

‘Consumer attitudes towards Basque and Spanish
advertisements in the Basque Country’ – an experimental study
into the effects of language choice in advertising to bilingual communities



Master thesis Communication and Information Studies –
International Business Communication

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Due: 01-07-2015

This thesis was made possible with the help of the University of
the Basque Country and in particular prof. dr. Jon Kortazar

Abstract

This study aimed to investigate the influence of language choice in advertisement in the Basque Country. Companies operating in bilingual regions have the complex choice either to adopt a standardized marketing strategy or to adapt to the language of the minority group in the region. Adapting to the local, minority language is seen as being sensitive towards the audience but on the other hand not very profitable because of the small target group and the extra time and costs it takes to translate the advertisements. The current study applied these questions to the Basque Country, an autonomous region of Spain with a complex sociolinguistic situation. The main objective was to compare advertisements in Basque, Spanish and mixed language in this region, in terms of consumer attitudes towards the advertisements, products advertised and intention to buy. Although various differences between Spanish, mixed language and Basque advertisements were expected with regard to aforementioned factors, the conditions did not differ significantly and contrary to previous research mother tongue, ethnocentrism, language attitudes and language competence did not predict the evaluation of the Basque or Spanish advertisements either. Further research should focus on the interaction of product type and language choice in advertisements in the Basque Country.

Keywords: language choice; advertising; bilingual; language attitudes; minority language; the Basque Country

Introduction

Worldwide there are many countries with (partly) bilingual populations; advertising to bilingual populations brings the complex problem of language choice, meaning either advertising in the minority or in the majority language. Advertisers are therefore obliged to choose between a local or international marketing strategy and between adapting or translating the contents of the advertisements, mixing languages or not adapting at all.

Media and advertisements in the minority language of these multilingual populations are important factors in the survival of the language. Minority languages are seen as cultural heritage and therefore often protected and promoted by governments and other institutes (European Charter for Regional or Minority Languages, 2001; Garai-Artetxe & Nerekan-Umeran, 2013). However, advertising in the minority language or bilingual advertising tends to double the time and costs since the translation to the minority language is mostly done by others than those who create the advertisements, because of the lack of language competence within the agencies (Garai-Artetxe & Nerekan-Umeran, 2013). In other words, agencies need to measure the additional benefits and costs while considering the regional cultures and feelings (Redondo-Bellón, 1999).

Previous studies also found that ethnocentric feelings among consumers could also influence their perception and attitudes towards advertising (Supphellen & Gronhaug, 2003; Balabanis & Diamantopoulos, 2004; Liu, Murphy, Li & Liu, 2006) this study therefore also examines the effect of the amount of ethnocentrism among the participants on their attitudes towards advertisements.

Even though there have been several studies on advertising to minority languages (Koslow, Shamdasani & Touchstone, 1994; Luna & Peracchio, 2005; Kelly-Holmes & Atkinson, 2007), only little experimental research has been done focussing on language choice in advertisement in smaller regions such as the Basque Country, which has two official languages being Basque and Spanish (Eustat, 2014). Previous studies investigating this region with regard to consumer attitudes towards advertisements merely focussed on the effectiveness of the advertisements in Basque (Garai-Artetxe, 2014) or the creation of the advertisements (Garai-Artetxe & Nerekan-Umeran, 2013). The current study therefore contributes to this field by investigating the consumer attitudes towards Basque advertisements compared to Spanish and mixed language advertisements, and by taking the amount of consumer ethnocentrism into account.

This paper will start with a short introduction of previous studies on advertising to minority groups. In order to investigate the effects of language choice in the Basque Country it is also important to know the (linguistic) situation in the Basque Country, this paper therefore continues with an elaboration on the demographic and linguistic situation of the region. Next, this situation is linked to the advertising industry of the Basque Country and how ethnocentric feelings could influence the consumers' attitudes towards advertisements. Hypotheses and research questions are formed and based upon results from previous studies and expectations for the current research in the Basque Country.

Literature review

Advertising to minority groups

When researching advertising in multilingual communities, early studies tended to focus on the level of representation of minority models in advertising and stereotyping (e.g. Kassarian, 1969; Zinkhan, Qualls & Biswas, 1990; Bowen & Schmid, 1997). Later on, research focussed more on designing effective advertisements when targeting minorities (Taylor, 2011).

Another approach in this field is the theory of accommodation; this theory implies that adapting to the language of the recipient evokes positive attitudes (Simard, Taylor & Giles, 1976). When applying this theory to advertising, it is found that adapting to the language of the consumer is interpreted as the advertiser being sensitive towards the consumer and its culture, which produces affinity towards the advertisements (Redondo-Bellón, 1999). Koslow, Shamdasani and Touchstone (1996) also found that advertisements aimed at a minority population in the United States were more convincing if they featured a character similar to the audience or if their native (minority) language was used. Monolingual advertisements, in either the minority or majority language were both less well received, due to the fact that recipients may feel singled out (Koslow et al., 1996). Noriega and Blair (2008) found that advertisements in the mother tongue also evoke thoughts of home and family, these associations facilitate positive thoughts and attitudes towards the brand, which again often results in increased intention to buy.

This study aims to investigate whether the accommodation theory is applicable to the situation in the Basque Country, whether the Basque show different attitudes towards advertisements in Basque versus advertisements in Spanish. The Basque Country however, is an exceptional and therefore interesting case among the bilingual regions. Both Spanish and Basque have an official status in this region and even though Basque is the language of the Basque Country, it is also the minority language. This makes it more complex to divide the

population in majority/minority with regard to language because even though one might feel very connected to the country, it may still be that he does not speak Basque.

Taking previous research into account, the current research focuses on the effects of mother tongue (furthermore referred to as L1) on the consumer's attitudes towards advertisements in Basque, expecting more positive evaluations of Basque advertisements when L1 is Basque. Based on these expectations and previous research the following hypothesis is formed:

H1: Consumers with Basque as their L1 will evaluate an advertisement in Basque or mixed language more favourably than consumers with Spanish as their L1.

As said before, in order to investigate language attitudes and language choice in advertisements it is important to first investigate the complex linguistic situation of the minority language in the Basque Country. The next section therefore discusses the current situation of Basque in the Basque Country.

Sociolinguistic situation of Basque in the Basque Country

Spain has several Autonomous Communities that have vernacular languages, which are co-official languages in their respective territories. The Spanish Constitution, approved in December 1978, divides the Spanish State in 17 Autonomous Communities, one of which is the Basque Country where the co-official language is Basque or Euskera (Eustat, 2014). The Statute of Autonomy of the Basque Country, approved in 1979, granted the Basque Country the right to have its own government and parliament (Eustat, 2014).

The Basque Country has according to Eustat (2011) a population of over two million of whom only approximately 800000 speak Basque and 550000 are labelled as quasi or passive Basque speakers. In 2011 most people still used Spanish as the language spoken at home, which is in line with the fact that a great majority of the inhabitants (72%) still consider Spanish to be their L1 (Eustat, 2011). Despite the low percentage of fluent Basque speakers, the Basques' attitude towards the language is considered positive. Most non-speakers would like to be able to speak Basque but are reticent because of various historical, social and personal reasons (Zabalo, 2008). During Franco's dictatorship (1939 – 1975), for example, Basque was forbidden in public and especially in the educational setting (Lasagabaster, 2005). Because of this suppression the knowledge of Basque decreased for a long time.

Although, Basque is only spoken by less than a third of the population, bilingualism is on the rise due to regional government's efforts to push the language back into education and media (Lewis, 2008). One such effort is the General Plan for promoting the use of Euskera (EBPN), which was introduced in 1999. The Basque authorities are supported by the European Council, which formed "The European Charter for Regional or Minority Languages", designed to protect and promote minority languages as a threatened aspect of Europe's cultural heritage (ECRML, 1992). This charter recognizes Basque as an expression of cultural wealth and promotes teaching and studying Basque in various ways (ECRML, 2001). The number of bilinguals in the Basque Country has been slowly increasing again the last three decades. In 1981 only 22 percent of the population was considered bilingual, in 1991 this was already 26 percent and increased to 37 percent in 2011 (Eustat, 2012). This increase is probably also due to the progressive introduction of the Basque language in schools, not only as a subject but as the main language spoken by teachers and students. The statistics even show that in 2011 the age group of 16-24 years had the highest percentage of bilinguals (Eustat, 2012). This age group also has the highest percentage of those who use Basque as much as or more than Spanish in everyday life, whereas this used to be the age group of 65+ (Eustat, 1991).

