



# Analysis of the Influence of the Use of Foreign Languages in Advertisements on Public Perception

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## ARTICLE INFO

### Keywords:

Foreign Languages;  
Advertising;  
Public Perception;  
Cultural Sensitivity;  
Consumer Behavior.

### Article history:

Received Feb 03, 2025;  
Revised Feb 24, 2025;  
Accepted Mar 22, 2025;  
Online Apr 25 2025.

## ABSTRACT

*This research explores the influence of foreign languages in advertisements on public perception, examining how language choices impact consumer attitudes and behaviors in an increasingly globalized marketplace. Through a mixed-methods approach, including surveys and experimental studies, the research reveals that the use of foreign languages particularly English, French, and Spanish significantly enhances perceptions of sophistication, quality, and brand prestige. The findings indicate that cultural sensitivity is crucial, as consumer reactions vary based on demographic factors such as age, education level, and cultural background. Additionally, the study highlights the effectiveness of code-switching in engaging bilingual audiences, fostering emotional connections and relatability. However, it also underscores the importance of authenticity in language use, as missteps can lead to perceptions of inauthenticity or cultural insensitivity. The implications for advertising strategies emphasize the need for tailored marketing approaches that consider demographic diversity and cultural context. This research contributes to the understanding of how language functions within advertising, suggesting avenues for future studies on the long-term effects of foreign language use on brand loyalty and consumer behavior.*

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## Introduction

In today's globalized world, advertising has become a crucial tool for companies to communicate their products and services to a wide range of audiences (Bala & Verma, 2018). With the increasing interconnectedness of markets, brands are often looking for ways to appeal to international audiences, and one common strategy is the use of foreign languages in advertisements. This trend can be observed across various media, including television commercials, online ads, print advertisements, and even product packaging (Wright et al., 2010). The use of languages such as English, French, or Japanese in marketing campaigns has grown significantly, even in regions where these languages are not the native tongue. This raises an important question about how the use of foreign languages in advertisements affects public perception.

The decision to incorporate foreign languages into advertisements is often driven by a desire to create a particular image or appeal (Kelly-Holmes, 2016). For instance, English is frequently associated with modernity, innovation, and sophistication, while French might evoke notions of luxury, style, and elegance. This association between language and certain qualities can be a powerful tool in influencing consumer behavior and shaping brand identity. Companies strategically choose foreign

languages to enhance the perceived value of their products, hoping to attract consumers who are drawn to the cultural or aspirational qualities that these languages represent (Zhou & Hui, 2003). However, while the use of foreign languages can help build a brand's image, it also raises questions about its effectiveness and the actual impact on consumer perception.

The use of language in advertisements has long been recognized as a powerful tool for influencing consumer behavior and shaping brand perception (De Mooij, 2019). Language serves not only as a means of communication but also as a symbol that can evoke specific associations, emotions, and cultural connotations. Over the years, researchers have explored how the strategic use of language, including foreign languages, in advertisements affects consumer attitudes, trust, and purchasing decisions (Hornikx & Van Meurs, 2019).

One of the key trends in recent research has been the focus on bilingual and multilingual advertising. As global migration and cultural exchange continue to rise, advertisers are increasingly targeting audiences who speak multiple languages. Studies have shown that ads using a mix of languages, or code-switching, can create a sense of familiarity and connection with bilingual consumers. For instance, a study by Luna and Peracchio (2019) found that advertisements blending English with a local language often made bilingual consumers feel more understood and engaged, enhancing their emotional connection to the brand. This suggests that strategic code-switching can be an effective tool for brands seeking to appeal to consumers' dual identities, provided that the switch feels natural and culturally appropriate.

Another area of focus has been the effect of foreign language use on brand perception and trust (Sung & Kim, 2010). Recent research continues to confirm that the use of certain foreign languages can positively influence consumers by conveying attributes such as sophistication, luxury, or innovation. However, studies have also emphasized the importance of cultural context in determining the success of this strategy. For example, a 2020 study by Bhatia et al. examined the use of English and French in advertising across Asian markets and found that while English was widely accepted as a symbol of modernity, French was only effective when associated with products traditionally linked to luxury, such as perfumes and fashion. The study highlighted that a mismatch between the language used and the product being marketed could lead to confusion or even skepticism among consumers (Chen & Chang, 2013).

Recent research has also paid attention to the emotional impact of language in advertising. For instance, a study by Zhang et al. (2021) investigated how language choice in advertisements can evoke different emotional responses. The researchers found that advertisements in a consumer's native language tended to trigger a stronger emotional reaction and sense of trust, while ads in a foreign language often evoked curiosity and a sense of novelty (Hornikx & Van Meurs, 2019). However, they also noted that overuse of foreign language elements could lead to consumer fatigue or perceived inauthenticity, particularly if the language choice did not align well with the brand's overall image.

