants of this study.

Table 1: Overview of demographic information of participants in the experiment

	<i>N</i> = 63	Percentage
Gender	Male	46
	Female	54
Generation of immigrancy	First	28.6
	Second	50.8
	Third	19
	Other	1.6
Country of birth	Turkey	34.9
	The Netherlands	63.5
	Other	1.6
Nationality	Dutch	33.3
	Turkish	0
	Both	66.7
Mother tongue	Dutch	7.9
	Turkish	92.1
Educational level	High school	7.9
	Medium-level tertiary	27
	vocational education	39.7
	University of applied sciences	19
	University	6.3
	Other	

2.3 Level of acculturation

A paired sample t-test showed that participants' Dutch speaking proficiency ($M = 4.32$, $SD = 0.67$) was not significantly better than their Turkish speaking proficiency ($M = 4.19$, $SD = 0.64$). In addition, the test showed that participants' Dutch reading proficiency ($M = 4.32$, $SD = 0.62$) was not significantly higher than their Turkish reading proficiency ($M = 4.17$, $SD = 0.67$). A second paired sample t-test showed that participants' overall Dutch proficiency ($M = 4.32$, $SD = 0.62$) was not significantly better than their overall Turkish proficiency ($M = 4.18$, $SD = 0.60$).

A paired samples t-test showed a significant difference between Dutch and Turkish overall proficiency among participants of the questionnaire containing all-Turkish advertisements ($t(29) = 2.48$, $p = .019$). Overall Dutch proficiency ($M = 4.50$, $SD = 0.11$) was shown to be significantly higher than overall Turkish proficiency ($M = 4.17$, $SD = 0.12$).

However, no significant differences were found between the overall Dutch and Turkish proficiency among participants of the questionnaire containing all-Dutch advertisements ($t(32) = .307, p = .761$). Participants' overall Dutch proficiency ($M = 4.15, SD = 0.62$) was not shown to be significantly lower than participants' overall Turkish proficiency ($M = 4.20, SD = 0.10$).

A second paired samples t-test showed a significant difference between Dutch and Turkish speaking proficiency among participants of the questionnaire containing all-Turkish advertisements ($t(29) = 2.70, p = .012$). Dutch speaking proficiency ($M = 4.53, SD = 0.57$) was shown to be significantly higher than Turkish speaking proficiency ($M = 4.13, SD = 0.73$). However, no significant differences were found between the Dutch and Turkish speaking proficiency among participants of the questionnaire containing all-Dutch advertisements ($t(32) = .75, p = .458$). Turkish speaking proficiency ($M = 4.24, SD = 0.56$) was not shown to be significantly higher than Dutch speaking proficiency ($M = 4.12, SD = .0.70$).

A paired samples t-test did not show a significant difference between Dutch and Turkish reading proficiency among participants of the questionnaire containing all-Turkish advertisements ($t(29) = 1.85, p = .073$). Dutch reading proficiency ($M = 4.47, SD = 0.63$) was not shown to be significantly better than Turkish reading proficiency ($M = 4.20, SD = 0.71$). In addition, a paired samples t-test did not show a significant difference between Dutch and Turkish reading proficiency among participants of the questionnaire containing all-Dutch advertisements ($t(32) = .205, p = .839$). Turkish reading proficiency ($M = 4.15, SD = 0.62$) was not shown to be significantly higher than Dutch reading proficiency ($M = 4.18, SD = 0.58$).

In addition, this study used several scales to assess acculturation such as the language spoken within the family ($M = 2.83, SD = 0.66$), language of media used by participants ($M = 3.41, SD = 0.73$), and the ethnicity of their social circle ($M = 2.71, SD = 0.63$), where 1 represents only Turkish and 5 represents only Dutch. The average number of years participants have spent in the Netherlands is 28 years. Besides that, the number of home country visits ($M = 3.33, SD = 0.78$) was used as an indication of participants' acculturation levels, where 1 represents never and 4 represents a few times a year.

Table 2 shows an overview of the items used to assess acculturation for the all-Turkish and the all-Dutch questionnaire.

Table 2: Overview of acculturation items for the all-Dutch and all-Turkish questionnaires. For language spoken within family, language of media use, and ethnicity social circle, 1 represents only Turkish and 5 represents only Dutch. For home country visits, 1 represents never and 4 represents a few times a year.

	Dutch ($n = 33$)	Turkish ($n = 30$)
	$M (SD)$	$M (SD)$
Language spoken within the family	2.94 (0.79)	2.70 (0.47)
Language of media use	3.55 (0.67)	3.27 (0.78)
Ethnicity social circle	2.88 (0.65)	2.53 (0.57)
Years spent in the Netherlands	27.24 (9.05)	29.50 (9.28)
Home country visits	3.55 (0.67)	3.10 (0.85)

2.4 Design

Language was a between-subject variable. Generational status and consumer's level of acculturation was a background variable measured for each individual participant. The dependent variables were the participants' attitude towards the advertisements, perceived difficulty of the advertisements, attitude towards the products and service, attitude towards the advertiser comprising the participants' perceived cultural sensitivity of the advertiser, and purchase intention.

2.5 Instruments

The language of the questionnaire was Dutch for all participants. The questionnaire was designed to measure the following constructs: the effects of language choice, the levels of acculturation of participants, and demographic data of participants. The two questionnaires used in this experiment can be found in Appendix C and D.

Seven-point semantic differential scales, based on Maes, Ummelen, and Hoeken (1996, p. 209), assessed attitude towards the advertisements. This comprised the following: uninteresting-interesting, distant-appealing, and boring-engaging. The reliability of 'attitude towards the advertisement' comprising three items was good: $\alpha = .88$.

Perceived difficulty of the advertisements was measured with two 7-point semantic differential scales based on Maes, Ummelen, and Hoeken (1996, p. 208): difficult-easy and unclear-clear. The reliability of difficulty of the advertisement comprising two items was acceptable: $\alpha = .76$.

Attitude towards the products and service was measured using three 7-point semantic differential scales based on Spears and Singh (2004): unappealing/appealing, bad/good, unpleasant/pleasant. The reliability of attitude towards the product comprising three items was good: $\alpha = .86$.

To measure attitude towards the advertiser, questions adapted from Koslow, Shamdasani, and Touchstone (1994) were used. The two following statements were used to measure cultural sensitivity: (1) I think the advertiser shows respect for Turkish consumers and (2) I think the advertiser is aware of the needs of Turkish consumers. The questions asked participants to rate on a 7-point Likert scale how strongly they agreed with each statement, where one represented strong disagreement and seven represented strong agreement. The reliability of 'attitude towards the advertiser comprising two items was good: $\alpha = .85$.

Finally, the last question to test the effect of language measured participants' purchase intention. Using 7-point Likert scales based on Van Hooft, Van Meurs, and Spierts (2017), participants were asked to indicate their (dis)agreement with the following two statements: (1) I would consider buying this product and (2) I definitely want to buy this product, where 1 represented disagreement and 7 represented agreement. The reliability of purchase intention comprising two items was good: $\alpha = .89$.