Nowadays Basque language competence is still decreasing but only in some parts of the Basque Country, this is due to pressure from the French and Spanish languages, which is why especially the peripheral areas have many non-speakers (Zabalo, 2008).

In sum, even though only a minority of the population of the Basque Country speaks Basque, the amount of speakers has been increasing for the past decades. This reintegration of the Basque language in everyday life is not yet followed by an increase in advertising in Basque. This is probably due to the fact that Basque is still a minority language and the frequent use of Spanish in everyday life. The next section will elaborate more on the current attitudes towards both official languages in the context of the current study.

Language attitudes towards Basque and Spanish

As this study aims to investigate the consumer attitudes towards advertising in Basque, it is important to first describe the factors that could influence these attitudes with help of previous studies and regional surveys on the overall attitude of the Basques towards Basque and Spanish. A public survey for example, shows that in 1991 46 percent of the population was either favourable or very favourable towards the promotion of the Basque language, whereas in 2011 this group had grown to 55 percent (Eustat, 2012), showing that the attitude

towards the promotion and towards Basque itself has grown in the past few decades. However, it also shows that there is still a large group that is either neutral or against the promotion of Basque, meaning that it cannot be assumed that all Basques are positive towards their cultural language.

Whether positive or negative attitudes are formed towards the promotion of Basque is highly related to language competence, as almost all bilinguals are positive towards the promotion, while among the non-speakers there is much more resistance (Basque Government, 2012). This is in line with the results of Lasagabaster (2005), he found that among students competence was the most influential variable that affected the attitude towards the minority language, meaning that those who were very competent in Basque had a more positive attitude towards the language. Moreover, he also found that those who lived in a Basque-speaking community showed more positive attitudes and that the youngest group of students were the ones who more definitively support Basque (Lasagabaster, 2005). This supports the results of the public survey (Eustat, 2011) which shows that the youngest citizens group contains the highest amount of Basque speakers. However, whereas Lasagabaster (2005) found different attitudes for gender towards Basque, governmental statistics show that there are no gender differences in self-rated language competence. Both males and females have approximately 37 percent that speaks Basque (Eustat, 2012). Finally, Lasagabaster (2005) concluded that students living in bigger towns or cities are more positively disposed towards the majority language, Spanish.

These previous studies and surveys shed more light on the factors that could affect the consumer attitudes towards advertising in Basque or Spanish. Language competence and language attitudes are both included in this study as possible predictors of the overall evaluation of the advertisements either in Basque or Spanish. It is expected that those with high Basque competence will show more positive evaluations towards Basque advertisements as well as those who have a positive language attitude. The following hypotheses concerning these two predictors are formulated:

H2: Consumers with a positive language attitude towards Basque will evaluate an advertisement in Basque more favourably than consumers with a negative attitude towards Basque. On the contrary, those with a positive language attitude towards Spanish will evaluate an advertisement in Spanish more favourably than consumers with a negative attitude towards Spanish.

H3: Consumers with high Basque language competence will evaluate an advertisement in Basque more favourably than consumers with low Basque language competence. On the contrary, those with a high Spanish language competence will evaluate an advertisement in Spanish more favourably than consumers with a low Spanish language competence.

After considering the factors that might predict the evaluation of the advertisements in Basque or Spanish, the next section will focus on providing more insight into the current advertising market in the Basque Country.

Advertising in Basque

The Basic Law on Standardization of the use of the Basque Language (Law 10/1982 of 24 November) states that all advertising of the Basque Public Authorities should be bilingual and that they shall encourage the use of Basque in advertising. These regulations acknowledge the importance of advertising in the revival and use of Basque in public society.

When investigating the current advertising market of the Basque Country, it is found to be a small market. Advertising agencies in the Basque country are only small or medium sized compared to the larger national agencies and have an average of only eight or nine employees per agency (Léon & Etxebarria, 2004). The demand for advertising in Basque is small, therefore advertisers do not see profit in bilingual advertisements (EBPN, 1999). In addition, the fact that all Basque speakers are familiar with Spanish gives advertisers more reason to only use the predominant language (Etxebarria, 2004 in Garai-Artetxe & Nerekan Uman, 2013). In the French part of the Basque Country it is even forbidden to produce advertisements only in Basque due to the Toubon Law, which is meant to protect the French Language (Garai-Artetxe, 2014).

As previous research shows, the creation of a bilingual campaign often occurs in Spanish, after which the text is sent for translation to external companies because of the lack of time and language competence within the agency (Garai-Artetxe & Nerekan-Uman, 2013). These translators often have the tendency to translate too literally, which results in merely formal Basque texts and cumbersome translations (Garai-Artetxe, 2014).

These previous studies indicate that bilingual or monolingual (Basque) advertising in the Basque Country is assumed to have more disadvantages than advantages. However, it is argued that due to the extensive growth of bilinguals among the youngest citizens, it would be profitable to advertise to these groups in Basque or bilingual advertisements (EBPN, 1999). Garai-Artetxe (2014) found that among those whose daily language is Basque, Basque

versions of advertisements are as effective as the Spanish ones, or even more effective depending on the language competence of the recipient. This means that language competence does not only directly influence the language attitude (see previous section) (Lasagabaster, 2005) but also the effectiveness of the advertisement. Besides the effects of L1, language competence and language attitudes, this study extends previous research by investigating the influence of consumer ethnocentrism on the attitudes towards Basque and Spanish advertisements as well, the next section will therefore elaborate on the concept of consumer ethnocentrism.

The concept of ethnocentrism in advertising
Ethnocentrism is anchored in the belief that one's own group is superior to other groups and accepting those who are culturally alike while rejecting those who are culturally different (Adorno et al., 1950; in Gopinath & Glassman, 2008). When investigating consumer ethnocentrism, previous studies mostly examined the attitudes of consumers towards foreign and international positioned brands and products (Watson & Wright, 2000; Supphellen & Gronhaug, 2003; Balabanis & Diamantopoulos, 2004). Highly ethnocentric consumers are found to believe that buying foreign products or brands is unpatriotic and tend to favour local products or brands (Liu et al., 2006).

Liu and colleagues (2006), used language to examine how consumer ethnocentrism relates to Chinese consumers' evaluation of store signs in Chinese, English or both languages mixed. They found that more ethnocentric consumers had significantly less favourable attitudes and buying intentions towards store signs with a name in English (Liu et al., 2006). The current study will implement these previous findings in the context of the Basque Country.

A considerable part of the population in Basque Country has seen a long history of intensive ethnocentrism, fighting for independence and acknowledgement. It is said that the rise of the Basque radical ethnocentrism is not due to religious or geographic reasons, as is often the case with other minority groups, but merely due to the repression of the Basque culture, especially under the Franco dictatorship (Encarnación, 2002). Where the core of the Basque ethnocentrism used to exist of race (being born in Basque country or having an ancestor of Basque origin), nowadays it is merely based on sentiment and language (Zabalo, 2008).

However, not every Basque speaker is to be assumed ethnocentric and not every non-speaker is to be assumed not to be (Zabalo, 2008). It is also important to state that even

though some Basque have intensive ethnocentric feelings, not every Basque is to be seen that way. As mentioned before, almost half of the Basque population is either neutral or against the promotion of the Basque language and the Partido Popular, the conservative Spanish national party in Basque Country, still gained 12 percent of the votes in the last parliamentary elections (Gobierno Vasco, 2011). It is therefore of interest for those who design and create advertisements, to examine whether the Basque population also holds such a diverse attitude towards Spanish advertisements. Based on previous studies and results, the current study expects more ethnocentric Basque consumers to evaluate advertisements in Spanish more negatively than advertisements in Basque or mixed language, therefore the following hypothesis was formed:

H4: Consumers in the Basque Country who are highly ethnocentric will evaluate an advertisement in Spanish less favourably and on the contrary, Basque advertisements more favourably than consumers with less ethnocentric feelings.

