The Use Of Foreign Language On Product Packaging

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

Over the past few decades, economic globalization has enabled businesses to expand their market beyond their origin country. Mass media and advertising have been affected as well because of globalization. It is common to see foreign languages exist in advertising. This paper aims to understand consumers' attitudes toward seeing foreign languages in local ads and to see if their purchase intention has been affected or not. The research question to be answered in this paper is:

How do foreign languages used in advertising influence consumers' purchase intention?

The research was conducted through an online survey, with a total number of 138 participants. A list of questions was asked in the questionnaire with a 5-point Likert scale, which helps the author measure consumers' attitudes toward foreign language advertisements and changes in their purchase intention.

The main finding of the research is that foreign languages in advertising do have a certain level of influence on consumers' purchase intention. There is also a significant relationship between consumers' purchase intention and their age, education level, ethnocultural association, and social pressure. In addition, there is an extra finding showing that consumers' purchase intention toward the appearance of foreign languages in advertising differentiates with product categories.

Key words:
foreign languages in advertising, consumer purchase intention

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1 Introduction

Advertising plays an important role in marketing, helping companies to inform their products or services to customers (Mittal, 2018). One of the advertising goals is to reach potential customers by showing persuasive messages of the product or the service (Ward, 2018). Also, consumers can learn what they want to buy and which available goods fit their needs through the ads (Mittal, 2018). Over the past few decades, mass media and advertising have been affected by globalization (Valdés Rodríguez, 2016). According to a recent report, the global advertising market is worth 586.95 billion USD and is expected to grow over 630 billion USD in 2024 (Statista, 2020). And one of the key elements of all these advertisements is language. By texts or speeches, the language used in an advertisement can convey messages like the value of products or services to consumers (Goddard, 2002; Widyahening, 2015).

Interestingly, how a sentence is presented and the language's structure in ads will influence consumers' behavior (Zhang et al., 2013). There are excellent researches that have been done by investigating the linguistic effects on consumers' perception and decision (e.g. Pogacar et al., 2018; Schmitt et al., 1994; Schmitt & Zhang, 1998; Zhang et al., 2013). However, few researches have focused on the impact of using a foreign language in advertising and how it influences consumers' purchase intention. Focusing on consumers' purchase intention with foreign languages is the gap that this paper attempts to fill up.

It is common to see advertisements with foreign languages worldwide (Gerritsen et al., 2000; Griffin, 1997). According to the research that Griffin (1997) had done, 88% of advertisements in Polish magazines contain English words. Similarly, Gerritsen et al. (2000) found that 33% of the Dutch TV commercial programs included English. Advertisers use foreign language in advertising not only because it is more international and fits the concept of the products (Löber, 2017), but also it is easier to attract consumers' attention (Nederstigt & Hilberink-Schulpen, 2017). Since foreign language is unexpected in local advertisements, consumers would be attracted easily by it (Domzal et al., 1995). Additionally, more people could speak two or more languages nowadays as shown in research (Ansaldo et al., 2008).

Therefore, the local language might not be the first choice when advertisers implement its international advertising plan.

However, a survey showed that more than half of 2430 surveyed customers admitted that they still prefer the product with their own language (Kelly, 2012). Thus, the choice of using native or foreign language is a common problem companies face (Nederstigt & Hilberink-Schulpen, 2017). Previous researches examine this problem and give some solutions (e.g. Hornikx & Meurs, 2016; Nederstigt & Hilberink-Schulpen, 2017; Noriega & Blair, 2008). The difference between this thesis and the others is that this paper does not just focus on impacts of using foreign language in advertising, but also try to find out the reasons behind using foreign language in advertising and how it affects the effectiveness of advertising.

The research paper proposes that using foreign language will have both positive and negative effects on consumers' purchase intention. Based on the findings, choosing the right language could help companies increase the effectiveness of ads, match the consumers' need and maximize the profit (Hornikx & Meurs, 2016).

Three important contributions will be illustrated in this research paper. The first contribution is understanding the role of language in advertising. Second, showing how foreign language used in advertising influences consumer's purchase intention. Last but not least, giving suggestions of the use of language in advertising which enable companies to convey their messages correctly to the consumers and increase its advertising effectiveness. This research not only reveals how foreign languages in advertising influence consumers' purchase intention, but also find out the methods to increase the effectiveness of advertising.

2 Literature Review

2.1 Definitions

2.1.1 Foreign Language

Language is an indispensable tool that makes humans communicate with each other and has the power to influence the point of view, perception, and attitude of society (Widyahening, 2015). The term “foreign language” was defined as a language not widely spoken and used by the people of a community or society or nation (Allard et al., 2011). Foreign language should not be one’s native language nor used as the main spoken language with others in the community (Toprak-Yildiz, 2022).
For example, Spanish is a foreign language in Canada and English is a foreign language for a person living in Japan as well.

In addition, language in advertisements is vital as well since, with good communication, brands can send persuasive messages to consumers and convince them to purchase the products or services (Panda, 2015; Ward, 2018). Byun and Jang (2015) claimed that consumers' responses toward advertisements are affected by the advertisement’s characteristics which include the advertising language and format. Therefore, how and to what extent would consumers be affected by advertisements shown in an unfamiliar language is a worthy question to be explored.

2.1.2 Advertising

Advertising is a form of communication, which helps firms to convey their ideas, products, or services to consumers, persuading consumers to take a specific action (Goddard, 2002; S. A et al., 2013). Not only commercial product promotions would be considered as advertising, but also intentional actions like sending a message which raise people’s awareness of a particular event (Goddard, 2002). An estimated number was found that people would receive at least 100 advertising messages a day and may exceed 1000 depending on the situation (Tellis, 2003).

As mentioned above, advertising is pervasive; consumers could see ads and receive advertising messages through different channels. There are several types of advertising that are usually used by companies: online advertising, newspaper advertising, TV and radio advertising, email advertising…etc. (Ward, 2018). The types of advertising could be distinguished into two categories by the advertising media: traditional and non-traditional (Dahlén & Edenius,2007).
If the media is internet-based, it is a non-traditional advertising method (Wang et al., 2002). The typical example of traditional advertising media is TV advertising, which shows the paid message of the products or services on TV in order to reach the potential consumer as much as possible. According to the research, the average time that person spends watching TV is three and half hours per day (TV Advertising Media | TV Advertising Planning & Buying, 2018). TV has been the foundation of consumers' media consumption for decades (Malthouse et al., 2018). In contrast, non-traditional advertising, such as online advertising, is more popular nowadays since it is more flexible and has higher capabilities; companies can post their ads on social media like Facebook or Instagram to attract consumers' interests (Wang et al., 2002; Ward, 2018).

In addition, advertising plays an important role in our society because it influences a certain level of consumers' thoughts (Tellis, 2003). The importance of advertising could be discussed in three different aspects: economic, information, and entertainment (Sheehan, 2013). The economic role of advertising is enticing the consumer to purchase the product and stimulating the economic growth with a new release of products or services (Sheehan, 2013). Also, it helps the government to receive higher tax revenue with higher sales in products or services (Sheehan, 2013). Secondly, the information role of advertising supplies the information of products to consumers, helping them to make the purchase decision after comparing several products (Sheehan, 2013). The final role of advertising is entertainment. Instead of introducing the product, it is important that an ad needs to be entertaining so consumers can enjoy and have a good impression of the products or services (Sheehan, 2013). For example, soft drink companies, like Coca-Cola, focus on providing funny and appealing ads to increase the overall brand image

instead of describing the flavor or ingredients, making consumers have the interest to purchase the drink (Sheehan, 2013).