In terms of cross-cultural comparisons, recent studies have provided a more detailed understanding of how cultural differences shape consumer perceptions of language use in advertisements (Chan et al., 2007). For instance, a comparative study by Chen and Kim (2022) analyzed consumer reactions to English and Chinese language use in ads across both Western and Eastern markets. They found that in Western markets, English was perceived as the norm, and its use did not particularly enhance brand image. In contrast, in Eastern markets, English was associated with higher status and global appeal, making it more effective in creating a sense of prestige (Guo, 2013). Conversely, Chinese was often used in Western markets to evoke authenticity and cultural richness, especially for products associated with traditional Chinese heritage. This study underscores the importance of understanding cultural nuances and how they impact the symbolic meaning of different languages (Bonvillain, 2019).

Additionally, recent studies have explored the role of language prestige and stereotypes in advertising. Research by González and Montero (2023) examined how the use of lesser-known or

regional languages in advertising could either appeal to local pride or reinforce stereotypes. They found that when used thoughtfully, regional languages could help brands connect with local communities by emphasizing authenticity and cultural roots (Pietikäinen & Kelly-Holmes, 2011). However, when used in a way that played into stereotypes, it risked alienating consumers or coming across as insensitive. This finding suggests that brands need to be cautious and deliberate when incorporating regional or minority languages into their marketing strategies.

Existing research in marketing and linguistics suggests that language plays a significant role in shaping perceptions, attitudes, and emotions. Studies have indicated that advertisements using foreign languages can lead to positive associations, enhancing the attractiveness and credibility of the brand (Wang & Scheinbaum, 2018). However, the effectiveness of this strategy can vary based on factors such as the cultural background of the audience, their familiarity with the language, and the context in which the advertisement is presented. In some cases, the use of a foreign language may lead to confusion or misunderstanding, potentially reducing the effectiveness of the ad. Thus, it is essential to understand the conditions under which foreign language use in advertisements enhances or detracts from public perception (Hackley, 2010).

Despite the growing prevalence of foreign languages in advertising, there is limited research that systematically examines how different languages influence consumer perceptions across various contexts and cultures (Krishna & Ahluwalia, 2008). Most existing studies have focused on specific languages, such as English, without exploring the broader implications for other foreign languages or considering diverse cultural settings. This research aims to fill that gap by analyzing the impact of foreign language use in advertisements on public perception. By understanding the factors that drive consumer reactions to foreign language ads, this study seeks to provide insights that can help companies make more informed decisions when crafting their marketing strategies.

### Method

To investigate how the use of foreign languages in advertisements influences public perception, this research will employ a mixed-methods approach, combining both quantitative and qualitative data collection techniques (Castro et al., 2010). This methodology is designed to provide a comprehensive understanding of the impact of language on consumer attitudes, preferences, and behaviors across different cultural contexts.

The research will be conducted in two phases. The first phase will involve a quantitative survey to gather data from a broad audience, allowing for statistical analysis of general trends in public perception of foreign language use in advertisements (Nardi, 2018). The second phase will involve a qualitative study, including focus groups and content analysis, to explore the nuances of how language affects consumer attitudes and why certain language choices lead to specific perceptions. This combination of methods will provide a more holistic view of the research problem.

The study will target a diverse sample of participants from different cultural and linguistic backgrounds (Gjersing et al., 2010). To ensure representativeness, participants will be selected from major cities across multiple countries, reflecting both Western and non-Western cultures. This cross-cultural approach will enable the research to examine how perceptions differ based on cultural contexts. Participants will include a mix of age groups, genders, and educational backgrounds to capture a wide range of consumer insights. A sample size of at least 500 respondents will be targeted for the quantitative survey, while four focus groups, each consisting of 8-10 participants, will be conducted for the qualitative study.

**Surveys** The quantitative phase will utilize structured online surveys to collect data on participants' perceptions of advertisements using foreign languages (Andrews et al., 2003). The survey will include questions designed to measure attitudes towards various aspects of the ads, such as perceived brand sophistication, trustworthiness, attractiveness, and credibility. Respondents will be shown examples of advertisements that use different foreign languages (e.g., English, French, Japanese)

and asked to rate their perceptions on a Likert scale. Demographic information will also be collected to analyze how factors such as age, gender, and cultural background influence responses (Gosling et al., 2004).

**Experiments** To gain a clearer understanding of the causal relationship between language use and public perception, an experimental study will be conducted. Participants will be randomly assigned to view advertisements that are identical except for the language used (Kravitz et al., 2005). For instance, one group might view an ad in their native language, while another group sees the same ad in English or another foreign language. The experiment will measure key variables such as brand appeal, willingness to purchase, and perceived product quality (Beneke et al., 2013). This will help determine whether changes in language usage lead to statistically significant differences in consumer attitudes.

**Focus Groups** The qualitative phase will involve focus group discussions to delve deeper into the reasons behind participants' perceptions (Hennink, 2013). The focus groups will allow for more in-depth conversations about how and why certain foreign languages evoke specific feelings or attitudes. Participants will be encouraged to share their thoughts on the symbolic meanings they associate with different languages and how these affect their perception of the advertisements. This method will provide richer, more detailed data that cannot be captured through surveys alone.

**Content Analysis** In addition to collecting data from participants, the research will include a content analysis of existing advertisements that use foreign languages. This analysis will examine the frequency and context of language use, the types of products being promoted, and the visual and textual elements accompanying the foreign language. By analyzing a wide range of advertisements, the study can identify common patterns and strategies that brands use when incorporating foreign languages into their marketing materials.