The present study

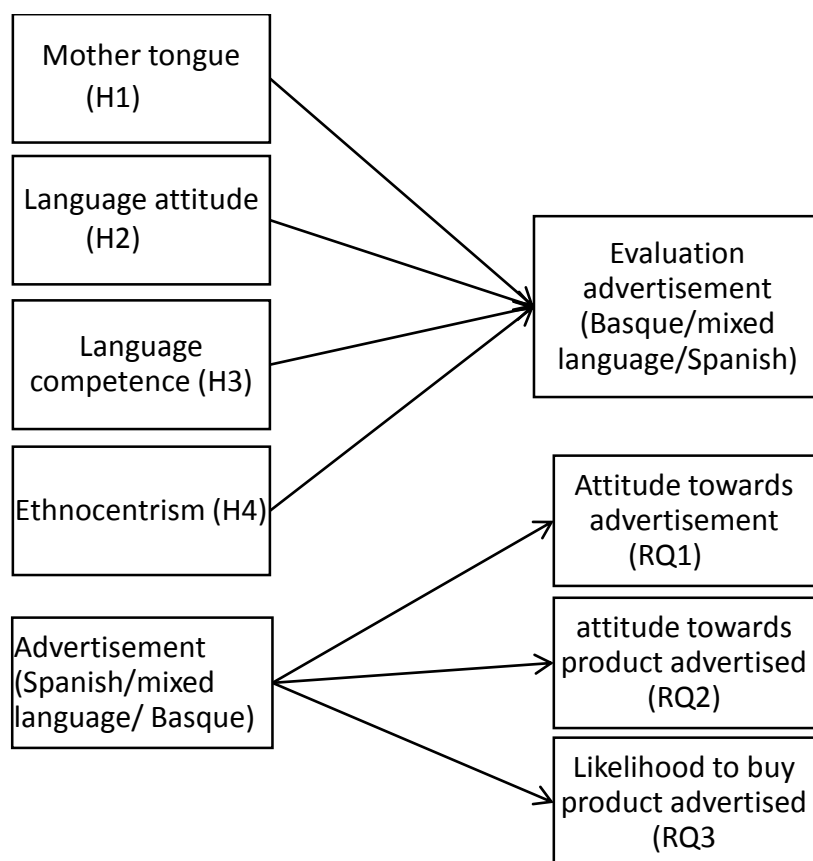
The main purpose of the present study is to expand previous findings on advertising to bilinguals in the context of the Basque country. Investigating to what extent Basque and Spanish advertisements differ in terms of the consumers' attitudes towards the product/advertisement and the intention to buy the product after seeing the ad. Also since previous studies show that consumers might form different attitudes towards advertisements that contain both the minority and the majority language (Koslow et al., 1996; Liu et al., 2006; Krishna & Ahluwalia, 2008), a third condition is added containing both Spanish and Basque texts. Kelly-Holmes and Atkinson (2008) found that in Ireland mostly traditional products and services were advertised in the minority language, therefore three different products groups are used in the current research in order to neutralize potential product bias. Additionally this study investigates the effects of Basque consumer ethnocentrism, language competence, mother tongue and language attitudes on evaluation of advertisements. Figure 1 shows the conceptual models based on the hypotheses and research questions of this research. Considering previous research, expectations, and the main objective for the current study focussing on the Basque Country, the following research questions were formulated:

RQ1: To what extent do advertisements in Basque and Spanish differ with regard to the consumer's attitude towards all advertised products?

RQ2: To what extent do advertisements in Basque and Spanish differ with regard to the consumer's likelihood to buy all advertised products?

RQ3: To what extent do advertisements in Basque and Spanish differ with regard to the consumer's attitude towards the advertisements?

Figure 1. Conceptual model current research



Method

Research Design

A 3 x 3 mixed post only design experiment was conducted in which two factors, each containing three levels, were manipulated: the between subject factor was the language of the advertisements shown to the participants (Basque, Spanish or mixed language) and the within subject factor was the product advertised (chocolate/wine/laptop).

Materials

Three advertisements were made for each product group (Spanish, Basque and mixed language) differing in language only. Three different product types were selected in order to neutralize potential product bias. All products were luxury products but differed in price range (chocolate/wine/laptop). The products advertised were chosen as being attractive to the target group, being young adults. All advertisements contained two slogans in the language of the condition and an additional one in English, concerning the brand. Fictitious companies were used in order to prevent advertising evaluations based on previous campaigns or marketing strategies. In order to stimulate product evaluations based on the language used and not on country of origin, the brands were positioned as global brands, hence the additional English slogan. The first slogan always addressed the product and the second slogan was aimed at the consumer's needs or feelings. The chocolate advertisement said: "surprising taste", "for those who love good chocolate" and "enjoy a global taste". The wine advertisement showed the slogans: "A wine for special occasions", "we understand your taste" and "wine of New Zealand". The wine advertisements did contain two more sentences mentioning "drink in moderation" and "sale prohibited to persons under the age of 18" as is usual with advertisements for alcoholic beverages. The laptop advertisement said: "powerful, fast, but compact", "the laptop for those who value speed" and "global leader in technology". Figure 2 shows the three advertisements in Spanish, for all advertisements see appendix 1.

Luna & Peracchio (2001) found that in order to conceptual process an advertisement in both your first and second language equally a high level of picture-text congruity is needed. The advertisements contained one picture of the product, congruent with the text. The researcher designed both the text and the picture for all three products. As a control factor participants were asked to assess the professionalism of the companies, a repeated measures analysis with product type as between subject factor showed a significant effect of product type on professionalism of the company ($F(1.80, 346.06) = 90.92, p < .001$). The participants rated the professionalism of the chocolate company ($M = 3.69, SD = 1.29$) significantly lower than the wine ($M = 5.09, SD = 1.39$) and the laptop companies ($M = 5.08, SD = 1.26$). The wine and laptop companies showed no significant differences in professionalism.

The questionnaires and all material were originally written in English and translated to Basque and Spanish with the help of native and qualified Spanish/Basque speakers. Identical to the original paper version of the questionnaire an online version was made with the questionnaire program Qualtrics.

Figure 2. All three advertisements in Spanish (chocolate/wine/laptop)



Subjects

For this experiment 193 students from the University of Basque Country were used. The experiments were conducted at the campus of Bilbao, one of the regions that is considered a Basque-speaking area (Zabalo, 2008). All the participants were all considered to at least have a passive knowledge of the Basque language, resulting in 94 percent of the participants that

considered themselves bilingual ($N = 181$), however only 24 percent stated that Basque was their L1 ($N = 45$). A Chi-square test showed no significant relation between version and L1 ($\chi^2 (4) = 1.71, p = .424$). All participants were resident in the Basque Country, a majority of 65 percent ($N = 127$) lived either in Bilbao or in one of the suburbs of the city. The others lived in villages surrounding Bilbao or further away. The age of the participants varied between 18 and 54 years with a mean of 21 years ($SD = 3.47$). A majority of the respondents (80%) was female ($N = 155$) and 20 percent was male ($N = 38$). A Chi-square test showed no significant relation between version and gender ($\chi^2 (2) = 2.10, p = .350$) and between version and age ($\chi^2 (26) = 16.36, p = .927$). A one-way ANOVA was conducted to see whether the participants' language competence in either Basque or Spanish differed between the three versions. The one-way analysis of variance showed no significant effect of Spanish language competence on version ($F (2, 190) < 1$), meaning that in all three conditions participants have rated themselves as equally competent in Spanish. Another one-way ANOVA showed also no significant effect of Basque language competence on version ($F (2, 190) = 2.27, p = .106$), meaning that in all three conditions participants have rated themselves as equally competent in Basque. For an overview of all means and standard deviations, see table 1.