The second part of the questionnaire was designed to measure participants' level of acculturation. Based on Makgaso (2012), participants were asked what language they use with their family, their language consumption of media, and the ethnicity of their social network. Possible response options were: (a) Turkish only, (b) mostly Turkish, (c) in equal amount Turkish and Dutch, (d) mostly Dutch, and (e) Dutch only. Secondly, participants were asked as to how often they visit Turkey. Participants were able to answer this question by responding: (a) few times a year, (b) once a year, (c) once every few years, or (d) never. In addition, the number of years they had lived in the Netherlands was asked. Participants answered this question by filling in the number applicable. Lastly, participants assessed their Dutch and Turkish reading and speaking proficiency based on Flaitz (1993): (a) excellent, (b) good, (c) sufficient, (d) a little bit, or (e) poor.

Cronbach's alpha was performed to assure reliability of the 'acculturation' scale for statistical analysis of the data. The items language use within the family, ethnicity of social network, country visits to Turkey, and the number of years in the Netherlands were excluded from the 'acculturation' scale due to a low reliability. However, these items were tested independently to analyse the data and their possible effects. Finally, the items that were included in the 'acculturation' scale were Dutch speaking proficiency, Dutch reading proficiency, and language of media consumption. The reliability of 'acculturation' comprising these three items was questionable: $\alpha = .65$. According to Van Wijk (2000) the criterion for a scale to be $\alpha = .70$ or higher to be considered reliable is overly strict. Van Wijk (2000) argues that this rule of thumb is especially overly strict for scales containing a few items such as the 'acculturation' scale in this study.

Finally, the experiment also included some demographic questions about the participants such as their age, gender, country of birth, nationality, mother tongue, and educational level. Participants were asked their generational status. Response options were: first generation (I was born in Turkey), second generation (one of my parents was born in Turkey), third generation (one of my grandparents was born in Turkey), or other. The full questionnaires used in this experiment can be found in Appendix C and D.

2.6 Procedure

Potential participants were approached in Turkish supermarkets and stores as well as online using personal networks as a snowball sampling method. Participants were asked to fill in the questionnaire on paper or online and were told that the purpose of the questionnaire was to assess the success of potential products entering the Dutch market.

Criteria for selecting the participants were as follows: all participants had to be aged 18 or above and every subject should have been a Dutch individual with a Turkish ethnic background, i.e. first, second or third generation immigrant.

Each participant was randomly assigned to an advertisement treatment containing the independent variable of language choice of advertisement. The questionnaire including the all-Dutch advertisements and the questionnaire including the all-Turkish advertisements were of the same length and both took five to ten minutes to complete. All participants filled out the questionnaire anonymously and voluntarily between 6 May and 20 May 2019. After filling in the questionnaire, participants were thanked for their time and effort.

2.7 Statistical treatment

In order to answer the research questions of this study, multiple t-tests and regressions were employed. All analyses were carried out using IBM SPSS. Semantic differential scales were recoded where required. In addition, reliability was calculated using Cronbach's alpha.

To answer the first research question regarding the possible effect of language in ethnic marketing, several independent samples t-tests were conducted to test differences between the mean scores of evaluations on the all-Dutch advertisements and all-Turkish advertisements.

To answer the second research question regarding the possible effect of consumer's generational status in ethnic marketing, regression analyses were conducted with language and generational status as predictors. In addition, language and the interaction between language and generational status was used as a predictor to test whether the two languages used (Dutch and Turkish) resulted in different scores on the dependent variables, namely attitude towards advertisements, perceived difficulty of advertisements, attitude towards products and service, attitude towards advertiser, and purchase intention. The interaction term was used to examine if the effect of participants generational status differed for the all-Turkish advertisements and all-Dutch advertisements.

To answer the third research question regarding the possible effect of consumer's level of acculturation in ethnic marketing, regression analyses were conducted with language and level of acculturation as predictors. In addition, language and the interaction between language and level of acculturation was used as a predictor to test whether the two languages used (Dutch and Turkish) resulted in different scores on the dependent variables as mentioned above. The interaction term was used to examine if the effect of participants' level of acculturation differed for the all-Turkish advertisements and all-Dutch advertisements.

3. Results

3.1 The effect of language choice on the evaluation of all-Dutch and all-Turkish advertisements

Several independent samples t-tests were performed to compare the possible differences between the all-Dutch and all-Turkish advertisements with regard to the dependent variables, namely attitude towards the advertisement, difficulty of the advertisement, attitude towards the product, purchase intention, and the attitude towards the advertiser. Table 3 shows the means and standard deviations of all dependent variables in function of language of advertisements (Dutch or Turkish).

For attitude towards the advertisement, no significant difference was found between the all-Dutch advertisements ($M = 4.37$, $SD = 0.96$) and all-Turkish advertisements ($M = 3.99$, $SD = 1.46$) ($t(61) = 1.22$, $p = .226$).

Similarly, difficulty of the advertisement did not show any significant difference between the all-Dutch advertisements ($M = 4.80$, $SD = 0.91$) and all-Turkish advertisements ($M = 4.92$, $SD = 1.40$) ($t(48.863) = 0.397$, $p = .693$).

In addition, an independent samples t-test did not show a significant difference in the attitude towards the products and service between the all-Dutch advertisements ($M = 4.52$, $SD = 0.96$) and all-Turkish advertisements ($M = 4.36$, $SD = 1.29$) ($t(61) = 0.582$, $p = .563$).

No significant difference was found between the all-Dutch advertisements ($M = 3.20$, $SD = 1.47$) and all-Turkish advertisements ($M = 3.02$, $SD = 1.68$) for purchase intention ($t(61) = 0.439$, $p = .662$).

Finally, an independent samples t-test did not reveal a significant difference in the attitude towards the advertiser between the all-Dutch advertisements ($M = 4.06$, $SD = 1.38$) and all-Turkish advertisements ($M = 3.84$, $SD = 1.62$) ($t(61) = 0.553$, $p = .582$).

Table 3: means and standard deviations (between brackets) language as a predictor for all-Dutch and all-Turkish advertisements (1= very negative attitude or disagreement, 7 = very positive attitude or agreement)

	Dutch (<i>n</i> = 33)	Turkish (<i>n</i> = 30)
	<i>M (SD)</i>	<i>M (SD)</i>
Attitude towards the advertisement	4.37(0.96)	3.99 (1.46)
Perceived difficulty of the advertisement	4.80 (0.91)	4.92 (1.40)
Attitude towards the product	4.52 (0.96)	4.36 (1.29)
Purchase intention	3.20 (1.47)	3.02 (1.68)
Attitude towards the advertiser	4.06 (1.38)	3.84 (1.62)

3.2 The effect of generation on evaluation of language choice in ethnic marketing

A series of multiple regressions were used to assess the ability of participant's generation and advertisement language to predict the attitude towards the advertisement, difficulty of the advertisement, attitude towards the product, purchase intention, and the attitude towards the advertiser for the all-Turkish and all-Dutch advertisements.