2.1.3 Consumer purchase intention

Either consumer behavior or purchase intention is a characteristic of human action (Wekeza & Sibanda, 2019). Consumer purchase intention refers to the favorite tendency that consumers would like to buy the service or product after a series of assessments (Mirabi et al., 2015; Younus et al., 2015). The whole assessment process is complex; consumers would not make a purchase decision for a single reason (Mirabi et al., 2015).

To further investigate consumer purchase intention, referencing the theories of consumer behavior would assist. There are a bunch of theories related to consumer behavior, for instance, the economic man theory, behaviouristic approach, rising income theory, cognitive approach…etc. (Wekeza & Sibanda, 2019).
The economic man theory stated that consumers should rank the product they want to buy, and make the final decision based on the ranking (Wekeza & Sibanda, 2019). The rising income theory indicated that consumers would like to spend more money when their income increases, obviously not all the consumers would have the same increase trend in income. Even though each of the theories has a different point of view to analyze consumer behavior, the common point between all of the theories is that consumer behavior is composed of several factors.

Kotler and Armstrong (2010) claimed that there are six phases before consumers decide to buy the product, which is awareness, knowledge, fondness, priority, belief, and purchase. Consumer purchase intention would change at any stage of the purchasing process, influenced by an external or internal factor (Gogoi, 2013).
For example, consumer purchase intention would be affected by product price and quality perception. To avoid risk, consumers do not like to buy less well-known products or private label products even if the price is low (Gogoi, 2013). On the other hand, consumers prefer to pay more money to increase perceived quality and

reduce the risks. And that is also one of the reasons why manufacturers would like to set the price higher instead of the real worth price of the product.
And here is another example of an internal factor that influences consumers' purchase intention, which is the internal memory. Consumers would decide to buy a product and expect the product to reach their perceived quality based on their past purchasing experience. In contrast, having bad experiences with the brand will make consumers decide not to buy their product in the future. (Gogoi, 2013).

More than one theory is stated that purchase intention is highly related to individuals' behavior, attitude, knowledge, motivations, and perceptions (Gogoi, 2013; Mirabi et al., 2015; Younus et al., 2015).

2.2 The role of language in advertising

The role of language in advertisements is to reflect the value of products or services (Widyahening, 2015). Consumers could receive and be appealed to purchase the products or services by the clear and convincing messages from advertisers (Panda, 2015). However, one thing to be noticed is that the use of language should be careful and accurate, otherwise it causes problems by sending misleading messages and making a negative influence on society (Widyahening, 2015). In addition, an advertisement's image, layout, and text interact with each other. So, to develop a successful persuasive strategy, advertisers should carefully choose the best text that works with the image and layout (El-Dali, 2019).

Another goal of language in media is to spread the message and use the power of language to let the audience believe in something (S. A et al., 2013). Due to the strong power of language, a lot of advertisements function for coordinating the economy (S. A et al., 2013). If the language is used correctly with sufficient techniques, then the advertising will have enough power to persuade the audience, raising awareness of the certain event, increase the beliefs, and change someone's opinions. (S. A et al., 2013)

As suggested by Panda (2015), there are four tips on making the use of language in advertisements to be correct and effective. For sending a convincing message and achieving the effectiveness of advertising, the use of language should be brief, simple, unambiguous, and minimize technical words (Panda, 2015).

2.2.1 Foreign language in advertising

With an increase in globalization, it is common to see foreign languages in advertisements (e.g., Gerritsen et al., 2000; Griffin, 1997). Some researchers believe that this will cause consumers to spend more time processing the information since it is not their native language (Hornikx et al., 2013). However, an argument was made by Kelly-Holmes (2000) said that there is no need to fully understand each word of the meaning of foreign languages. Domzal et al. (1995) also stated the use of foreign language in advertisements is to level a strong impression to the potential

consumers, understanding the meaning of the foreign languages shown in the ads is less important. All it needs for the appearance of a foreign language in advertising is to recognize which language is used, for instance, consumers see the slogan "Vorsprung durch Technik" might not understand the meaning, but they can be recognized it is written in German and it is the slogan of Audi, and that's all it matters (Nederstigt & Hilberink-Schulpen, 2017). Sociolinguistics said that consumers do not mind if there is a foreign language in advertising or not because it is not that important to understand the words' actual meaning. Instead, the most vital value of using foreign languages in advertising is that consumers can quickly associate the foreign language with that country's culture or the products' origin country (Hornikx et al., 2013). The ethnocultural association is a kind of stereotype, therefore, not all the cultures are suitable to promote in this method (Nederstigt & Hilberink-Schulpen, 2017). However, the importance of foreign languages is shown already, the role of foreign languages is unique and not neglectable. (Hornikx et al., 2013; Nederstigt & Hilberink-Schulpen, 2017).

In addition, three language strategies are listed for analyzing the foreign language in advertising: displaying foreign languages to express foreignness, using English to highlight international products or services, and using the native language to appeal to ethnicity (Hornikx & Meurs, 2020). The positive effect of using a foreign language in advertising is that it can attract consumers' attention and let them associate products with the origin country (Nederstigt & Hilberink-Schulpen, 2017). However, it also has negative impacts like using the wrong words or sending misleading messages (Widyahening, 2015; Cobos, 2013). The accuracy of the use of advertising language affects the level of persuasion that the company would like to reach its consumers (Cobos, 2013).

2.3 Factors that influence consumers' purchase intention on foreign language advertising

Consumer purchase intention is related to consumer behavior, both of them are one of the characteristics of human action (Wekeza & Sibanda, 2019). Ting et al. (2019) also stated that consumer behavior is the process of purchasing, which can involve an individual or a group of people.

The purpose of analyzing consumer behavior is to find out the reasons behind consumers' purchase decisions (Sheth, 1979). And due to the complexity of human beings and society, it is hard to find out a specific reason behind the purchase decision (Sheth, 1979). Luna and Gupta (2001) pointed out that consumer behavior is affected by culture as well. Individuals who have distinct cultural backgrounds may show unique consumer behavior (Luna & Gupta, 2001). Consumer awareness, purchasing intention, brand loyalty…etc., all of these could be a factor causing consumers to make different purchase decisions and have distinct consumer behavior.

However, it is hard to discuss all the factors from all the aspects at once. Therefore, it is necessary to define which factor should be tested in this research in order to understand how consumers' purchase intention is influenced by foreign language advertising.

Based on the theories of consumer behavior and purchase intention, the research will focus on five aspects to investigate and discuss, which are knowledge, motivation, attitude, perceived behavior control, and subjective norm. Seven variables are defined as the factor and corresponding hypotheses are set as well. In the following part, each factor will be discussed in detail. As a reference, the conceptual framework of the research could see in Figure 1 which is shown in chapter 2.4 (Hypotheses Development and Conceptual Framework).

2.3.1 Demographic Differences

The cognitive approach is one of the consumer behavior theories, it takes the individuals as an "information processor", thinking all the information clearly and making decisions based on the result of information processing (Ribeaux & Poppleton, 1978; Wekeza & Sibanda, 2019). To analyze consumer behavior with the cognitive approach, there are two types of cognitive models that can use, one is analytical models and the other one is prescriptive models (Bray, 2008). These two types of models help the process of analyzing consumer behavior become more complete through the action of identifying the influence factors and defining a measuring method for consumers' attitudes toward a certain activity. Consumers' knowledge, beliefs, attitudes, and motivations are related to their purchase intention through the cognitive approach analysis (Wekeza & Sibanda, 2019). It would an effective method to analyze the influence factors, which are knowledge, motivation, and attitude, to understand consumers' purchase intention.

Demographic differences shape individuals' knowledge and motivation, while beliefs influence consumers' attitudes (Wekeza & Sibanda, 2019). In this part, the focus point will be demographic differences. Beliefs (perceptions) and attitudes will be discussed in the following chapter.