Table 2. Means and standard deviations of the three language versions on Basque and Spanish language competence

	Spanish language competence		Basque language competence		<i>N</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	
Spanish	6.63	.70	6.18	.78	59
Mixed language	6.49	.65	5.76	1.40	67
Basque	6.53	.68	5.88	1.05	67
Total	6.54	.67	5.93	1.12	193

Instruments

Attitude towards the advertisement

First the participants' attitude towards the advertisement was measured by means of five items, found in the Marketing Scales Handbook (Bruner, 2012), originally adapted from the scales used by Lee and Manson (1999) and Kim, Haley and Koo (2009): "I dislike the ad", "the ad is appealing to me", "the ad is attractive to me", "the ad is interesting to me" and "I think the ad is bad". Answers were measured on a seven point Likert scale (totally agree – totally disagree). The reliability of the scale was good ($\alpha = .81$). All scores of reliability in this

study are rated by means of the rules George and Mallery (2003, p. 231) provided on Cronbach's Alphas.

Product evaluation

Then the evaluation of the product was measured by seven items, used by Gopinath & Glassman (2008). The items are measured by means of a seven point semantic scale: the product is – very bad/ very good, low quality/high quality, not satisfying/satisfying, not attractive/attractive and my feelings toward the product are – unpleasant/pleasant, unfavourable/favourable, dislike/like. The reliability of the scale was good ($\alpha = .87$).

Likelihood to buy

Purchase intention was measured with two items on a seven point Likert scale, based on the questions used by Van Hooft and Truong (2012): “I would consider buying this product” and “I definitely want to buy this product”. The reliability of the scales measuring likelihood to buy for the chocolate and the wine advertisements were good (both $\alpha = .80$), for the laptop advertisement this was only acceptable ($\alpha = .70$). The reliability of the overall scale combining all three advertisements was questionable ($\alpha = .66$).

Language competence

The participants were asked to assess their writing, speaking, listening and reading skills in Basque and Spanish, ranging from 1 (very poor) to 7 (like a native speaker), see appendix 1 for an example of the questionnaire. The questions were based on a scale used by Stoll (2014). The reliability of the scales measuring the Spanish and Basque proficiency were good (Spanish $\alpha = .87$, Basque $\alpha = .93$).

Language attitude

Subjects also provided their ratings for Spanish and Basque. The concept of language attitude towards both languages was measured based on an adapted scale (Schoel et al., 2013) combining five items on a two seven point scales anchored by unpleasant/pleasant, has style/ has no style, beautiful/ugly, attractive/repellent, rude/graceful. The reliability of the scales, compromising the five items, was good and acceptable (Spanish $\alpha = .76$, Basque $\alpha = .75$).

Ethnocentrism

First the participants were asked to what extent they identified with both Spanish and Basque. Then the participants' level of ethnocentrism was measured by means of 4 items adapted from the GENE (Generalized Ethnocentrism) scale used by Neuliep and McCroskey (1997): “other cultures are backward in comparison with my culture”, “my culture should be an example for

other cultures”, “other cultures should follow our culture”, “people in my culture have the best lifestyles in the world”. Answers were measured on a seven point Likert scale (totally agree – totally disagree). The reliability of the scale was good ($\alpha = .82$).

Language associations

As a control variable the participants were asked to assess the extent (on a 7-point Likert scale ranging from 1 = totally disagree and 7 = totally agree) to which they felt that Basque and Spanish were associated with each of the 12 terms given (e.g. family, global, personal). This scale was adapted from the scale used by Krishna and Ahluwalia (2008) in their study on language choice in advertising to bilinguals. For an overview of all items, see Appendix 2.

Language use

In the end of the questionnaire the participants were asked whether they were bilingual, which language was their first and which their second language, as well as which other languages they spoke. Finally seven situations (at home, with friends, at the university, with classmates, with the professor, watching television and language of classes) were described for which the participants had to indicate which language they would speak in each of these situations

Advertisement evaluation

In order to measure the overall evaluation of all advertisements, a scale was constructed for combining the scales of attitude towards advertisement ($\alpha = .81$), product evaluation ($\alpha = .87$) and likelihood to buy ($\alpha = .66$). The reliability comprising the above-mentioned scales was good ($\alpha = .81$). This variable has been used as criterion in the regression analyses.

The study also included demographic variables such as age, gender and nationality. See Appendix 2 for an example of the entire questionnaire in Spanish.

Procedure

The participants were approached during their classes at the University of Basque Country, thus the experiment took place in groups of 25 – 40 students. The experiments were conducted in a period of one week and a half (20/04/2015 – 30/04/2015). After a short introduction of the study, the participants were asked in which language they preferred to conduct the experiment, according to their answer, they received the questionnaire in either Basque or Spanish. In total 42 Spanish and 151 Basque questionnaires were used in this study. A Chi-square test showed no significant relation between version and language of questionnaire ($\chi^2(2) = .53, p = .768$). Before the first advertisement was shown to the participants, an introduction explained the experiment and the anonymity of the results, then

the participants were shown the three advertisements (chocolate/wine/laptop) in one of the three conditions (Spanish/Basque/Mixed). After each advertisement the participants had to fill in five questions on their attitudes towards the foregoing advertisement, product and likelihood to buy the product advertised. After the last questionnaire the participants were asked to fill in additional questions about their language associations, language competence, ethnocentric attitudes and language use for both Spanish and Basque. The questionnaire ended with questions concerning the participant's demographic information and after that, the participants were thanked for their participation. The entire experiment took about 20 – 25 minutes.

A small part of the participants ($N = 19$, 10%) conducted the experiment through the online questionnaire program Qualtrics. Potential participants were randomly approached at the campus of the University of the Basque Country and asked whether they wanted to participate in the experiment. If so, they were asked to give their email addresses on which they received an email with a small introduction and a link to the homepage of the questionnaire. On the homepage the participants could, as with the offline version, choose the language in which they wanted to conduct the experiment. The rest of the procedure is identical to the offline version of the questionnaire. By means of an incentive, two gift cards of the Spanish store Zara were randomly distributed among the participants.

Statistical treatment

In order to compare the differences between and within the groups and subjects a two-way ANOVA mixed design was used to analyse the research questions. To investigate whether Basque ethnocentrism, language competence and language attitude were plausible predictors for the consumers' evaluation of the advertisements (criterion), a regression analysis was used to test these hypotheses. Because of the unequal distribution of the sample for this particular hypothesis, a non-parametric Mann-Whitney test was used to analyse the differences in evaluation of advertisements in Basque between Spanish L1 and Basque L1. All effects are reported as significant at $p < .05$.

Results

The main purpose of the present study was to research to what extent advertisements in Basque, Spanish and mixed language differ with regard to the consumer's attitude towards all advertised products, attitude towards all advertisements used and intention to buy the products advertised. It is also investigated to see whether ethnocentrism, language attitude and language competence are plausible predictors for the attitude towards the advertisement were also investigated. Besides the three levels of advertisement language and the three different product types, L1 is also controlled for as a factor to check whether this affected the evaluation of an advertisement in Basque or Spanish.