A multiple regression analysis showed that the variables entered, namely generation, language (Turkish or Dutch), and the interaction term of generation and language, did not explain the variance (adjusted $R^2 = .021$) in purchase intention ($F(3, 59) = 1.44, p = .240$). Generation was not shown to be a significant predictor of purchase intention ($\beta = .60, p = .116$). In addition, language was not shown to be a significant predictor of purchase intention ($\beta = .60, p = .107$). Lastly, the interaction term of language and generation was not shown to be a significant predictor for purchase intention ($\beta = -.96, p = .060$). Table 4 shows the regression analysis for language, generation, and the interaction term of language and generation as predictors for purchase intention.

Table 4: regression analysis for generation, language, and the interaction term of language and generation as predictors for purchase intention (I = 63)

	<i>B</i>	<i>SE B</i>	β	<i>p</i>
Intercept	.90	.17		.593
Generation	1.28	.80	.60	.116
Language	1.85	1.13	.60	.107
Interaction generation and language	-1.06	.55	-.96	.060

A multiple regression analysis showed that the variables entered, namely generation, language (Turkish or Dutch), and the interaction term of language and generation, did not explain the variance (adjusted $R^2 = .038$) in attitude towards the products and service ($F(3, 59) = 1.81, p = .155$). Language was not shown to be a significant predictor of attitude towards the products and service ($\beta = .63, p = .085$). In addition, generation was also not shown to be a significant predictor of attitude towards the products and service ($\beta = .64, p = .091$). Lastly, the interaction of language and generation was shown to be a significant predictor of attitude towards the products and service ($\beta = -1.04, p = .040$). For example, when an individual is a second generation Dutch Turk there is no impact of language regarding their attitude towards products and services. However, there is an impact of language regarding their attitude towards products and services for first generation Dutch Turks. Table 5 shows the regression analysis for generation, language, and the interaction term of language and generation as predictors for attitude towards the products and service.

Table 5: regression analysis for generation, language, and the interaction term of language and generation as predictors for attitude towards products and service (I = 63)

	<i>B</i>	<i>SE B</i>	β	<i>p</i>
Intercept	2.80	1.20		.023
Generation	.98	.58	.64	.091
Language	1.41	.81	.63	.085
Interaction generation and language	-.83	.40	-1.04	.040

For the attitude towards the advertisements, the variables entered, generation, language (Turkish or Dutch), and the interaction term of language and generation, did not explain the variance (adjusted $R^2 = .035$) in attitude towards the advertisements ($F(3, 59) = 1.75, p = .167$). Neither generation ($\beta = .50, p = .193$) nor language ($\beta = .42, p = .252$) were significant predictors of difficulty of the advertisement. In addition, the interaction of language and generation was not shown to be a significant predictor of attitude towards the advertisements ($\beta = -.84, p = .093$). Table 6 shows the regression analysis for generation, language, and the interaction term of language and generation as predictors for attitude towards the advertisements

Table 6: regression analysis for generation, language, and the interaction term of language and generation as predictors to attitude towards the advertisements ($n = 63$)

	<i>B</i>	<i>SE B</i>	β	<i>p</i>
Intercept	3.17	1.31		.019
Generation	1.02	.88	.42	.252
Language	.82	.63	.50	.193
Interaction generation and language	-.73	.43	-.84	.093

A multiple regression analysis showed that the variables entered, generation, language (Turkish or Dutch), and the interaction term of language and generation, did not explain the variance (adjusted $R^2 = -.020$) in perceived difficulty of the advertisements ($F(3, 59) = .596, p = .620$). Generation ($\beta = .48, p = .220$), language ($\beta = .43, p = .254$), and the interaction of language and generation were not shown to be significant predictors of perceived difficulty of the advertisements ($\beta = -.54, p = .290$). Table 7 shows the regression analysis for generation, language, and the interaction term of language and generation as predictors for attitude towards products and service.

Table 7: regression analysis for generation, language, and the interaction term of language and generation as predictors to perceived difficulty of advertisements ($n = 63$)

	<i>B</i>	<i>SE B</i>	β	<i>p</i>
Intercept	3.21	1.27		.014
Acculturation	.99	.86	.43	.254
Language	.75	.61	.48	.220
Interaction acculturation and language	-.45	.42	-.54	.290

For attitude towards the advertisers, the variables entered, generation, language (Turkish or Dutch), and the interaction term of language and generation, did not explain the variance (adjusted $R^2 = .054$) in attitude towards the advertisers ($F(3, 59) = 1.12, p = .350$). Neither generation ($\beta = .10, p = .796$) nor language ($\beta = .20, p = .585$) were significant predictors of difficulty of the advertisement. In addition, the interaction of language and generation was not shown to be a significant predictor of attitude towards the advertisers ($\beta = -.41, p = .417$). Table 8 shows the regression analysis for generation, language, and the interaction term of language and generation as predictors for attitude towards the advertisers

Table 8: regression analysis for generation, language, and the interaction term of language and generation as predictors to attitude towards the advertisers (n = 63)

	<i>B</i>	<i>SE B</i>	β	<i>p</i>
Intercept	3.91	1.60		.017
Generation	.59	1.10	.20	.585
Language	.20	.76	.10	.796
Interaction generation and language	-.43	.52	-.41	.417

3.3 The effect of level of acculturation on the evaluation of language choice in ethnic marketing

A series of multiple regressions were used to assess the ability of participant's level of acculturation and advertisement's language to predict the attitude towards the advertisement, difficulty of the advertisement, attitude towards the product, purchase intention, and the attitude towards the advertiser for the all-Turkish and all-Dutch advertisements.

A multiple regression analysis showed that the variables entered, namely participant's level of acculturation, advertisement language (Turkish or Dutch), and the interaction term of language and level of acculturation, did not explain the variance (adjusted $R^2 = .010$) in attitude towards the advertisement ($F(3, 59) = 1.21, p = .315$). Level of acculturation was not shown to be a significant predictor of attitude towards the advertisement ($\beta = -.07, p = .573$). In addition, language was also not shown to be a significant predictor of attitude towards the advertisement ($\beta = -.15, p = .253$). Lastly, the interaction of language and level of acculturation was not shown to be a significant predictor of attitude towards the advertisement ($\beta = .17, p = .175$). Table 9 shows the regression analysis for acculturation, language, and the interaction term of language and level of acculturation as predictors for attitude towards the advertisements.

Table 9: regression analysis for acculturation, language, and the interaction term of language and level of acculturation as predictors to attitude towards the advertisements ($n = 63$)

	<i>B</i>	<i>SE B</i>	β	<i>p</i>
Intercept	4.16	.16		.000
Acculturation	-.17	.30	-.07	.573
Language	-.36	.31	-.15	.253
Interaction acculturation and language	.83	.61	.17	.175

For the perceived difficulty of the advertisement, the variables entered, level of acculturation, language (Turkish or Dutch), and the interaction term of language and level of acculturation, did not explain the variance (adjusted $R^2 = .006$) in perceived difficulty of the advertisement ($F(3, 59) = 1.12, p = .347$). Neither level of acculturation ($\beta = .109, p = .399$) nor language ($\beta = .034, p = .789$) were significant predictors of difficulty of the advertisement. In addition, the interaction of language and level of acculturation was not shown to be a significant predictor of the difficulty of the advertisement ($\beta = .193, p = .133$). Table 10 shows the regression analysis for acculturation, language, and the interaction term of language and level of acculturation as predictors for perceived difficulty of advertisements.