Demographic differences refer to the differences between individuals, including age, gender, level of education, marital status, personal/ family household income...etc. (Wekeza & Sibanda, 2019). The differences between each person cause the diversity in psychology, which make individuals have distinct response to a certain situation (Tsui & Gutek,1999).

To control the testing range of research, only age, gender, and level of education are taken into account as influence factors in this research.

2.3.2 Theory of foreign language display

The foreign-language display is a theory that states that the main goal of using foreign languages in advertising is for ethnocultural associations (Hornikx et al., 2013). Consumers are still evoked with ethnocultural associations by foreign language even if they do not understand the meaning of the foreign language shown in the advertising (Hornikx et al., 2013). For instance, “Vorsprung durch Technik” is the famous slogan from Audi which means “progress through technique”. Consumers may associate professional quality and reliability in engineering and manufacturing once they see the slogan because of the use of German, the understanding of the meaning behind the words is not the main issue in advertising (Hornikx et al., 2013).

As mentioned above, consumers’ attitude is a key element to be considered in purchase intention. According to the cognitive approach, attitude toward purchase intention is to related to personal beliefs and perceptions (Wekeza & Sibanda, 2019). The research showed that the association of ethnocultural would influence personal attitudes (Romero et al., 2000). Therefore, the ethnocultural association is necessary to be as one of the influencing factors in showing consumers' attitudes toward foreign languages in advertising in this research.

2.3.3 Consumers’ authenticity perception of a product

Another influencing factor related to the consumers’ attitude toward foreign language advertising is authenticity. Authenticity is a subjective belief in a certain thing, the thoughts of thinking authenticity would be like "things should be the way like that" (Kim et al., 2020). Authenticity can be dived into three types, which are objective authenticity, constructive authenticity, and existential authenticity (Wang, 1999, as cited in Kim et al., 2020). The first type of authenticity is objective, which refers to the authenticity being testable by the physical method (Kovács et al., 2017). The second type of authenticity is constructive, no fixed answer or measurement method can prove the authenticity. This type of authenticity is built by society though every person has to vary of interpretations (Kovács et al., 2017). The last one, existential authenticity, refers to the personal beliefs about consumption. For

instance, consumers experience a series of traditional activities. Even though the activities do not exist traditionally, consumers would think it is authentic because the atmosphere fits what they want (Wang, 1999, as cited in Kim et al., 2020).

Gilmore & Pine (2007) pointed out that consumers' authenticity perception of the product is one of the reasons that affect consumer behavior. Wang & Mattila (2013) also stated that there is a positive relationship between authenticity perception and purchase intention. In addition, language is stated to be related to the perception of authenticity (Baker & Kim, 2018). Even the way of presenting the sentence and the structure of the language has an impact on consumer behavior (Zhang et al., 2003). Therefore, consumers' authenticity perception is one of the influencing factors to show the attitude toward foreign languages in advertising in this research.

2.3.4 Theory of planned behavior

Conner and Norman (2005) stated that intention is one of the key elements to affect behavior. According to the theory of planned behavior (Ajzen, 1991), the intention is influenced by attitude, subjective norms, and perceived behavioral control. The theory of planned behavior is one of the branches under the cognitive consumer behavior model, it is a kind of prescriptive model which gives the researcher an theoretical framework to measure consumer behavior (Bray, 2008).

In the theory of planned behavior, an attitude refers to the willingness, which means personal opinions toward the behavior will influence the actual action of behavior (Ajzen, 1991). Like the example mentioned in the previous part, consumers' purchase intention would be altered by the individual's' authenticity perception (Wang, 1999, as cited in Kim et al., 2020). The practical existence of a product or service still needs to be discussed; however, consumers still like to buy the product and feel satisfied with it because they think they already got the thing they want. The product or service is already satisfied with their perception of authenticity. Another example that can see how attitude influences consumers' purchase intention is the theory mentioned in the previous section- foreign language display. Without saying a word by the manufacturer, consumers' attitudes are influenced by the appearance of foreign languages. The ethnocultural association is evoked and

the attitude toward products has altered by foreign languages, thinking the products are made by their origin countries, the perceived value of the products would be higher as well (Hornikx et al., 2013). Purchase intention is increased by a positive attitude and perceptions.

Secondly, the subjective norm. Subjective norms can be divided into two groups, which are the descriptive norms and social norms (Ham et al., 2015). However, normative beliefs is coming from social pressure in a positive or negative way (Ham et al., 2015). Therefore, the discussion about subjective norms is generally related to social norms and pressure. A social norm is individual thinking about the other's opinions before taking an actual action (Ham et al., 2015). An act of a person would be affected by the others' thoughts, thinking how they see, and their attitude toward a specific event influence personal behavior decision (Ajzen, 1991). Kumar and Ghodeswar (2014) also stated that social appeal affects purchasing intention significantly. Consumers, as a part of society, are influenced to consume the products because of others' opinions or comments (Kumar& Ghodeswar, 2014).

Lastly, perceived behavioral control shows that the behavior of people is related to the level of difficulty to achieve the perceived outcome (Ajzen, 1991). For example, people are more familiar with the situation that they have experienced before and have greater opportunities to act or do the behavior (Ajzen, 1991). Ajzen (1991) stated that intention will be increased if people have a more positive attitude toward the behavior and social norm, and better perceived behavioral control. Afendi et al. (2014) also said that if the individuals think the behavior is more in control and believe in their ability, this will increase the possibility that individuals to take actual action.

To sum up, the influencing factors of attitude, perceived behavior control, and subjective norms would be measured in this research in order to understand consumers' purchase intention toward foreign language adverting. As mentioned above, ethnocultural association and consumers' authenticity of the product would be used as the variables to test consumers' attitudes and see how they influence consumers' purchase intention. For perceived behavior control, respondents would be asked about their purchase intention toward the well-known products (low risk)

and the products had used before. Last but not least, social pressure, asking the participants' thoughts about the product advertised in foreign languages which are recommended by friends or acquaintances.

2.4 Hypotheses Development and Conceptual Framework

As mentioned above, there are several factors that influence consumers' purchase intention. The aim of this paper is to understand the relationship between foreign languages in advertising and consumers' purchase intention, and the final goal is to provide suggestions based on the findings to increase the effectiveness of advertisements. Hence, the main research question would be:

How do foreign languages used in advertising influence consumers' purchase intention?

In order to solve the research questions, the following hypotheses and conceptual framework were proposed (Figure 1):

$H0_1$: There is no significant influence of gender on purchase intention towards the advertising including foreign language.
$H1_1$: There is a significant influence of gender on purchase intention towards the advertising including foreign language.

$H0_2$: There is no significant influence of age on purchase intention towards the advertising including foreign language.
$H1_2$: There is a significant influence of age on purchase intention towards the advertising including foreign language.

$H0_3$: There is no significant influence of educational level on purchase intention towards the advertising including foreign language.
$H1_3$: There is a significant influence of educational level on purchase intention towards the advertising including foreign language.

$H0_4$: There is no significant influence of ethnocultural associations on purchase intention towards the advertising including foreign language.
$H1_4$: There is a significant influence of ethnocultural associations on purchase intention towards the advertising including foreign language.

$H0_5$: There is no significant influence of authenticity perception on purchase intention towards the advertising including foreign language.
$H1_5$: There is a significant influence of authenticity perception on purchase intention towards the advertising including foreign language.

$H0_6$: There is no significant influence of perceived behavior control on purchase intention towards the advertising including foreign language.
$H1_6$: There is a significant influence of perceived behavior control on purchase intention towards the advertising including foreign language.