Attitude towards advertisement

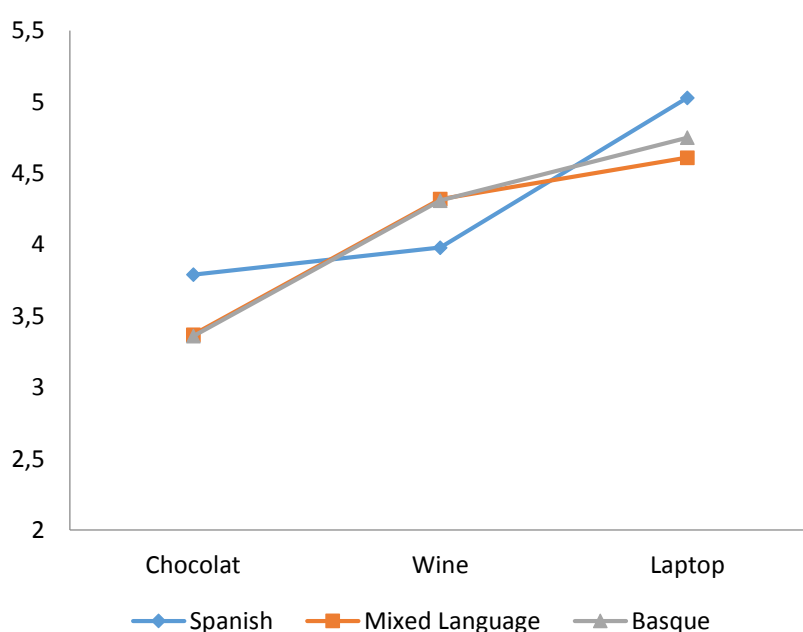
The first research question concerned the differences in attitude towards the advertisements in Spanish, Basque or mixed language. A mixed ANOVA for attitude towards advertisement with Product Type as within-subject factor and Language of Advertisement as between-subject factor showed a significant main effect of product type ($F(2, 380) = 65.28, p < .001$) meaning that overall and the language of the advertisements not taken into account, the participants show significantly different attitudes towards the advertisements of the three product groups. Bonferroni corrected ($p < .05$) post hoc tests show that the chocolate, wine and laptop advertisements all significantly differ from one another with regard to attitude towards advertisement. Participants show the most positive attitude towards the laptop advertisement ($M = 4.80, SE = 1.15$) followed by the advertisement for wine ($M = 4.23, SE = 1.29$) and the participants show the least positive attitude towards the chocolate advertisement ($M = 3.51, SE = 1.27$). No significant main effect was found for language of advertisement ($F(2, 190) = 1.30, p = .276$), meaning that overall and the product type not taken into account, all three groups gave similar evaluations, for an overview of all means and standard deviations see table 2. A significant interaction effect was found between advertisement language and product type ($F(4, 380) = 3.24, p = .012$). A simple effects analysis showed that the significant differences between the three types of products were found among all three language conditions. The Spanish condition ($F(2, 116) = 36.92, p < .001$) showed the least positive attitude towards the chocolate advertisement ($M = 3.87, SD = 1.26$) followed by the wine advertisement with a slightly more positive attitude ($M = 4.03, SD = 1.26$) and this group was positive towards the laptop advertisement ($M = 5.06, SD = 1.26$). The mixed language condition ($F(1.77, 116.53) = 25.91, p < .001$) also holds the most positive attitude towards the laptop advertisement ($M = 4.61, SD = 1.01$) compared to the wine advertisement

($M = 4.32$, $SD = 1.27$) and the chocolate advertisement ($M = 3.33$, $SD = 1.21$). Finally the Basque condition group ($F(2, 132) = 28.86$, $p < .001$) shows the same pattern and evaluated the laptop advertisement most positively ($M = 4.75$, $SD = 1.17$), followed by the wine advertisement ($M = 4.30$, $SD = 1.34$) and the chocolate advertisement ($M = 3.36$, $SD = 1.29$) as least positive. Graph 1 shows the interaction effect.

Table 2. Means and standard deviations of the three language groups on attitude towards advertisements for all three product groups

Language of Advertisement	Attitude towards chocolate advertisement		Attitude towards wine advertisement		Attitude towards laptop advertisement		Attitude towards all advertisements		
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SE</i>	<i>n</i>
Spanish	3.87	1.26	4.03	1.26	5.05	1.26	4.32	.11	59
Mixed	3.33	1.21	4.32	1.27	4.61	1.00	4.09	.10	67
Basque	3.36	1.29	4.31	1.34	4.75	1.17	4.14	.10	67
Total	3.51	1.27	4.23	1.30	4.79	1.15			193

Graph 1. Interaction effect of language of advertisement x product type on attitude towards advertisement



Attitude towards product

The second research question concerned the differences in attitude towards the products advertised in Spanish, Basque or mixed language advertisements. A mixed ANOVA for attitude towards product with product type as within-subject factor and language of advertisement as between-subject factor showed a significant main effect of product type ($F(2, 380) = 113.63, p < .001$) meaning that overall, the language of the advertisements not taken into account, the participants show significantly different attitudes towards the three product groups. Bonferroni corrected ($p < .05$) post hoc tests showed that chocolate, wine and laptop all significantly differ from one another with regard to attitude towards the product advertised. Participants show the most positive attitude towards the laptop ($M = 5.17, SE = .07$) followed by wine ($M = 4.34, SE = .07$) and the participants show the least positive attitude towards chocolate ($M = 3.83, SE = .08$). There was no significant main effect of language of advertisement ($F(2, 190) = 1.39, p = .252$) meaning that overall, the product type not taken into account, all three groups gave similar evaluations to the products, for an overview of all means and standard deviations see table 3. No significant interaction was found in this analysis ($F(3.77, 358.08) = 1.84, p = .126$).

Table 3. Means and standard deviations of the three language conditions on attitude towards product for all three product groups

	Attitude towards chocolate		Attitude towards wine		Attitude towards laptop		Attitude towards all products		
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SE</i>	<i>n</i>
Language of Advertisement									
Spanish	4.07	1.02	4.26	1.06	5.22	.95	4.52	.09	59
Mixed	3.81	1.09	4.40	1.01	5.25	.84	4.49	.09	67
Basque	3.59	1.05	4.36	1.03	5.03	.98	4.33	.09	67
Total	3.82	1.07	4.34	1.03	5.17	.92			193

Intention to buy

The third research question concerned the differences in intention to buy the product advertised in Spanish, Basque or mixed language advertisements. A mixed ANOVA for Intention to Buy with Product Type as within-subject factor and Language of Advertisements as between-subject factor showed a significant main effect of product type ($F(1.86, 352.98) = 25.98, p < .001$) meaning that overall, the language of the advertisements not taken into account, the participants show significantly different intentions to buy the product among the three product groups. Bonferroni corrected post hoc tests showed that among all participants, the intention to buy the Laptop ($M = 4.18, SE = .10$) was significantly higher than both the intention to buy the wine ($M = 3.39, SE = .12$) and the intention to buy the chocolate ($M = 3.21, SE = .12$). The last two did not significantly differ from each other with regard to intention to buy. There was no significant main effect of language of advertisement on intention to buy ($F(2, 190) < 1$) meaning that overall, the product type not taken into account, all three groups gave similar answers. There was also no significant interaction found in this analysis ($F(3.72, 352.98) = 1.32, p = .266$). For all means and standard deviations of this analysis, please refer to table 4 below.

Table 4. Means and standard deviations of the three language groups on intention to buy for all three product groups

Language of Advertisement	Intention to buy chocolate		Intention to buy wine		Intention to buy laptop		Intention to buy overall		
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SE</i>	<i>n</i>
Spanish	3.47	1.65	3.25	1.61	4.38	1.54	3.70	.14	59
Mixed	3.13	1.51	3.37	1.69	4.14	1.31	3.55	.13	67
Basque	3.04	1.64	3.54	1.57	4.01	1.44	3.53	.13	67
Total	3.20	1.60	3.39	1.62	4.17	1.43			193

Mother tongue

The first hypothesis expected that consumers with Basque as their L1 would evaluate an advertisement in Basque or mixed language more favourably than consumers with Spanish as their L1. As mentioned already in the method section, a Chi-square test showed no significant relation between version and L1 ($\chi^2(4) = 4.01, p = .405$). A Mann-Whitney test showed also no significant difference in attitudes towards the advertisements in Basque or mixed language ($U = 1734.50, p = .352$) between the participants with either Basque or Spanish as their L1. An additional Mann-Whitney test also showed no significant difference in the attitudes towards the advertisements in Basque ($U = 400.00, p = .252$) between the participants with either Basque or Spanish as their L1. Hypothesis 1 is therefore not supported. See table 5 for means of both analyses.

Table 5. Mean ranks of Basque/Spanish L1 on attitude towards advertisements in Basque or in Basque and mixed language

L1	Attitude towards Basque or mixed language advertisements		Attitude towards Basque advertisements	
	<i>Mdn</i>	<i>n</i>	<i>Mdn</i>	<i>n</i>
Basque	61.68	30	28.17	12
Spanish	69.18	104	35.27	55

Language attitude

The second hypothesis expected that consumers with a positive language attitude towards Basque would evaluate an advertisement in Basque more favourably than consumers with a negative attitude towards Basque. On the contrary, those with a positive language attitude towards Spanish will evaluate an advertisement in Spanish more favourably than consumers with negative attitude towards Spanish. First, a regression was performed to see whether in this study Basque language competence was a significant predictor of language attitude towards Basque, since Lasagabaster (2005) stated that language competence was the most important factor that influenced the language attitudes. A regression analysis showed that Basque language competence was a significant predictor of language attitude towards Basque ($\beta = .20, p = .005$). See table 6 below for a summary of the test.