Table 10: regression analysis for acculturation, language, and the interaction term of language and level of acculturation as predictors to perceived difficulty of advertisements ($n = 63$)

	<i>B</i>	<i>SE B</i>	β	<i>p</i>
Intercept	4.83	.15		.000
Acculturation	.24	.29	.11	.399
Language	.08	.30	.03	.789
Interaction acculturation and language	.88	.57	.20	.133

A multiple regression analysis showed that the variables entered, level of acculturation, language (Turkish or Dutch), and the interaction term of language and level of acculturation, did not explain the variance (adjusted $R^2 = -.007$) in attitude towards the products and service ($F(3, 59) = .862, p = .466$). Level of acculturation ($\beta = -.073, p = .574$), language ($\beta = -.067, p = .606$), and the interaction of language and level of acculturation were not shown to be significant predictors of attitude towards the product ($\beta = .181, p = .161$). Table 11 shows the regression analysis for acculturation, language, and the interaction term of language and level of acculturation as predictors for attitude towards products and service.

Table 11: regression analysis for acculturation, language, and the interaction term of language and level of acculturation as predictors to attitude towards products and service ($n = 63$)

	<i>B</i>	<i>SE B</i>	β	<i>p</i>
Intercept	4.42	.14		.000
Acculturation	-.16	.28	-.07	.574
Language	-.15	.29	-.07	.606
Interaction acculturation and language	.80	.56	.18	.161

For purchase intention, the variables entered, namely level of acculturation, language (Turkish or Dutch), and the interaction of language and level of acculturation, did not explain the variance (adjusted $R^2 = -.026$) in purchase intention ($F(3, 59) = .477, p = .700$). Level of acculturation was not shown to be a significant predictor of purchase intention ($\beta = -.145, p = .271$). Besides that, language was also not shown to be a significant predictor of purchase intention ($\beta = -.037, p = .780$). Lastly, the interaction of language and level of acculturation was not shown to be a significant predictor of the purchase intention ($\beta = -.001, p = .996$). Table 12 shows the regression analysis for acculturation, language, and the interaction term of language and level of acculturation as predictors for purchase intention.

Table 12: regression analysis for acculturation, language, and the interaction term of language and level of acculturation as predictors to purchase intention ($n = 63$)

	<i>B</i>	<i>SE B</i>	β	<i>p</i>
Intercept	3.11	.20		.000
Acculturation	-.44	.39	-.15	.271
Language	-.11	.40	-.04	.780
Interaction acculturation and language	-.00	.79	-.00	.996

Finally, a multiple regression analysis showed that the variables entered, namely level of acculturation, language (Turkish or Dutch), and the interaction of language and level of acculturation, did not explain the variance (adjusted $R^2 = -.043$) in attitude towards the advertiser ($F(3, 59) = .142, p = .934$). Neither level of acculturation ($\beta = -.034, p = .794$) nor language ($\beta = -.066, p = .614$) or the interaction between level of acculturation and language ($\beta = .034, p = .793$) were shown to be significant predictors of the perceived attitude towards the advertiser.

Table 13 shows the regression analysis for acculturation, language, and the interaction term of language and level of acculturation as predictors for attitude towards advertiser.

Table 13: regression analysis for acculturation, language, and the interaction term of language and level of acculturation as predictors to attitude towards advertiser ($n = 63$)

	<i>B</i>	<i>SE B</i>	β	<i>p</i>
Intercept	3.94	.19		.000
Acculturation	-.10	.37	-.03	.794
Language	-.19	.38	-.07	.614
Interaction acculturation and language	.20	.75	.03	.793

4. Conclusion and discussion

The opportunities of advertising to ethnic minorities have been recently noticed by an increasing number of business across the globe. Due to the growth in market power of ethnic minorities, it is becoming difficult to ignore ethnic groups in marketing efforts (Holland & Genty, 1999). However, businesses have been struggling as to what language to choose when targeting ethnic minorities (Advertising Age, 1991). Guernica (1982), Nicholls and Roslow (1999), Segal and Sosa (1983), and Sturdivant (1969) found a preference for the Spanish language in advertising towards Hispanics. In addition, existing literature shows that there is a divide within the Hispanic community in the United States regarding their preference for language choice. Highly acculturated Hispanics, Hispanics adopting the American cultural identity, prefer English in advertising over Spanish. In contrast, low acculturated Hispanics have a preference to the Spanish language over the English language in advertising (Beniflah, Chatterjee & Kerry, 2014; Burton & Yang, 2016; Graham, 2002; Ueltschy & Krampf, 1997). To date, the issue of language choice and possible effects of acculturation among ethnic minorities has been largely unexplored outside the United States. Most research on advertising to ethnic minorities have been done in the United States. However, countries in Europe such as The Netherlands have witnessed massive movements of labour immigrants by the Turks. Nowadays, the Turkish population is among the largest across European countries.

4.1 The effect of language choice on the evaluation of all-Dutch and all-Turkish advertisements

The first aim of this study was to test whether language (Dutch or Turkish) has an effect in ethnic marketing towards Dutch Turks in the Netherlands. The results indicate that targeting Dutch Turks with Dutch or Turkish advertisements does not influence their attitude towards the advertisements, the products and service, and towards the advertisers, as well as their purchase intention, and the perceived difficulty of the advertisements. Thus, implying that Dutch Turks in the Netherlands do not respond differently to the Dutch or Turkish language in advertising.

In this study, Dutch Turks did not respond differently to all-Dutch or all-Turkish advertisements. These outcomes are contrary to Guernica (1982), Nicholls and Roslow (1999), Segal and Sosa (1983), and Sturdivant (1969), who found that the use of Spanish compared to English did have an effect in the evaluation of marketing efforts towards Hispanics in the United States. The findings of these studies indicate that advertising towards Hispanics in Spanish is

more effective than advertising to them in English. Therefore, the findings of these studies suggest the mother-tongue remains dominant for Hispanics in the United States.

However, Dublish (2001) examined language choice in advertising towards bilingual Korean-Americans. Results of this study found no difference in advertising messages in Korean or English irrespective of the level of acculturation. In line with the findings of Dublish (2001), the present study did not prove an significant effect of advertising in Dutch or Turkish to Dutch Turks. The inconsistency with the studies of Guernica (1982), Nicholls and Roslow (1999), Segal and Sosa (1983), and Sturdivant (1969) might be due to the Dutch and Turkish reading and writing proficiency of the participants in this experiment. The scores of the self-assessment of the respondents Dutch-proficiency are comparable to their Turkish-proficiency. It can be suggested that the Dutch Turkish population has a similar proficiency in Dutch and Turkish. This could explain why the participants in the current study did not respond differently to Dutch and Turkish. A possible explanation for this could be the language use of Dutch Turkish within their family. The results imply that Dutch Turks speak Turkish and Dutch in equal amounts with their family. In addition, the media used by participants is mostly Dutch. Lastly, participants social network consists of both Turkish and Dutch individuals. Exposure to language strengthens the relationship an individual has with their ethnic culture (Quester & Chong, 2001). Suggesting that high exposure to the Turkish language results in a stronger relationship of Dutch Turks with the Turkish identity and high exposure to the Dutch language results in a stronger relationship with the Dutch identity. However, in this study no preference was found for either Dutch or Turkish by Dutch Turks in the Netherlands.