$H0_7$: There is no significant influence of social pressure on purchase intention towards the advertising including foreign language.
$H1_7$: There is a significant influence of social pressure on purchase intention towards the advertising including foreign language.

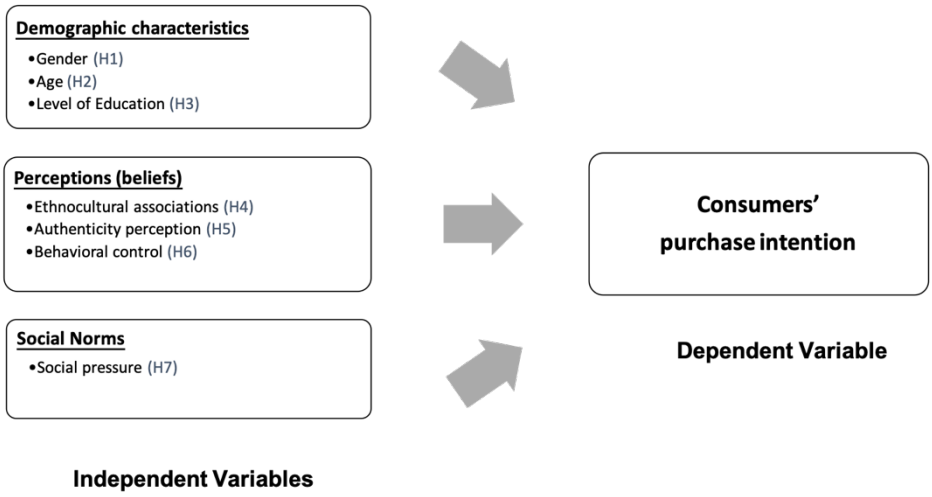

Figure 1: The conceptual framework of the factors influencing consumer purchase intentions of foreign language advertising

3 Methodology

3.1 Research Design

To collect the primary data for this paper, there are three possible research design methods that can be chosen in the data collection process: qualitative, quantitative and mixed methods (Creswell, 2014). The qualitative research approach focuses on personal opinion and seeks to understand individual meaning, doing the research and summing up the conclusion by inductive approach (Creswell, 2014). The quantitative research approach focuses on the relationships among the mensurable variables, testing theories or hypotheses through the experiments, and concluding the findings by deductive methods (Creswell, 2014). Last but not least, the mixed method is a convergent research approach which is the combination of qualitative and quantitative research methods (Creswell, 2014). Using a mixed method approach can have a more complete comprehension of the research problem by collecting and analyzing the open-ended and numerical data (Creswell, 2014).

A quantitative research approach will be applied as the research design for data collection in this paper, helping the researcher to test the relationship between predetermined variables and hypotheses through data analysis. The researcher is able to answer the research questions and know which factors would have a significant influence on consumers' purchase intention towards the appearance of foreign language in advertising. There are four different methods to do a quantitative survey which are telephoned, pen and pencil, web, and street survey (Fowler, 2002). An online survey is the chosen method of this quantitative research to collect primary data since it is low-cost and convenient. The reason why the author chose online survey is because of the convenience of distribution, suitable and safe collecting method under the hard situation of the covid-19 pandemic. In addition, the respondents would not be limited by a specific country which makes the research less biased and more confident.

3.2 Survey Development

In order to know the relationship between consumers' purchase intention and foreign language in advertising and test the corresponding hypotheses, an online survey has been conducted to find the results and answer the research questions. The survey was created through Google Forms, distributed to respondents via online channels by the author. Convenience sampling was chosen as the sampling method in this research, accessing the target population based on convenience.

The survey consisted of nineteen closed-ended questions, which were divided into three different sections. Most of the questions are single-choice, which means respondents can answer the questions quickly and efficiently. A detailed questions list can be found in the appendix (see Appendix 1).

The first part of the questionnaire asked how consumers' thoughts on foreign language in product's packaging; two distinct categories of product advertisements were shown at the beginning of the survey. One example is a famous potato chip made by the United States company- Lay's. The other one is a well-known Japanese pain-relieving product called Salonpas Patch. Both of them had two different versions of packaging: one is their own original package written in the local language of product developed places, and the other one is a repackaging version written in Chinese which is respondents' native language. Respondents should answer the following survey questions based on the given advertisements, showing how they think about these two different versions of packaging and their attitude toward foreign languages appearing in advertisements from consumers' perspectives. Using two different product packaging as an example instead of a poster or a slogan of advertising is to observe how consumers would react to the congruent products when only packaging language is different. It is hard to find official advertisements that have exactly the same content with direct translation, only the slogan part is kept the same as company characteristic to increase consumer impression. In addition, "packaging is the least expensive form of advertising"; it helps companies to convey the message to consumers, which is the same as the definition of advertising in this paper (Shimp, 2006). Therefore, congruent products with two

different languages are chosen as examples to test how foreign language in advertising would influence consumers' purchase intention.

The second part of the survey was focused on consumers' attitudes toward the advertisements which include a foreign language in it. A 5-point Likert scale was used as an answer model in this section (1=strongly disagree and 5=strongly agree), helping the researcher to understand and measure consumers' attitudes easily.

Third part of the survey is the demographic part, asking respondents general questions to collect demographic information such as gender, age and level of education in order to help the researcher analyze data and know how demographic characteristics influence consumers' purchase intention.

3.3 Data Collection and Analysis

In this research, the data was collected through the online survey as primary data. Researcher self- administered survey and used Google Forms as tools to distribute it. The convenience sampling method has been chosen for data collection, which is one of the non- probability sampling methods that allows the researcher to distribute the questionnaire and approach the target respondents who can speak Chinese easily and efficiently (Hair et al., 2012). Researcher sent the questionnaire to her family and friends and asked them to help to share the survey in their circle of friends.

The data collection period is one month, and a total number of 138 valid responses has been collected. For analysis, the collected data were exported to the Excel file from Google Forms as the first step. Secondly, the data were processed, cleaned and coded to make sure its usability and validity for analysis. Next, statistical analysis was done via exporting Excel files to the analysis tool called IBM SPSS. Through the tool, the researcher can get the results from statistical numbers easily, for instance, mean, frequency and percentage. In addition, hypotheses can be tested as well after defining testing variables and integrating the corresponding data. If the testing result showed out that p value was less than 0.05, then the null hypothesis should be

rejected since there is a significant relationship between the variables (Matthews & Ross, 2010). These processes of analysis help the researcher to understand the relationship between the foreign language in advertising and consumers' purchase intention.

3.4 Research Ethics

To protect respondents' privacy and avoid any potential issues of ethics, the survey is conducted anonymously. Also, no private information such as the participant's name and email was asked in the survey, which means there is no possibility that any personal data would be revealed and misused in any way. In addition, there was a clear statement on the survey beginning that participants were fully welcome to withdraw from the survey if they felt uncomfortable answering the questions.

4 Results

The data is primary data which were collected through the online survey by Google Forms. The answer to the research question and the result of hypothesis testing will be presented by tables and diagrams which were created by Google Forms, Excel, and IBM SPSS.

4.1 Sample Description

The total number of respondents in the survey is 138. 91 respondents are female (65.9% of the respondents) and only 47 respondents are men (34.1% of the respondents).

In the age aspect, the distribution is relatively even. Most of the participants are over 20 years old, and only three people are under 20. The group 20 to 29 takes the largest proportion of the respondents, 32 people are from this group (23.2 % of the respondents) . Table 1, Figure 2, and Figure3 show the overview of the respondents' gender and age.