Table 6. Regression analysis for the variable that predicts Basque language attitude ($N = 193$)

variable	<i>B</i>	<i>SE B</i>	β
language competence Basque	.15	.06	.20
R^2	.04		
F	7.91		

Two regression analyses showed that language attitude towards the Basque language was no significant predictor of evaluation of Basque ($\beta = .21, p = .093$) or Spanish ($\beta = .20, p = .126$) advertisements. A summary of the language attitude regression tests are given in table 7 and 8 below.

Table 7. Regression analysis for the variables that predict Basque advertisement evaluation ($N = 67$)

variable	<i>B</i>	<i>SE B</i>	β
language attitude Basque	.19	.11	.21 ^a
R^2	.04		
F	2.90 ^a		

^a = $p > .05$

Table 8. Regression analysis for the variables that predict Spanish advertisement evaluation ($N = 59$)

variable	<i>B</i>	<i>SE B</i>	β
language attitude Basque	.16	.10	.20 ^a
R^2	.04		
F	2.41 ^a		

^a = $p > .05$

Two additional regression analyses showed that language attitude towards the Spanish language was also no significant predictor of evaluation of advertisements in Basque ($\beta = -.05$, $p = .689$) or Spanish ($\beta = .01$, $p = .955$). Test results are shown in table 9 and 10 below.

Table 9. Regression analysis for the variables that predict Basque advertisement evaluation ($N = 67$)

variable	<i>B</i>	<i>SE B</i>	β
language attitude Spanish	-.03	.08	-.05 ^a
R^2	.00		
F	.16 ^a		

^a = $p > .05$

Table 10. Regression analysis for the variables that predict Spanish advertisement evaluation ($N = 59$)

variable	<i>B</i>	<i>SE B</i>	β
language attitude Spanish	.01	.09	.01 ^a
R^2	.00		
F	.00 ^a		

^a = $p > .05$

Language competence

The third hypothesis expected that consumers with high Basque language competence would evaluate an advertisement in Basque more favourably than consumers with low Basque language competence. On the contrary, those with a high Spanish language competence will evaluate an advertisement in Spanish more favourably than consumers with a low Spanish language competence. In other words, could language competence predict the evaluation of the advertisement? Two regression analyses showed that Basque language competence is not a significant predictor of evaluation of advertisements in Basque ($\beta = .03$, $p = .785$) or in Spanish ($\beta = .20$, $p = .127$). Results of both tests are shown in table 11 and 12 below.

Table 11. Regression analysis for the variables that predict Basque advertisement evaluation ($N = 67$)

Variable	<i>B</i>	<i>SE B</i>	β
language competence Basque	.03	.09	.03 ^a
R^2	.00		
F	.08 ^a		

^a = $p > .05$

Table 12. Regression analysis for the variables that predict Spanish advertisement evaluation ($N = 61$)

Variable	<i>B</i>	<i>SE B</i>	β
language competence Basque	.19	.12	.20 ^a
R^2	.04		
F	2.40 ^a		

^a = $p > .05$

Spanish language competence was also found not to be a significant predictor of evaluation of advertisements in Basque ($\beta = .06, p = .607$) or Spanish ($\beta = -.15, p = .341$). Test results are shown in table 13 and 14 below.

Table 13. Regression analysis for the variables that predict Basque advertisement evaluation ($N = 67$)

Variable	<i>B</i>	<i>SE B</i>	β
language competence Spanish	.08	.14	.06 ^a
R^2	.00		
F	.27 ^a		

^a = $p > .05$

Table 14. Regression analysis for the variables that predict Spanish advertisement evaluation ($N = 59$)

Variable	<i>B</i>	<i>SE B</i>	β
language competence Spanish	-.14	.14	-.13 ^a
R^2	.02		
F	.92 ^a		

^a = $p > .05$

Ethnocentrism

The last hypothesis concerned the question whether the amount of ethnocentrism among consumers could predict the evaluation of the advertisements in Basque or Spanish. Two regression analyses revealed that the amount of ethnocentrism among the participants was not a significant predictor of the evaluation of Basque ($\beta = .12$, $p = .322$) nor Spanish ($\beta = .09$, $p = .491$) advertisements. A summary of the regression tests are given in table 15 and 16 below.

Table 15. Regression analysis for the variables that predict Basque advertisement evaluation ($N = 67$)

variable	<i>B</i>	<i>SE B</i>	β
Ethnocentrism	.08	.08	.12 ^a
R^2	.02		
F	1.00 ^a		

^a = $p > .05$

Table 16. Regression analysis for the variables that predict Spanish advertisement evaluation ($N = 59$)

variable	<i>B</i>	<i>SE B</i>	β
Ethnocentrism	.05	.08	.20 ^a
R^2	.01		
F	.48 ^a		

^a = $p > .05$

Conclusion and discussion

The presence of two or more languages in a region or country is not unusual, the Basque Country however, is a special case in this category. In the Basque Country both Spanish and Basque have an official status and even though Basque is the cultural language of the region, it is also the minority language. Little research exists on bilingual consumers, especially applied to the Basque Country. The results of this study contribute to the still relatively limited knowledge in this field of bilingual consumer research (in the Basque Country) using a sociolinguistic approach. The aim of this study was to investigate the influence language choice in advertising has on the consumer's attitude towards the advertisements in the Basque Country. This main objective was divided into three research questions and four hypotheses. With regard to the first research question, the difference in consumer attitudes towards advertisements in Basque, Spanish and mixed language, results show that language choice in advertisements does not influence the attitude towards the advertisements. All three groups showed similar attitudes towards the advertisements.

Results did reveal a significant interaction between language of advertisement and product type on attitude towards the advertisement. The Basque and mixed language group gave similar results for all three product types, the Spanish group however, is more positive towards the chocolate advertisement than both the Basque and the mixed language group and less positive than both other groups towards the wine advertisement. Although all three groups show more positive attitudes towards the laptop advertisement than towards the wine advertisement, this increase is more pronounced in the Spanish language group. Previous research shows that in the United States the minority language (Spanish) evokes associations with home and ethnic community among the minority population, whereas the majority language is more associated with school and work (Noriega & Blair, 2008). It could therefore be that Spanish, in the case of the Basque Country, is a better language choice for a laptop advertisement, which is used at work or at school, whereas Basque might be a better fit for wine, which could be associated with home or homeland. However, the minority situation of the Spanish language in the United States is not the same as the minority situation of Basque in the Basque Country, since Spanish is not the official language in the United States but Basque is an official and cultural language in the Basque Country. In addition, the Basque population is not a minority in their own region but a majority. This again shows how complex the linguistic situation of the Basque Country really is.

The second research question concerned the differences in attitude towards the product advertised between Basque, Spanish and mixed language advertisements. Results reveal that

again all three groups showed similar attitudes towards the products advertised. The third research question concerned the differences in intention to buy the product between Basque, Spanish and mixed language advertisements. Again no differences were found with regard to intention to buy between the three conditions. Meaning that the language of the advertisement did not influence the consumers' attitudes towards the product nor the intention to buy the products advertised.

The control factor product type did show significant differences in attitude towards advertisement, attitude towards the product and intention to buy for all three product types. The participants showed the least positive attitudes towards the chocolate (advertisement), followed by more positive attitudes towards the wine (advertisement) and the most positive attitudes towards the laptop (advertisement). However, as was already mentioned in the method section, the participants rated the chocolate advertisement less professional than both other advertisements (wine and laptop), which probably affected the results for product type.