4.2 The effect of generation on evaluation of language choice in ethnic marketing

The second aim of the present study was to explore the effects of Dutch Turkish consumers' generational status on evaluations of language choice in ethnic marketing. The results of this study show that generational status does have an effect on evaluation of language in ethnic marketing towards Dutch Turks. An effect of language can be found for first-generation Dutch Turks regarding their attitudes towards products and services. However, no effect of language is found for second-generation Dutch Turks regarding attitude towards products and services. This implies that language does have an impact regarding attitude towards products and services depending on generational status. This finding is in line with the study of Extra and Kutley (2004) and Lenoir, Puntoni, Reed, and Verlegh (2013) who found differences in language preference among the three present generations in the Netherlands.

In addition, Extra and Kutley (2004) found a difference in the use of Turkish among Dutch Turks. The current study did not find a difference in the Turkish language use among the three generations. Results found no significant difference in the use of Dutch and Turkish within the family for the first, second or third generation. In addition, no significant differences were found in the language use of the media consumed by the first, second or the third generation. These results suggest that except for attitude towards products and services, generational status does not have an effect on language preference by Dutch Turks in advertising.

4.3 The effect of level of acculturation on the evaluation of language choice in ethnic marketing

The last aim of this study was to investigate whether consumers' level of acculturation has an effect on evaluations of language choice in ethnic marketing towards Dutch Turks. The findings of the current study suggest that consumers' level of acculturation does not have an effect on their evaluations of language choice. These outcomes are contrary to those of previous researchers who did find that acculturation has an effect on evaluations of language choice (Beniflah, Chatterjee & Kerry, 2014; Burton & Yang, 2016; Graham, 2002; Ueltschy & Krampf, 1997). This inconsistency could be due to the level of acculturation of the participants in the current study. This suggests that Dutch Turks in the Netherlands can be categorized as highly acculturated. According to Beniflah, Chatterjee, and Kerry (2014), Burton and Yang (2016), Graham (2002), and Ueltschy and Krampf (1997), this would suggest that Dutch Turks have a preference for the Dutch language. However, this study could not prove this since results showed no different response to the Dutch and Turkish language by participants in advertising.

4.4 Contribution to literature

This study explored the effects of language choice, generational status, and consumer's level of acculturation on the evaluations of advertisements in ethnic marketing. Results showed that language choice in advertisements did not result different evaluations by Dutch Turks. This suggests that ethnicity by itself is not a good predictor of language preferences in advertising. The findings of this study suggest that targeting Dutch Turks in Dutch or Turkish will not result in different attitudes towards the brand, advertisement, and product. In addition, results indicate that there is no different language preference among low and high acculturated Dutch Turks.

Lastly, generational status does have an impact on the effects of language choice on evaluation of advertisements regarding their attitude towards products and services. Findings can be of interest to Dutch businesses targeting to ethnic consumers within the Dutch society.

This study contributes to the existing research regarding language choice in ethnic marketing and the possible effects of level of acculturation and generation.

4.5 Limitations and future research

The current study was limited in several ways. Firstly, the sample group of this study comprised of sixty-three Dutch Turks which was barely enough for the study to be valid. Future research could include a larger sample for the results to be more reliable. In addition, future studies could do more research regarding the effect of generational status and language by using participants of the three existing generations in the Netherlands. The current study could not provide enough participants belonging to the three generations.

Another limitation is the scales used to measure acculturation. The variable 'acculturation' consisted of three items. More items were intended to be used to measure acculturation. However, the scale was not reliable enough for them to be included in the formation of the 'acculturation' variable. Based on existing scales, future studies could use different items to form a reliable scale to measure acculturation. Studies in the United States have developed the 'LAECA Acculturation Scale' comprising 26 items (Burnam, Telles, Karno, Hough, & Escobar, 1987), 'Acculturation Rating Scale for Mexican-Americans' (ARSMA) (Cueller, Arnold, Gonzalez, 1995) comprising 20 items, and the Bidimensional Acculturation Scale for Hispanics (Marin & Gamba, 1996) designed to measure acculturation of Mexican-Americans (Ueltschy & Krampf, 1997).

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6. Appendix

Appendix A: examples of online advertisements on Dutch-Turkish websites

uitvoer steeg van 37,4 miljoen naar 120,8 miljoen. Dat blijkt uit cijfers van de Turkse vakbond voor exporteurs in de Egeïsche regio (EIB). De inflatie is zeer hoog in Venezuela en daardoor zijn met name voedselproducten geïmporteerd uit Turkije. [...]

Post

Sterke cijfers voor Turkish Airlines



Turkish Airlines heeft in januari 5,7 miljoen passagiers vervoerd, hetzelfde als de eerste maand van vorig jaar. Dat blijkt uit een beursverslag dat dinsdag is gepubliceerd. Het aantal passagiers op binnenlandse vluchten daalde met 3,5 procent, terwijl passagiers op internationale routes in dezelfde...

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Sterke cijfers voor Turkish Airlines



Turkish Airlines heeft in januari 5,7 miljoen passagiers vervoerd, hetzelfde als de eerste maand van vorig jaar. Dat blijkt uit een beursverslag dat dinsdag is gepubliceerd. Het aantal passagiers op binnenlandse vluchten daalde met 3,5 procent, terwijl passagiers op internationale routes in dezelfde...

Om u beter te helpen gebruiken wij cookies en vergelijkbare technieken. Bij gebruik van deze site gaat u akkoord met onze [privacyverklaring](#) [akkoord en sluiten](#)