		Age						
		Under 20	20-29	30-39	40-49	50-59	60 or above	Total
Gender	Female	2	25	17	14	19	14	91
	Male	1	7	7	9	11	12	47
Total		3	32	24	23	30	26	138

Table 1: Frequency of Gender and Age

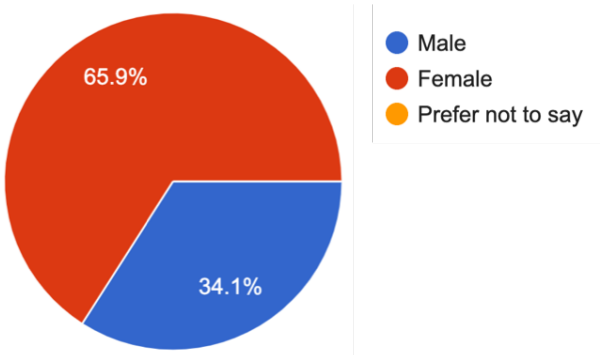

Figure 2: Percentage of Gender

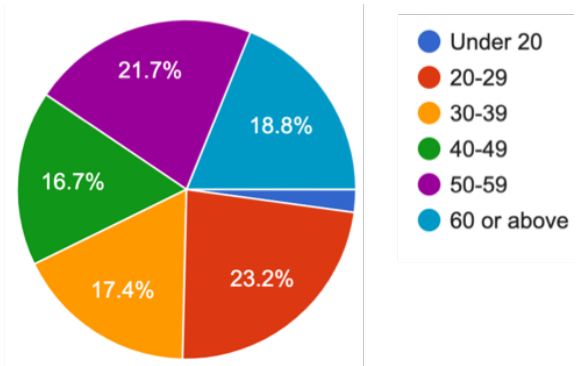

Figure 3: Percentage of Age

In the educational level aspect, the majority of respondents have bachelor or master degree, taking 58% and 31.2% respectively. Only one person does not have a formal education and eight people have a high school diploma as their highest level of education. In addition, 130 respondents (94.2%) can speak more than two languages while only 8 people cannot speak the language except their mother tongue. The overview of results is shown in Table 2, Figure 4 and Figure 5.

		How many languages can you speak?				
		only one (Mother tongue)	two	three	more than three	Total
level of education	No formal education	1	0	0	0	1
	High school	3	0	3	2	8
	Bachelor	3	45	23	9	80
	Masters	1	15	17	10	43
	PHD/ Doctorate	0	0	6	0	6
Total		8	60	49	21	138

Table 2: Frequency of Level of education and languages spoken

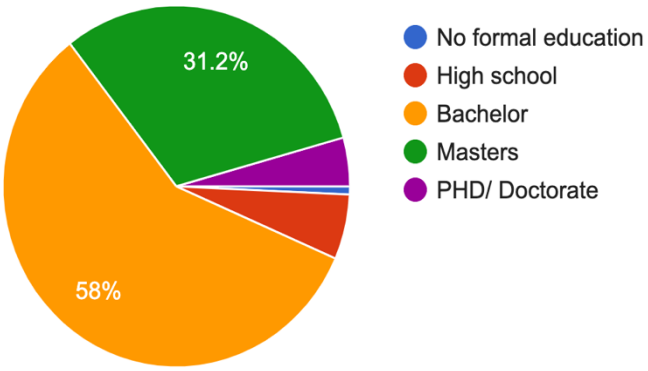

Figure 4: Percentage of Level of Education

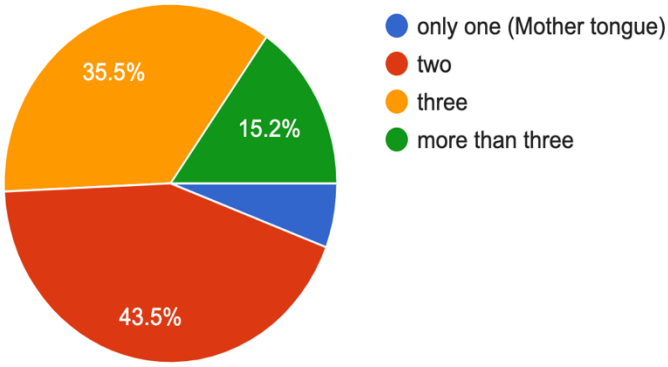

Figure 5: Percentage of Language spoken

4.2 Descriptive of Foreign Language Advertising Influences

Purchase intention towards congruent product shown in different language

At the beginning of the survey, two distinct categories of products were shown to see how respondents' purchase intention is affected by the language difference. For the product- Lay's potato chips, close to 45% of respondents would prefer to buy the original packaging which is written in English and 22.5% stated that they do not mind whether the packaging is written in English or Chinese. (Figure 6)

On the other hand, respondents have a contrary preference toward different languages packaging of Japanese pain-relieving patches. Almost half of the respondents prefer to buy the one written in Chinese (respondents' native language), and 41.3% prefer the original package written in Japanese. (Figure 7)

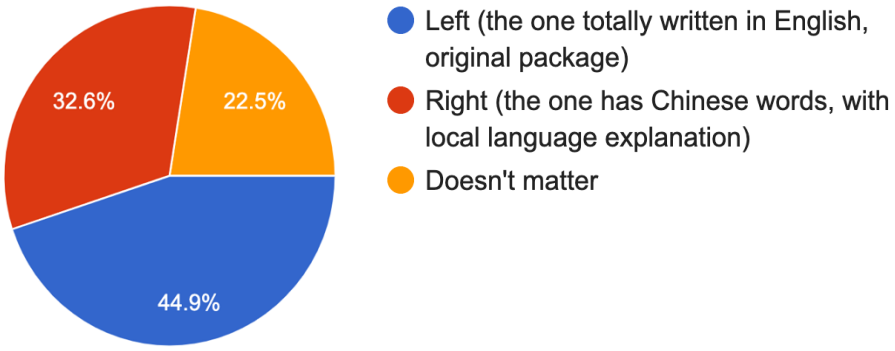

Figure 6: Respondents' purchase intention toward Lay's advertising in different languages

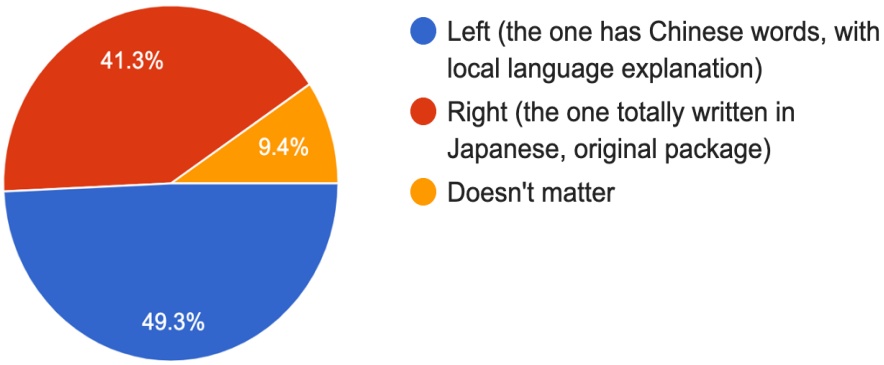

Figure 7: Respondents' purchase intention toward Salonpas advertising in different languages

Language influences consumers' purchase intention

The data show that 61.6% of the respondents stated their purchase intention would be affected by the use of language in advertising, while 38.4% of the respondents do not change their purchase decision no matter which language is used in the package (Figure 8). In addition, close to sixty percent of the respondents said that they are willing to buy the products in foreign languages even in the situation they do not completely understand the language on the package, while 40.6% of the respondents would prefer to consume the product written in the languages that they fully understand. (Figure 9). Moreover, 75.3% of the respondents expressed that they prefer to buy foreign language products because it makes the product more authentic, which makes them feel more confident with the products.