When applying the Accommodation Theory to advertising, previous research suggests that adapting to the (native) language of the recipient evokes positive attitudes and is seen as being sensitive towards the consumer and its culture (Redondo-Bellón, 1999; Simard et al., 1976). In addition, Noriega and Blair (2008) found that advertisements in L1 facilitate positive thoughts and attitudes towards the brand. The first hypothesis therefore expected that consumers with L1 Basque would evaluate an advertisement in Basque or mixed language more favourably than consumers with L1 Spanish. The current results however, show no difference in the evaluation of the advertisements in Basque or mixed language between participants with L1 Basque and L1 Spanish, meaning that H1 is rejected. This result could be due to the fact that only students were used in this experiment. Using higher educated respondents only, might have been the cause of the high proficiency in both Spanish and Basque. This could explain the similar evaluations the respondents gave the advertisements in Basque or mixed language, since most respondents mastered both languages equally. It was also striking that even though only a small part of the respondents indicated that their L1 was Basque, the great majority of the group chose to fill in the Basque version of the questionnaire. A possible explanation could be the fact that the classes, during which the students participated in the current study, were in Basque. Therefore they might be more inclined to the Basque version, given that the professor already spoke in Basque.

The second hypothesis (H2) expected that those with a positive language attitude towards Basque would evaluate an advertisement in Basque more favourably than consumers with a negative attitude towards Basque, and on the contrary, those with a positive language

attitude towards Spanish would evaluate an advertisement in Spanish more favourably than consumers with a negative attitude towards Spanish. This expectation was not met since results show that the consumer's attitude towards the Basque language did not predict the evaluation of Basque or Spanish advertisements, nor did the consumer's attitude towards the Spanish language predict the evaluation of Basque or Spanish advertisements. Meaning that, regardless of their language attitudes, the participants evaluated the advertisement in a similar way and H2 is rejected.

Moreover, H3 expected that consumers with high Basque language competence would evaluate an advertisement in Basque more favourably than consumers with low Basque competence and on the contrary, those with a high Spanish language competence would evaluate an advertisement in Spanish more favourably than consumers with a low Spanish language competence. First, Basque language competence was found to be a positive predictor of language attitude towards Basque, which is in line with the findings of Lasagabaster (2005), the more competent the respondents were in Basque the more positive their attitude was towards the language. However, whereas previous findings show that competence could influence for example, the effectiveness of an advertisement in Basque in such a way that it could be even more effective than the same advertisement in Spanish with highly competent Basque speakers (Garai-Artetxe, 2014), this study reveals that language competence did not predict the evaluation of the advertisement among the participants, in either Spanish or Basque. Meaning that those who were more competent in Basque gave the same evaluation as those who were less competent in Basque and therefore H3 is also rejected. Again, these findings could be affected by the high proficiency of participants in both languages, the differences in language proficiency might have been too little to find significant differences in attitudes towards the advertisements .

Previous research showed that more ethnocentric consumers had significantly less favourable attitudes towards a foreign brand name and foreign language used in store names (Liu et al., 2006), H4 therefore expected that highly ethnocentric consumers would evaluate an advertisement in Spanish less favourably and on the contrary, Basque advertisements more favourably than consumers with less ethnocentric feelings. However, the level of ethnocentrism was found not to be a predictor of the overall evaluation of the advertisements, neither with Basque nor with Spanish advertisements, H4 is therefore rejected. The overall low score on ethnocentrism (2.8 out of 7) shows that this particular group of students did not have strong ethnocentric feelings at all, which might have affected the results as well. The low average of ethnocentrism could be due to the average age and education level of the

participants, previous research has shown that the higher the education and the lower the age, the lower the level of ethnocentrism (Liu et al., 2006). These findings could also indicate that the participants were not only bilingual but also bicultural, and felt connected to both the Spanish and the Basque culture.

Limitations and further research

The findings of the present study are subject to various limitations, one possible issue in this study is the fact that all participants were students, which probably shifted the distribution of the sample. Higher educated are assumed to have more linguistic knowledge and less ethnocentric feelings, which could have affected the results of the current research. This study also had a geographical restriction since all data were gathered in the area of Bilbao. Both Lasagabaster (2005) and Zabalo (2008) mentioned the difference in attitude towards the Basque language, between the small towns or villages and the bigger towns or cities.

Another limitation of this research was the small amount of L1 Basque respondents in the different conditions, comparing these groups was therefore difficult, while it might give interesting results because of the increasing group of L1 Basque in the Basque Country and previous research pointing out the effects of mother tongue on advertising perceptions.

In order to get more insight into the complex language situation in the Basque Country, which is also mentioned in the discussion section, further research is needed. Future research could give more valid and general conclusions about potential differences between advertising in Basque, mixed and Spanish in the Basque Country by using a more diverse sample, both geographically and education-wise.

In this study only international brands and luxury products were used in order to neutralize the potential product bias. The significant interaction found between product type and advertisement language, explained in the previous section, indicates a possible interest for further research in the Basque Country with regard to language choice in advertising for different products or services. Future research should consider in more detail the effect of product type on consumer attitudes as these factors may interact with language use in advertisements. For example, with the use of Basque in advertisements for local or traditional products.

In conclusion, even though various differences between Spanish, mixed and Basque advertisements were expected with regard to attitude towards advertisement, attitude towards

product and intention to buy, the conditions did not differ significantly and contrary to previous research did mother tongue, ethnocentrism, language attitudes and language competence also not predict the evaluation of either the Basque or Spanish advertisements.

One important practical implication of this study is the fact that these findings suggest that all three conditions of language choice evoke similar consumer attitudes towards the advertisements, meaning that advertisers in the Basque Country could freely choose to advertise in either Spanish, Basque or mixed language, since all three are found to be just as effective among Basque consumers. However, even though all three language strategies show similar consumer attitudes towards the advertisements, Basque is still to be considered as the cultural language of the Basque Country. Meaning that advertising in Basque is an effective and important way to maintain the minority language in this region. The costs might be higher for creating advertisements in Basque but the cultural advantage and value seems to be an important factor to consider in the Basque Country.

In addition, this is just a small step into a field where more research is needed and since the bilingual Basque population is still increasing, it could be worthwhile repeating this study in the future, to investigate whether the demand for bilingual or Basque advertising has grown.

Acknowledgements

First of all, I want to thank dr. Andreu van Hooft for coaching and guiding my thesis track, providing me with useful feedback so I could improve my thesis every time. I would also like to thank prof. dr. Jon Kortazar for all the kind help I received before and during my stay in Bilbao and the students from the University of the Basque Country for their participation in this study.

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Appendices

Appendix 1



Indartsua, azkarra baina trinkoa

Abiadura baloratzen dutenentzako ordenagailu eramangarria

XYTU Global leader in technology



Potente, rápido pero compacto

El portátil para los que valoran la rapidez

XYTU Global leader in technology



Potente, rápido pero compacto

Abiadura baloratzen dutenentzako ordenagailu eramangarria

XYTU Global leader in technology

ZAPORE SORPRESA



TXOKOLATE ONAREN MAITALEENTZAK

ENJOY A GLOBAL TASTE

UNA SORPRESA DE SABOR



TXOKOLATE ONAREN MAITALEENTZAK

ENJOY A GLOBAL TASTE

UNA SORPRESA DE SABOR



PARA LOS AMANTES DEL BUEN CHOCOLATE

ENJOY A GLOBAL TASTE

Une berezietarako ardoat

Zure lehentasunak ulertzen ditugu



Neurritz edan

Salmenta debekatuta 18 urtetik beherakoentzat

Lovenda
Wine of New Zealand

Un vino para ocasiones especiales

Entendemos tus preferencias



Beber con moderación

prohibida su venta a menores de 18 años

Lovenda
Wine of New Zealand

Un vino para ocasiones especiales

Zure lehentasunak ulertzen ditugu



Beber con moderación

Salmenta debekatuta 18 urtetik beherakoentzat

Lovenda
Wine of New Zealand

Appendix 2

Cuestionario

Introducción

Estimada/ estimado estudiante tenemos el placer de invitarte a participar en nuestra investigación sobre la introducción de nuevos anuncios de empresas internacionales en el País Vasco. Esta investigación se realiza en el marco de mi tesis de Máster iniciada en el departamento de Ciencias de la Comunicación e Información de la Radboud Universidad de Nimega (Países Bajos). Y por esta razón te invitamos a que nos des tu opinión sobre cuatro anuncios publicitarios. Necesitarás **15 minutos** para responder todas las preguntas del cuestionario. La información será tratada con absoluta confidencialidad y te garantizamos el anonimato. Los datos obtenidos serán archivados y solo consultados por los miembros del proyecto de investigación.