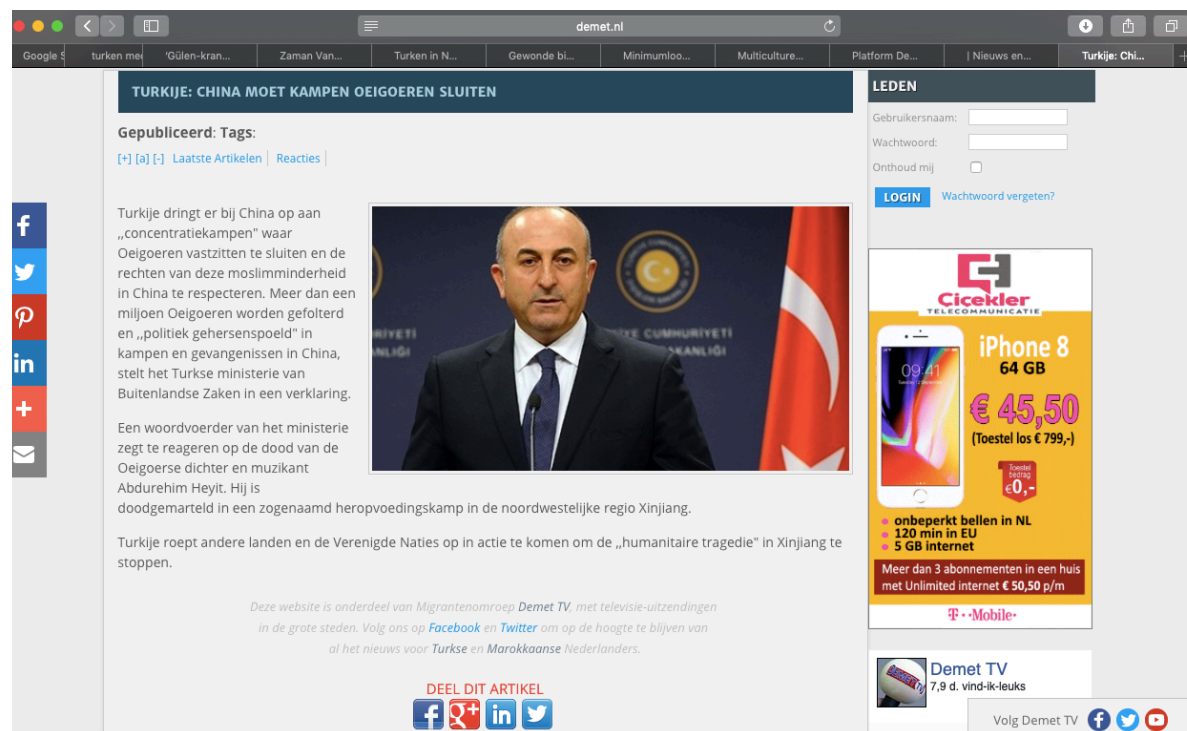
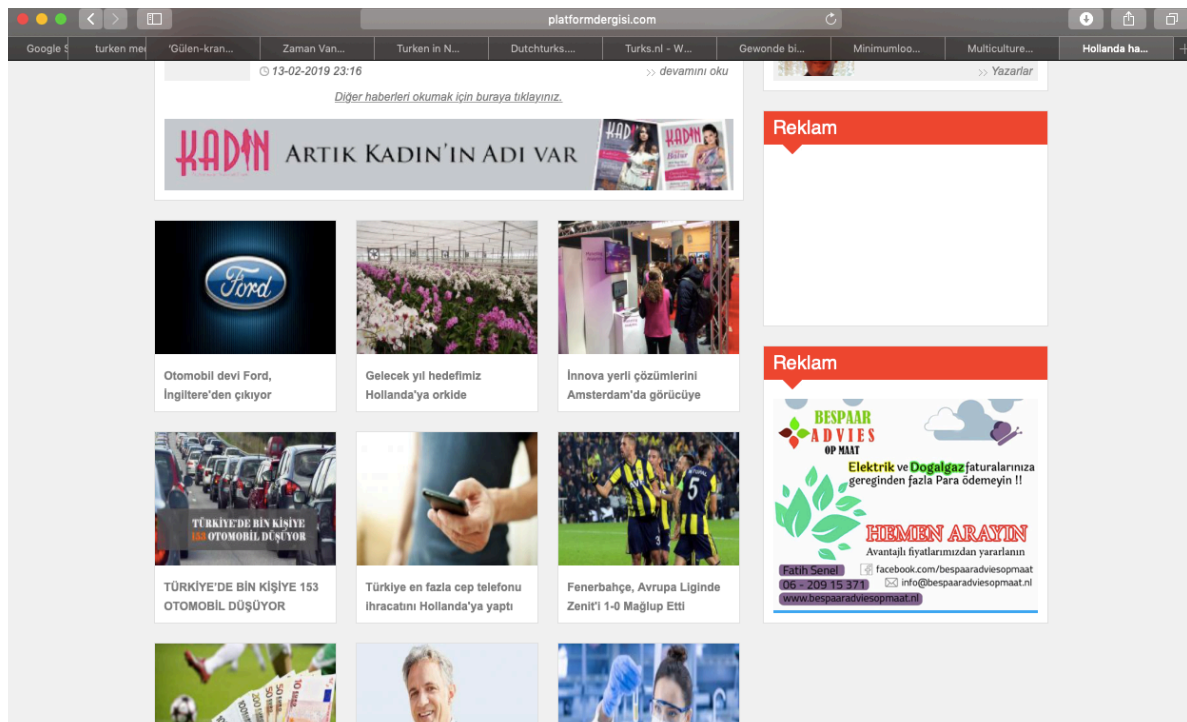
Operaties op eigen bodem, inclusief verzorging, nazorg en garantie. Voorkom overbehandeling!

Kaza Uzmanı
— Interculturele Letselschadepraktijk —

Claimt uw schadevergoeding bij verkeers-, bedrijfsongevallen en medische fouten.

LetselAdvies.nl

Turkish
News from Turkey



Appendix B: advertisements used in the experiment





INANILMAZ FOTOGRAFLAR ICIN YENI
YARDICINIZ I

COOLPIX S500



Geheime assistentie bij iedere foto

COOLPIX S500



het nieuwe bankieren

uw bankzaken binnen handbereik

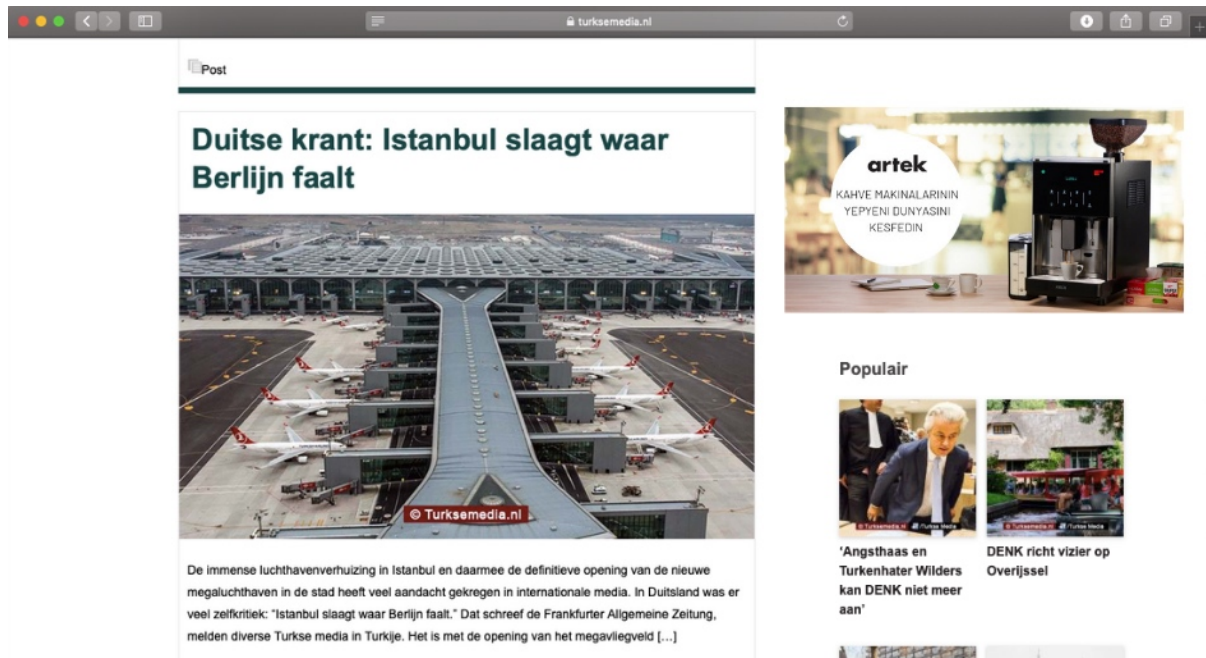


YENILIKCI BANKACILIK

Bankanız tek bir tıklamayla cebinizde



Appendix C: all-Turkish advertisements questionnaire used for the experiment



In hoeverre bent u het eens met onderstaande uitspraken over bovenstaande advertentie van Artek.