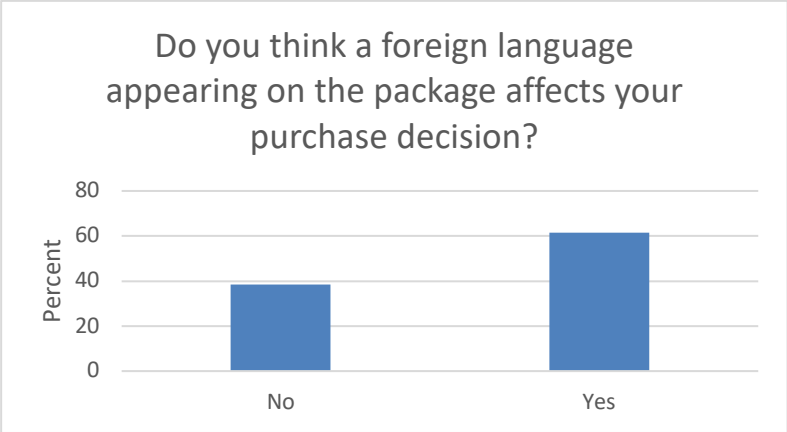

Figure 8: Respondents' purchase decision toward the use of foreign language

Figure 9: Respondents' willingness of purchasing products in foreign languages

Attitudes toward the use of languages

Respondents' attitudes toward the appearance of foreign languages in products are shown in Figure 10. Respondents have expressed their personal opinions based on the given five levels of acceptance, strongly agree, agree, neutral, disagree, and strongly disagree. The majority of participants, with 46% strongly agree and 28% agree, stated that the appearance of foreign languages is acceptable and they do not care if the foreign language exists on the package or not. Also, approximately forty percent (38%) of the respondents show a tendency to purchase products with the original package instead of the package written in the respondents' mother tongue. The acceptance of foreign languages is decent, only one percent of the respondents indicated that they would not buy the products with foreign languages on the packaging, while over 90% of respondents said that they are willing to purchase or do not have a specific opinion to the use of foreign language on the package. However, the data shows that respondents still prefer to buy the products written in the language that they can fully understand (17% strongly agree, 22% agree and 34% are neutral) even though the majority of respondents (consumers) can accept the use of foreign languages. The respondents' attitudes toward foreign languages are mostly positive which is probably credited to the less concern about the use of languages; over half of the participants indicated that they do not pay attention to the languages used in products, with 14% strongly agree, 19% agree and 29% neutral.

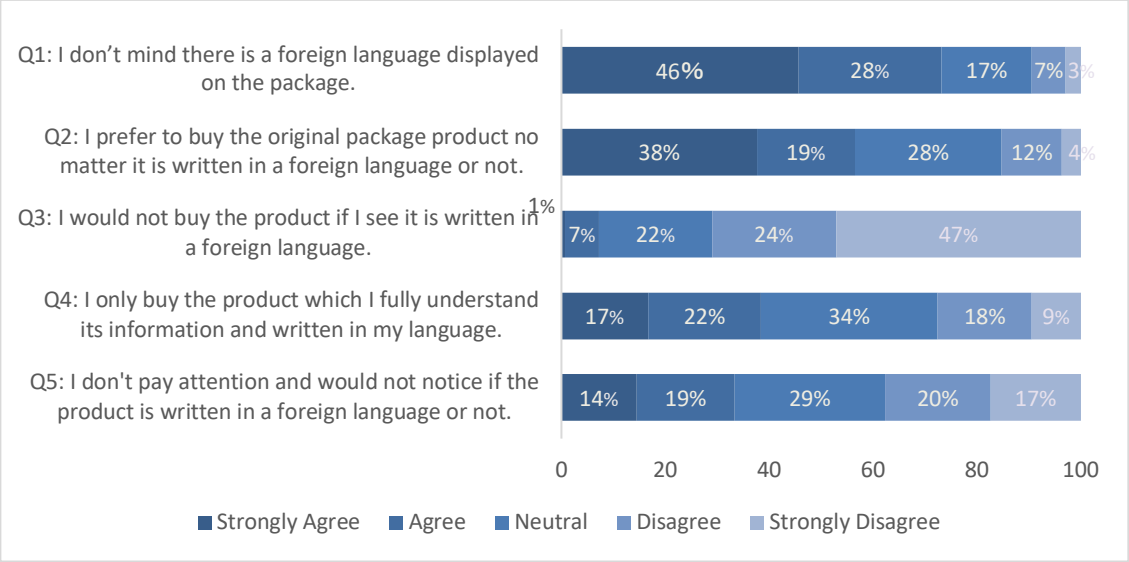

Figure 10: Influences of the use of foreign language

4.3 Hypothesis Testing

After having an overview of the data, the next step is testing the predefined hypotheses to see which factors would make consumers change their purchase intention toward foreign language products. Since all the variables are independent and have more than two sets of each, the Pearson Chi-Square test is suitable to use for testing the relationships between variables. In this paper, the confidence level of probability is 95% which means a p-value less than 0.05 would need to reject the null hypothesis, and accept the alternative hypothesis.

4.3.1 Hypothesis 1

$H0_1$: There is no significant influence of gender on purchase intention towards the advertising including foreign language.
$H1_1$: There is a significant influence of gender on purchase intention towards the advertising including foreign language.

In order to see if there is a significant relationship between gender and purchase intention towards foreign language advertising, question three from the first part of the survey "Do you think a foreign language appearing on the package affects your purchase decision? (Yes/ No)" and gender would be the analyzed data.
The result is shown in Table 3, the Chi-Square value is 0.518 and the p-value is 0.472 which is larger than 0.05. So, the null hypothesis should maintain and cannot accept the alternative hypothesis: no significant relationship has been found between gender and consumers' purchase intention toward foreign languages advertising.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.518[a]	1	.472		
Continuity Correction[b]	.286	1	.592		
Likelihood Ratio	.515	1	.473		
Fisher's Exact Test				.580	.295
N of Valid Cases	138				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.05.

b. Computed only for a 2x2 table

Table 3: Chi-Square test for hypothesis 1

4.3.2 Hypothesis 2

H0$_2$: There is no significant influence of age on purchase intention towards the advertising including foreign language.

H1$_2$: There is a significant influence of age on purchase intention towards the advertising including foreign language.

For the second hypothesis, age is the independent variable and same as the last hypothesis Q3 is the dependent variable during this test. Table 4 and Table 5 is the result of the Chi-Square test. The p-value is 0.022, which is lower than 0.05, which means there is a significant relationship between age and consumers' purchase intention toward the use of foreign languages in advertising. The null hypothesis should be rejected, and accept the alternative hypothesis. In addition, the value of Cramer's V is 0.309, which is a number between 0.2 and 0.6, which shows the variables have a moderate association.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.183[a]	5	.022
Likelihood Ratio	13.159	5	.022
N of Valid Cases	138		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.15.

Table 4: Chi-Square test for hypothesis 2

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.309	.022
	Cramer's V	.309	.022
N of Valid Cases		138	

Table 5: Chi-Square test for hypothesis 2 (Cramer's V)

4.3.3 Hypothesis 3

H0$_3$: There is no significant influence of educational level on purchase intention towards the advertising including foreign language.

H1$_3$: There is a significant influence of educational level on purchase intention towards the advertising including foreign language.

To test the relationship between the level of education and purchase intention, question three of the survey is used as a dependent variable same as above. Table 6 shows the result of the Chi-Square test, the p-value is 0.049, which is lower than 0.05, which means there is a significant relationship between the variables. Because of the result, the null hypothesis is rejected and the alternative hypothesis is accepted. In addition, the Chi-Square value of the test is 9.549.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.549[a]	4	.049
Likelihood Ratio	9.921	4	.042
N of Valid Cases	138		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .38.