Instrucciones

A continuación encontrarás un cuestionario y 3 anuncios. Sobre cada uno de estos anuncios te hacemos algunas preguntas. Te rogamos que contestes las preguntas en el orden en que se presentan y que no hojees con antelación las preguntas todavía no contestadas y que no releas las preguntas ya contestadas por ti antes. Finalmente te hacemos una serie de preguntas de carácter general. Te presentamos un ejemplo de las preguntas que te encontrarás más adelante:

Ejemplo una respuesta de una pregunta:

‘Opino que este anuncio es’

Bonito O O O O O O O Feo

El círculo en el medio indica una opinión neutral. Si por accidente marcas un círculo por error, márcalo con una cruz y rellena el círculo de tu elección de nuevo.

Ejemplo de corrección:



Quisiera remarcar que en este cuestionario no hay repuestas correctas ni incorrectas. Estamos interesados en tu opinión. **Entre los participantes sortearemos dos tarjetas de Zara.**

¡Muchas gracias por tu participación!

Atentamente,

Lidwien Arndt

Dr. Andreu van Hooft (Communication and Information studies – Radboud University)

Anuncio 1

UNA SORPRESA DE SABOR



PARA LOS AMANTES DEL BUEN CHOCOLATE

ENJOY A GLOBAL TASTE

Preguntas *Marca el círculo que mejor representa tu opinión:*

¿Qué te parece el anuncio?:

	<i>Totalmente de acuerdo</i>							<i>Desacuerdo total</i>
No me gusta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me llama la atención	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es atractivo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me interesa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es malo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Opino que el producto anunciado es:

Muy malo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muy bueno
De baja calidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	De gran calidad
No el producto no responde a mis necesidades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sí el producto sí responde a mis necesidades
Feo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Atractivo

El producto:

Me molesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Me encanta
Me provoca sentimientos negativos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Me provoca sentimientos positivos
No me gusta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Me gusta

¿Comprarías el producto?

	<i>Totalmente de acuerdo</i>						<i>Desacuerdo total</i>	
Consideraría comprarlo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Lo compraré, seguro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

La empresa productora me parece:

Fiable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada fiable
Profesional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada profesional
Eficiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ineficiente
Innovadora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada innovadora
Esmerada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada esmerada

Anuncio 2

Un vino para ocasiones especiales

Entendemos tus preferencias



Beber con moderación

prohibida su venta a menores de 18 años

Lovenda
Wine of New Zealand

Preguntas Marca el círculo que mejor representa tu opinión:

¿Qué te parece el anuncio?:

	<i>Totalmente de acuerdo</i>						<i>Desacuerdo total</i>
No me gusta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me llama la atención	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es atractivo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me interesa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es malo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Opino que el producto anunciado es:

Muy malo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muy bueno
De baja calidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	De gran calidad
No el producto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sí el producto
no responde a mis necesidades								sí responde a mis necesidades
Feo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Atractivo

El producto:

Me molesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Me encanta
Me provoca sentimientos negativos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Me provoca sentimientos positivos
No me gusta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Me gusta

¿Compraría el producto?

	<i>Totalmente de acuerdo</i>						<i>Desacuerdo total</i>	
Consideraría comprarlo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Lo compraré, seguro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

La empresa productora me parece:

Fiable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada fiable
Profesional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada profesional
Eficiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ineficiente
Innovadora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada innovadora
Esmerada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada esmerada

Anuncio 3



Preguntas Marca el círculo que mejor representa tu opinión:

¿Qué te parece el anuncio?:

	<i>Totalmente de acuerdo</i>						<i>Desacuerdo total</i>
No me gusta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me llama la atención	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es atractivo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Me interesa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es malo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Opino que el producto anunciado es:

Muy malo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muy bueno
De baja calidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	De gran calidad
No el producto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sí el producto
no responde a mis necesidades								sí responde a mis necesidades
Feo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Atractivo

El producto:

Me molesta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Me encanta
Me provoca sentimientos negativos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Me provoca sentimientos positivos
No me gusta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Me gusta

¿Compraría el producto?

	<i>Totalmente de acuerdo</i>				<i>Desacuerdo total</i>			
Consideraría comprarlo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Lo compraré, seguro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

La empresa productora me parece:

Fiable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada fiable
Profesional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada profesional
Eficiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ineficiente
Innovadora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada innovadora
Esmerada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nada esmerada

Al final, algunas preguntas generales...

¿Hasta qué punto asocias las siguientes palabras con el Euskera? Marca el círculo que mejor represente tu respuesta

	<i>Totalmente de acuerdo</i>					<i>Desacuerdo total</i>	
Globalidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cosmopolita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentido de pertenencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profesionalidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prestigio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preocupante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clase media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clase alta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

¿Hasta qué punto asocias las siguientes palabras con el Castellano? Marca el círculo que mejor represente tu respuesta

	<i>Totalmente de acuerdo</i>					<i>Desacuerdo total</i>	
Globalidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cosmopolita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentido de pertenencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profesionalidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prestigio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preocupante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clase media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clase alta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Marca el círculo que mejor indica tu habilidad de hablar con fluidez Castellano

(1= muy baja, 7= como un hablante nativo):

Hablar	1	2	3	4	5	6	7
Escuchar	1	2	3	4	5	6	7
Leer	1	2	3	4	5	6	7
Escribir	1	2	3	4	5	6	7

Marca el círculo que mejor indica tu habilidad de hablar con fluidez el Euskera

(1= muy baja, 7= como un hablante nativo):

Hablar	1	2	3	4	5	6	7
Escuchar	1	2	3	4	5	6	7
Leer	1	2	3	4	5	6	7
Escribir	1	2	3	4	5	6	7

La lengua Castellana es:

Agradable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Desagradable
Tiene estilo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	No tiene nada de estilo
Bella	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fea
Atractiva	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Repelente
Grosera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Graciosa

La lengua Euskera es:

Agradable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Desagradable
Tiene estilo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	No tiene nada de estilo
Bella	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fea
Atractiva	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Repelente
Grosera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Graciosa

¿Con que lengua te identificas?

	<i>Totalmente de acuerdo</i>						<i>Desacuerdo total</i>
--	----------------------------------	--	--	--	--	--	-----------------------------

Me identifico

con el Euskera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Me identifico

con el Castellano	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	<i>Totalmente de acuerdo</i>						<i>Desacuerdo total</i>
--	----------------------------------	--	--	--	--	--	-----------------------------

La mayoría de las

culturas están retrasadas,

comparadas con mi cultura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Mi cultura debería ser

un modelo a seguir por

otras culturas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Las otras culturas

harían bien en seguir

nuestra cultura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Los estilos de vida

de la gente de mi cultura

son los mejores del mundo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Datos personales:

Sexo: ☐ Hombre ☐ Mujer

Edad: _____

Lugar de residencia: _____

Nacionalidad: _____

Universidad: _____

Título de la carrera: _____

¿Eres bilingüe? O Sí O No

¿Cuál es tu primera lengua materna? O Euskera O Castellano O Otra, a saber: _____

¿Cuál es tu segunda lengua materna? O Euskera O Castellano O Otra, a saber: _____

¿Qué lenguas extranjeras hablas? O Inglés O Alemán O Francés O Otra, a saber: _____

¿Qué lengua usas normalmente en las siguientes situaciones?

En casa O Castellano O Euskera O Otra, a saber: _____

En la universidad O Castellano O Euskera O Otra, a saber: _____

Con amigos O Castellano O Euskera O Otra, a saber: _____

Con tus compañeros

estudiantes O Castellano O Euskera O Otra, a saber: _____

Tu profesor O Castellano O Euskera O Otra, a saber: _____

Miras la televisión en O Castellano O Euskera O Otra, a saber: _____

Lengua de instrucción usada en las clases

O Castellano O Euskera O Otra, a saber: _____

¡Este es el fin del cuestionario. Muchas gracias por tu participación!