Ik vind de advertentie van Artek:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Oninteressant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interessant
Saaï	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Leuk
Moeilijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Makkelijk
Onduidelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Duidelijk

In hoeverre bent u het eens met onderstaande uitspraken over het product getoond in bovenstaande advertentie van Artek.

Ik vind het product getoond in de advertentie van Artek:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Slecht	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Goed
Onaangenaam	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aangenaam

Ik overweeg het product in bovenstaande advertentie van Artek te kopen.

Oneens	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Eens
--------	---	------

Ik wil het product in bovenstaande advertentie van Artek kopen.

Oneens	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Eens
--------	---	------

Ik vind dat de adverteerder in bovenstaande advertentie van Artek respect toont voor Turkse consumenten.

Oneens	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Eens
--------	---	------

Ik vind dat de adverteerder in bovenstaande advertentie van Artek zich bewust is van de behoeften van Turkse consumenten

Oneens	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Eens
--------	---	------

In hoeverre bent u het eens met onderstaande uitspraken over bovenstaande advertentie van 3M.

Ik vind de advertentie van 3M:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Oninteressant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interessant
Saaï	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Leuk
Moeilijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Makkelijk
Onduidelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Duidelijk

In hoeverre bent u het eens met onderstaande uitspraken over het product getoond in bovenstaande advertentie van 3M.

Ik vind het product getoond in de advertentie van 3M:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Slecht	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Goed
Onaangenaam	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aangenaam

Ik overweeg het product in bovenstaande advertentie van 3M te kopen.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik wil het product in bovenstaande advertentie van 3M kopen.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik vind dat de adverteerder in bovenstaande advertentie van 3M respect toont voor Turkse consumenten.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik vind dat de adverteerder in bovenstaande advertentie van 3M zich bewust is van de behoeften van Turkse consumenten

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens



In hoeverre bent u het eens met onderstaande uitspraken over bovenstaande advertentie van Western Bank.

Ik vind de advertentie van Western Bank:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Oninteressant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interessant
Saaï	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Leuk
Moeilijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Makkelijk
Onduidelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Duidelijk

In hoeverre bent u het eens met onderstaande uitspraken over het product getoond in bovenstaande advertentie van Western Bank.

Ik vind het product getoond in de advertentie van Western Bank:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Slecht	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Goed
Onaangenaam	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aangenaam

Ik overweeg het product in bovenstaande advertentie van Western Bank te kopen.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik wil het product in bovenstaande advertentie van Western Bank kopen.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik vind dat de adverteerder in bovenstaande advertentie van Western Bank respect toont voor Turkse consumenten.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik vind dat de adverteerder in bovenstaande advertentie van Western Bank zich bewust is van de behoeften van Turkse consumenten

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Hoe vaak ziet u een online advertentie?

Nooit ☐ ☐ ☐ ☐ ☐ ☐ ☐ Vaak

Hoe vaak gebruikt u een koffiemachine?

Nooit ☐ ☐ ☐ ☐ ☐ ☐ ☐ Vaak

Hoe vaak gebruikt u een camera?

Nooit ☐ ☐ ☐ ☐ ☐ ☐ ☐ Vaak

Hoe vaak maakt u gebruik van digitaal bankieren?

Nooit ○ ○ ○ ○ ○ ○ ○ Vaak

Welke taal spreekt u binnen uw familie?

Alleen Turks	Voornamelijk Turks	Evenveel Turks als Nederlands	Voornamelijk Nederlands	Alleen Nederlands
--------------	--------------------	-------------------------------	-------------------------	-------------------

Hoe vaak bezoekt u Turkije?

Nooit	Eens in de paar jaar	Eén keer per jaar	Paar keer per jaar
-------	----------------------	-------------------	--------------------

Hoe vaak bezoekt u Turkije?

De afkomst van mijn sociale vriendenkring is:

Alleen Turks	Voornamelijk Turks	Evenveel Turks als Nederlands	Voornamelijk Nederlands	Alleen Nederlands
--------------	--------------------	-------------------------------	-------------------------	-------------------

De taal van mijn mediagebruik (televisie, radio, internet) is:

Alleen Turks	Voornamelijk Turks	Evenveel Turks als Nederlands	Voornamelijk Nederlands	Alleen Nederlands
--------------	--------------------	-------------------------------	-------------------------	-------------------

Mijn Nederlandstalige spreekvaardigheid is:

Slecht

Basis

Voldoende

Goed

Uitstekend

Mijn Turkstalige spreekvaardigheid is:

Slecht

Basis

Voldoende

Goed

Uitstekend

Mijn Nederlandstalige leesvaardigheid is:

Mijn Turkstalige leesvaardigheid is:

Slecht

Basis

Voldoende

Goed

Uitstekend

Geslacht:

Man

Vrouw

Anders

Leeftijd:

Nationaliteit:

Moedertaal:

Geboorteland:

Welke generatie Turkse Nederlander bent u?

eerste (ik ben zelf in Turkije geboren)

tweede (een van mijn ouders is in Turkije geboren)

derde (een van mijn grootouders is in Turkije geboren)

Anders

Hoogst afgeronde opleiding:

Geen

Basisschool

Middelbare school

MBO

HBO

WO

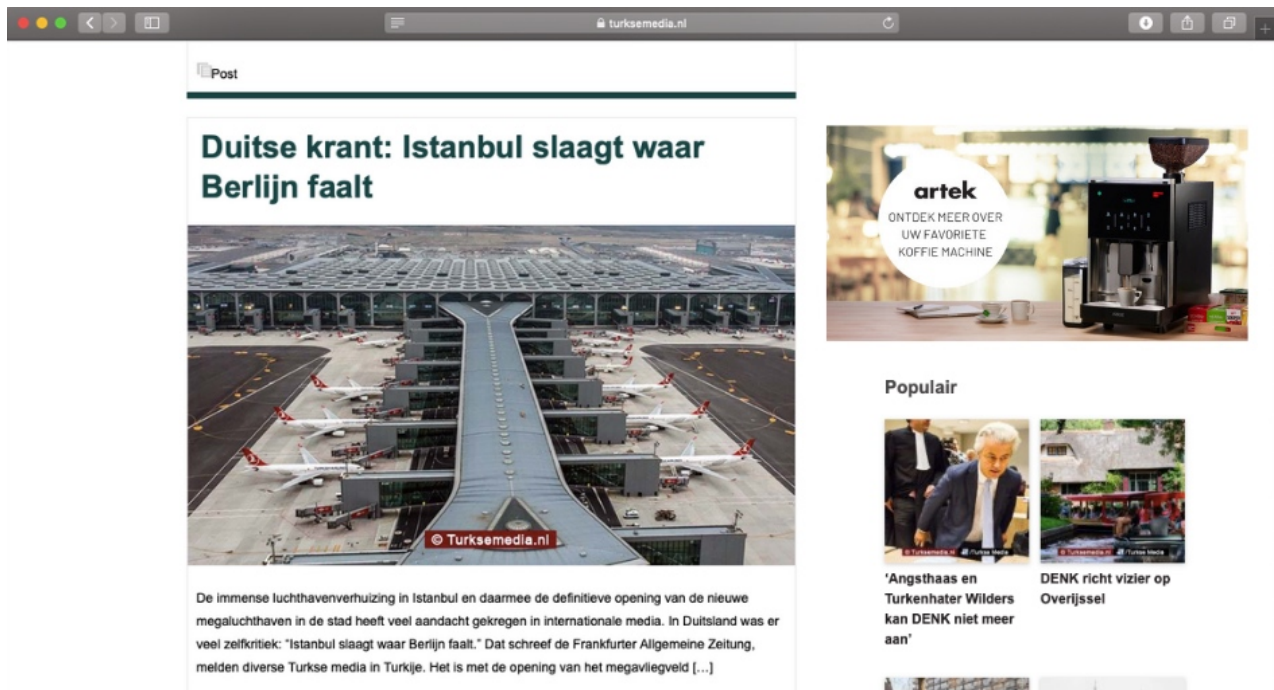
Anders, namelijk

Bent u op dit moment student?

Ja

Nee

Appendix D: all-Dutch advertisements questionnaire used for the experiment



In hoeverre bent u het eens met onderstaande uitspraken over bovenstaande advertentie van Artek.

Ik vind de advertentie van Artek:

Onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aantrekkelijk
Oninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant
Saai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Leuk
Moeilijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Makkelijk
Onduidelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Duidelijk

In hoeverre bent u het eens met onderstaande uitspraken over het product getoond in bovenstaande advertentie van Artek.

Ik vind het product getoond in de advertentie van Artek:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Slecht	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Goed
Onaangenaam	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aangenaam

Ik overweeg het product in bovenstaande advertentie van Artek te kopen.

Oneens	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Eens
--------	---	------

Ik wil het product in bovenstaande advertentie van Artek kopen.

Oneens	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Eens
--------	---	------

Ik vind dat de adverteerder in bovenstaande advertentie van Artek respect toont voor Turkse consumenten.

Oneens	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Eens
--------	---	------

Ik vind dat de adverteerder in bovenstaande advertentie van Artek zich bewust is van de behoeften van Turkse consumenten

Oneens	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Eens
--------	---	------

In hoeverre bent u het eens met onderstaande uitspraken over bovenstaande advertentie van 3M.

Ik vind de advertentie van 3M:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Oninteressant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interessant
Saaï	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Leuk
Moeilijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Makkelijk
Onduidelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Duidelijk

In hoeverre bent u het eens met onderstaande uitspraken over het product getoond in bovenstaande advertentie van 3M.

Ik vind het product getoond in de advertentie van 3M:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Slecht	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Goed
Onaangenaam	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aangenaam

Ik overweeg het product in bovenstaande advertentie van 3M te kopen.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik wil het product in bovenstaande advertentie van 3M kopen.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik vind dat de adverteerder in bovenstaande advertentie van 3M respect toont voor Turkse consumenten.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik vind dat de adverteerder in bovenstaande advertentie van 3M zich bewust is van de behoeften van Turkse consumenten

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens



In hoeverre bent u het eens met onderstaande uitspraken over bovenstaande advertentie van Western Bank.

Ik vind de advertentie van Western Bank:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Oninteressant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Interessant
Saai	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Leuk
Moeilijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Makkelijk
Onduidelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Duidelijk

In hoeverre bent u het eens met onderstaande uitspraken over het product getoond in bovenstaande advertentie van Western Bank.

Ik vind het product getoond in de advertentie van Western Bank:

Onaantrekkelijk	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aantrekkelijk
Slecht	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Goed
Onaangenaam	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Aangenaam

Ik overweeg het product in bovenstaande advertentie van Western Bank te kopen.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik wil het product in bovenstaande advertentie van Western Bank kopen.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik vind dat de adverteerder in bovenstaande advertentie van Western Bank respect toont voor Turkse consumenten.

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Ik vind dat de adverteerder in bovenstaande advertentie van Western Bank zich bewust is van de behoeften van Turkse consumenten

Oneens ☐ ☐ ☐ ☐ ☐ ☐ ☐ Eens

Hoe vaak ziet u een online advertentie?

Nooit ☐ ☐ ☐ ☐ ☐ ☐ ☐ Vaak

Hoe vaak gebruikt u een koffiemachine?

Nooit ☐ ☐ ☐ ☐ ☐ ☐ ☐ Vaak

Hoe vaak gebruikt u een camera?

Nooit ☐ ☐ ☐ ☐ ☐ ☐ ☐ Vaak

Hoevaak maakt u gebruikt van digitaal bankieren?

Nooit ○ ○ ○ ○ ○ ○ ○ Vaak

Welke taal spreekt u binnen uw familie?

Alleen Turks	Voornamelijk Turks	Evenveel Turks als Nederlands	Voornamelijk Nederlands	Alleen Nederlands
--------------	--------------------	-------------------------------	-------------------------	-------------------

Hoevaak bezoekt u Turkije?

Nooit	Eens in de paar jaar	Eén keer per jaar	Paar keer per jaar
-------	----------------------	-------------------	--------------------

Hoevaak bezoekt u Turkije?

De afkomst van mijn sociale vriendenkring is:

Alleen Turks	Voornamelijk Turks	Evenveel Turks als Nederlands	Voornamelijk Nederlands	Alleen Nederlands
--------------	--------------------	-------------------------------	-------------------------	-------------------

De taal van mijn mediagebruik (televisie, radio, internet) is:

Alleen Turks	Voornamelijk Turks	Evenveel Turks als Nederlands	Voornamelijk Nederlands	Alleen Nederlands
--------------	--------------------	-------------------------------	-------------------------	-------------------

Mijn Nederlandstalige spreekvaardigheid is:

Slecht

Basis

Voldoende

Goed

Uitstekend

Mijn Turkstalige spreekvaardigheid is:

Slecht

Basis

Voldoende

Goed

Uitstekend

Mijn Nederlandstalige leesvaardigheid is:

Mijn Turkstalige leesvaardigheid is:

Slecht

Basis

Voldoende

Goed

Uitstekend

Geslacht:

Man

Vrouw

Anders

Leeftijd:

Nationaliteit:

Moedertaal:

Geboorteland:

Welke generatie Turkse Nederlander bent u?

eerste (ik ben zelf in Turkije geboren)

tweede (een van mijn ouders is in Turkije geboren)

derde (een van mijn grootouders is in Turkije geboren)

Anders

Hoogst afgeronde opleiding:

Geen

Basisschool

Middelbare school

MBO

HBO

WO

Anders, namelijk

Bent u op dit moment student?

Ja

Nee