Table 6: Chi-Square test for hypothesis 3

Moreover, there are more than expected number of respondents, whose highest level of education is high school, said that they are not affected by the languages used in advertising (6 > 3.1) and so do the participants who have completed bachelor's degree. Only the respondents with the highest level of education of master's degree have more than expected people (32 >26.5) said that they would be affected by showing foreign language in advertising. All the results of the test can be seen in Table 7.

			Q3		
			No	Yes	Total
Level of Education	No formal education	Count	1	0	1
		Expected Count	.4	.6	1.0
	High school	Count	6	2	8
		Expected Count	3.1	4.9	8.0
	Bachelor	Count	32	48	80
		Expected Count	30.7	49.3	80.0
	Masters	Count	11	32	43
		Expected Count	16.5	26.5	43.0
	PHD/ Doctorate	Count	3	3	6
		Expected Count	2.3	3.7	6.0
Total		Count	53	85	138
		Expected Count	53.0	85.0	138.0

Table 7: Chi-Square test for hypothesis 3 (Count)

4.3.4 Hypothesis 4

$H0_4$: There is no significant influence of ethnocultural associations on purchase intention towards the advertising including foreign language.
$H1_4$: There is a significant influence of ethnocultural associations on purchase intention towards the advertising including foreign language.

In the survey, there are two questions related to hypothesis 4. In the second part of the survey, question 6 “I would buy a product written in foreign languages associated with its origin which makes me feel confident about it.” and question 12 “I prefer that foreign brands keep advertising their brand in their own language, e.g. McDonald's slogan: I'm Lovin' It.” help the researcher to understand respondents’ attitudes toward the statement regarding ethnocultural association of foreign language products. Therefore, hypothesis 4 was tested through the responses to these two questions.

Both of the questions are answered on a 5-Point Likert scale, hence, the data need to be processed. The new variable was computed by the mean of question 6 and question 12. Because it was a scale, it needed to be coded to nominal data and changed back to the categorical variable for doing the following chi-square test. The researcher had redefined the range of the Likert scale like so: the first value (=strongly disagree) would be in the range of 1 to 1.8; the second value (=disagree) would start from 1.81 to 2.6; 2.61 to 3.4 for value 3 (=neutral); 3.41-4.2 for value 4 (=agree) and the last level of value (=strongly agree) is in the range of 4.21 to 5.

The chi-square testing result has shown in Table 8, the p-value is 0.001 lower than 0.05, which means there is a significant relationship between ethnocultural association and consumers’ purchase intention toward foreign language in advertising. The null hypothesis is rejected, and the alternative hypothesis is accepted.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.998[a]	4	.001
Likelihood Ratio	18.864	4	<.001
N of Valid Cases	138		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .77.

Table 8: Chi-Square test for hypothesis 4

4.3.5 Hypothesis 5

$H0_5$: There is no significant influence of authenticity perception on purchase intention towards the advertising including foreign language.

$H1_5$: There is a significant influence of authenticity perception on purchase intention towards the advertising including foreign language.

Similar to the last hypothesis, hypothesis 5 also needs to be analyzed by several sets of data. Q7, Q11, and Q14 (see Appendix 1) from the second section of the online survey are necessary for hypothesis testing, and understanding how consumers' authenticity perception influences their purchase intention.

The testing result of the chi-square test has shown in Table 9. The p-value is 0.065, which is higher than the significance level (0.05), therefore, no significant relationship has been found between the authenticity perception and purchase intention, and the null hypothesis should be maintained.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.840[a]	4	.065
Likelihood Ratio	9.710	4	.046
N of Valid Cases	138		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .77.

Table 9: Chi-Square test for hypothesis 5

4.3.6 Hypothesis 6

$H0_6$: There is no significant influence of perceived behavior control on purchase intention towards the advertising including foreign language.

$H1_6$: There is a significant influence of perceived behavior control on purchase intention towards the advertising including foreign language.

Same as above, hypothesis 6 needs to be analyzed through the tenth question and question thirteen (see Appendix 1) of the questionnaire. The researcher cleaned and coded the existing data to a new variable which is the mean of the Q10 and Q13 results.

Table 10 shows the result of a chi-square test. The p-value is 0.643, which is above 0.05, which means there is no significant relationship between perceived behavior control and consumers' purchase intention toward the ads in foreign languages. The null hypothesis is kept.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.512[a]	4	.643
Likelihood Ratio	2.854	4	.583
N of Valid Cases	138		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .38.

Table 10: Chi-Square test for hypothesis 6

In addition, the strength of the relationship shown by the value of Cramer's V is weak as well. In the range of 0 to 1, the relation strength of perceived behavior and purchase intention 0.135. See Table 11.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.135	.643
	Cramer's V	.135	.643
N of Valid Cases		138	

Table 11: Chi-Square test for hypothesis 6 (Cramer's V)

4.3.7 Hypothesis 7

H0$_7$: There is no significant influence of social pressure on purchase intention towards the advertising including foreign language.

H1$_7$: There is a significant influence of social pressure on purchase intention towards the advertising including foreign language.

According to the variable included in hypothesis 7, the eighth question and ninth question (see Appendix 1) of the survey need to be analyzed for hypothesis testing. The p-value of the testing is 0.047 (lower than 0.05) which means the relationship between social pressure and consumers 'purchase intention is significant. Rejecting the null hypothesis and accepting the alternative hypothesis.

It is noticed that the strength of the relationship is not strong, with 0.265 in Cramer's V value which ranges between 0 to 1. All the results can be seen in Table 12 and Table 13.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.658[a]	4	.047
Likelihood Ratio	9.813	4	.044
N of Valid Cases	138		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.46.

Table 12: Chi-Square test for hypothesis 7

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.265	.047
	Cramer's V	.265	.047
N of Valid Cases		138	

Table 13: Chi-Square test for hypothesis 7 (Cramer's V)

5 Conclusion

The purpose of this study is to find out the relationship between the use of foreign languages in advertising and consumers' purchase intention. In the first half of the paper, the role of foreign language in advertising and related theories has been introduced. To further understand consumers' attitudes toward products including foreign languages in advertising, the author designed an online survey to collect primary datas. A total number of 138 people responded to the survey. Hence, the results of the research have a certain level of confidence.

5.1 Answer to research questions

To answer the research question: "How foreign languages used in advertising influence consumers' purchase intention?", a total number of seven hypotheses have been set and tested in this paper. Based on the prior investigation and understanding, the author set a list of hypotheses that may have a certain relationship with the consumers' purchase intention toward the use of foreign languages in advertisements. The research focuses on the factors: gender, age, level of education, ethnocultural association, authenticity perception, perceived behavior, and social pressure. Four out of seven factors have a significant relationship with consumers' purchase intention.

Hypothesis 2, 3, 4, and 7 show that age, education level, ethnocultural association, and social pressure have a significant relationship with consumers' purchase intention. On the other hand, gender, authenticity, and perceived behavior control do not have a significant effect on consumers' purchase intention; three of them maintain the null hypothesis. There are several reasons that could be the causes of this result.

It is understandable that age is one of the significant factors to influence consumers' purchase intention toward foreign language advertising. As data shows, less than expected amount of the participants who are 60 years old or above stated that they would be affected by the foreign languages advertising, and more than expected said they would not change their consumer behavior. The reason for this result could be that older people are not as familiar with foreign languages as young people who

were born in the network generation. In addition, older people are used to buying the products they are familiar with and keep using them continuously.

The reason why the level of education is significantly related to consumers' purchase intention on foreign language advertisements may be because people who have a higher degree of education are more likely to know different languages and make their purchase decision based on that. In addition, respondents are highly influenced by social pressure. Consumers would like to take the advice from others, whether the suggestion comes from close friends or the public (internet). This result is coherent with the concept Kumar and Ghodeswar said in 2014.

And for the last significant factor of consumers' purchase intention, ethnocultural association, is also understandable. As the theory proposed by Hornikx et al. (2013), foreign language display in advertising helps consumers to increase their confidence in the products because consumers can associate it with the products' origin country. This may be the reason why it is extremely significant in the relationship ($0.001<0.05$) and with 0.361 strength in Cramer's V value.

Besides, one interesting point has been noticed through the data analysis. More consumers would like to buy Lay's (potato chip) in original packaging, but they prefer to buy Salonpas (pain-relieving patch) in local language packaging. This distinct result may be caused by the category of product. Even though both of them are well-known products, people have more interest in buying food in the original packaging and less interest when the product is related to medical or therapy. From the result, it would be interesting to do further research to see how the category of a product interacts with foreign language factors that would affect consumers' purchase intention.

To sum up, consumers' purchase intention toward foreign languages in advertising is influenced by external and internal factors. In this research, age, education level, ethnocultural association, and social pressure are the factors that have a significant influence on consumers' purchase intention.

5.2 Practical Implications

The result of the study also can apply to the practical business sector. As the data shows, some of the factors have a significant relationship with consumers' purchase intention toward foreign language advertising. Utilizing the result, advertisers can know how to increase advertising effectiveness on their target customer and reduce unnecessary costs.

For example, age and education level have a significant relationship with the consumers' purchase intention toward foreign languages in advertising. If the firm wants to promote a foreign product related to the young generation with a high level of education, then they could use the original package or slogan as one part of the advertising. This action not only saves the cost of re-designing but also takes the advantage of evoking consumers' ethnocultural associations when they see it. However, if the foreign product's target consumers are older, then this advertising method is not suitable.

Moreover, advertising methods should change depending on the category of products. Even though there is no detailed research on this aspect, it is apparent that consumers have different purchase intentions on different types of products when the promotion method is the same (using local language).

A suggestion given from this paper to advertisers is that understanding the perception of target consumers is extremely important. Not only because it can help to increase the effectiveness of advertising, but also convey the messages that firms want to distribute accurately. The goal of advertising is to reach as many potential customers as possible and let them know about the products or services of the company (Ward, 2018). Therefore, choosing the right way to promote the products is one of the key points in the entire business process.

5.3 Limitations and future research

There are a few points that can be improved in this research.
First of all, the size of the sample is relatively small with a total of 138 respondents. Even though there are some significant differences shown in the data and test, there is still type II error (β) which makes some of the hypotheses maintain the null hypotheses. Increasing the sample size, type II error (β) can be decreased under the condition that type I error (α) is the same.

The second limitation of this paper is the choice of examples. There were two examples shown in the survey (see Appendix 1) and its data result has been analyzed in the previous section. The category of product indeed affects consumers' purchase intention. Due to the length of the survey being limited, it is hard to include other types of products. The result might be different if there were more products and examples shown at the beginning of the survey.

In addition, the survey is only available in English but the target population is the Chinese speaking population. Most of the respondents can speak more than two languages and this could lead the result to be biased. Few of the participants stated that they can only speak their native language (Chinese), which means they answered the survey with assistance. Whether asking people around him or her to help translate or use translators by themselves, the meaning of sentences would have a chance to be misunderstood, which would affect the results.

Last but not least, the origins of the two examples are the United States and Japan. Both languages are commonly used worldwide. According to the data from Statista (2022), English has the most speakers in the world and Japanese is one of the top 15 languages spoken worldwide. Combining the result of respondents who can speak more than one language with this fact, it has a high probability that respondents know both languages. If respondents can completely understand both of the languages, then they might not care which languages are used in the advertisement. This limitation would have a chance to affect the data analysis result.

Since both of the chosen products (Lay's and Salonpas) are made by developed countries (the United States and Japan), the result might be different if the products are made by developing countries or least developed countries, for example, Brazil or African countries. Consumers' level of confidence toward the product written in less spoken languages could be differentiated from the products written in English or Japanese. To further research, comparing the difference between the origin of products would be a worthy question to investigate in the future.

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Appendix

Appendix 1

Thoughts of foreign language on the package

Answering the questions based on your thoughts after seeing the example pictures.
Imagining you are in the supermarket, and seeing the following two different packages of the identical product at the same price,

1. Which one you prefer to buy?

Left (the one totally written in English, original package)
Right (the one has Chinese words, with local language explanation)
Doesn't matter

2. Which one you prefer to buy?

Left (the one has Chinese words, with local language explanation)
Right (the one totally written in Japanese, original package)
Doesn't matter

3. Do you think a foreign language appearing on the package affects your purchase decision?
Yes
No

4. For foreign products, are you willing to buy the one with a foreign language in the package?
Yes, even if I don't completely understand the language
No, I still prefer to buy the product with some local language explanation and fully understand

5. If you choose "Yes" in the last question, what is/are the reason(s) that makes you willing to buy the products with foreign language packaging? (can choose more than one)

It makes me associated with its origins, feeling more confident with the product
It makes me feel it is authentic
People surrounding me buy, so I buy as well
Others :

Attitude towards to foreign language in advertising

To further understand your thoughts of foreign language appears in advertising, please choose the appropriate response for each following statement:

1. I don't mind there is a foreign language displayed on the package.

Strongly Disagree 1 2 3 4 5 Strongly Agree

2. I prefer to buy the original package product no matter it is written in a foreign language or not.

Strongly Disagree 1 2 3 4 5 Strongly Agree

3. I would not buy the product if I see it is written in a foreign language.

Strongly Disagree 1 2 3 4 5 Strongly Agree

4. I only buy the product which I fully understand its information and written in my language.

Strongly Disagree 1 2 3 4 5 Strongly Agree

5. I don't pay attention and would not notice if the product is written in a foreign language or not.

Strongly Disagree 1 2 3 4 5 Strongly Agree

6. I would buy a product written in foreign languages associated with its origin which makes me feel confident about it.

Strongly Disagree 1 2 3 4 5 Strongly Agree

7. I would buy a product written in a foreign language because I think it is authentic.

Strongly Disagree 1 2 3 4 5 Strongly Agree

8. I would trust and buy a product written in a foreign language because my friends buy it as well.

Strongly Disagree 1 2 3 4 5 Strongly Agree

9. I would trust and buy a product written in a foreign language because it is highly recommended by acquaintances.

Strongly Disagree 1 2 3 4 5 Strongly Agree

10. I would trust and buy a product written in a foreign language because it is a famous and well-known product.

Strongly Disagree 1 2 3 4 5 Strongly Agree

11. I would have higher expectations if the products are advertised in foreign languages (thinking it should be more authentic).

Strongly Disagree 1 2 3 4 5 Strongly Agree

12. I prefer that foreign brands keep advertising their brand in their own language, e.g. McDonald's slogan: I'm Lovin' It.

Strongly Disagree 1 2 3 4 5 Strongly Agree

13. I don't mind the product is written in which language since I have tried it before, and have a basic understanding of the product.

Strongly Disagree 1 2 3 4 5 Strongly Agree

14. I believe the products written in foreign languages (its original language) are more authentic and functional base on my past experience.

Strongly Disagree 1 2 3 4 5 Strongly Agree

Basic Information

Gender

Male
Female
Prefer not to say

Age
Under 20
20-29
30-39
40-49
50-59
60 or above

What is your highest level of education?
No formal education
High school
Bachelor
Masters
PHD/ Doctorate
Others :

How many languages can you speak?
only one (Mother tongue)
two
three
more than three