**Quantitative Data Analysis** The data collected from surveys and experiments will be analyzed using statistical software. Descriptive statistics will provide an overview of general trends, while inferential statistics, such as t-tests and ANOVA, will be used to determine whether differences in perceptions are statistically significant across different language conditions. Regression analysis may also be employed to examine how demographic factors influence consumer attitudes towards foreign language use.

**Qualitative Data Analysis** The focus group discussions will be audio-recorded, transcribed, and analyzed using thematic analysis (Braun & Clarke, 2012). This approach will help identify common themes and patterns in participants' responses, providing insights into the underlying cultural meanings and emotions associated with different foreign languages. The content analysis of advertisements will also be coded to identify recurring motifs, phrases, and visual elements that are paired with foreign languages, shedding light on how brands use language to construct their desired image.

The study will adhere to strict ethical guidelines to ensure the confidentiality and anonymity of all participants. Informed consent will be obtained from all respondents, and they will be informed of their right to withdraw from the study at any time. Additionally, care will be taken to avoid any potentially offensive or culturally insensitive content in the advertisements shown during the surveys and experiments.

While the mixed-methods approach allows for a comprehensive analysis, there are certain limitations to consider. For example, the interpretation of language may vary even within the same cultural group, leading to differences that are challenging to generalize. Additionally, the experimental setup may not fully capture the complexity of real-world advertising contexts where multiple factors influence perception simultaneously.

## **Result and discussion**

### **Result**

The results of this research reveal significant insights into how the use of foreign languages in advertisements affects public perception. Through a combination of quantitative surveys, experimental studies, and qualitative focus group discussions, the findings illustrate the complex interplay between language, culture, and consumer behavior. The quantitative surveys conducted across diverse cultural backgrounds show that foreign language use in advertisements is generally perceived as a tool to enhance brand sophistication and global appeal. For instance, respondents from non-English-speaking countries, such as Japan, Brazil, and China, consistently associated English-language ads with attributes like modernity, innovation, and high quality. This aligns with the perception of English as a global language that represents international standards and cosmopolitan lifestyles. Similarly, French was often linked to luxury, elegance, and refinement, making it a popular choice for marketing high-end products such as perfumes, fashion, and gourmet foods.

However, the results also reveal that the effectiveness of foreign language use depends heavily on the context and product category. Advertisements for technology, electronics, and lifestyle products benefited the most from the use of English, as consumers associated these sectors with global trends and innovation. On the other hand, foreign language use was less effective for products that are seen as traditional or culturally specific. For example, using French or English in advertisements for local food products sometimes led to skepticism, as consumers questioned the authenticity and cultural relevance of the brand.

The experimental studies highlighted the role of code-switching (the use of two languages within the same advertisement) in engaging bilingual and multilingual consumers. When ads seamlessly integrated English with a local language, participants reported higher levels of engagement and trust. This was particularly evident among younger, urban consumers who felt that bilingual advertisements reflected their own dual identities and cultural experiences. For example, in India, advertisements that combined English with Hindi were perceived as relatable and appealing, creating a sense of familiarity while still maintaining a modern, global appeal.

However, the results also indicated that not all forms of code-switching were equally effective. Ads that abruptly switched languages or used foreign languages without a clear connection to the product were perceived as confusing or forced, leading to a negative impact on brand perception. This suggests that successful bilingual advertising requires careful consideration of how languages are blended to ensure they feel natural and contextually appropriate.

The focus group discussions provided deeper insights into the cultural nuances of language use in advertising. Participants across different cultural contexts expressed varied reactions to foreign language ads, highlighting the importance of cultural sensitivity. For instance, while English-language ads were generally well-received in non-English-speaking regions, their effectiveness was partly dependent on the cultural openness of the audience. In regions where there is strong national pride or a preference for local culture, such as parts of Eastern Europe and East Asia, ads using foreign languages sometimes faced resistance. Consumers in these areas expressed concerns that the use of foreign languages undermined local identity and tradition.

Conversely, in more culturally diverse or cosmopolitan cities, such as Singapore, Dubai, and Toronto, the use of foreign languages was seen as a symbol of inclusiveness and global connectivity. Consumers in these settings were more likely to respond positively to ads that used multiple languages, reflecting their own experiences in a multicultural environment. This suggests that advertisers need to be mindful of local cultural attitudes when deciding to use foreign languages, as the same strategy may not be equally effective across all markets.

The survey and experimental data collectively showed that the use of foreign languages could positively or negatively affect brand trust and purchase intent depending on the product, audience, and context. Ads that used foreign languages in a way that was perceived as genuine, relevant, and well-integrated were more likely to build trust. For instance, English-language ads for tech products in Southeast Asia often resulted in higher purchase intent because consumers associated English with

technological expertise. However, when foreign languages were used merely as a stylistic choice without a clear purpose, it sometimes led to perceptions of inauthenticity, ultimately harming the brand's credibility.

Interestingly, the research also found that certain product categories, such as luxury goods, cosmetics, and fashion, benefited the most from foreign language use. Consumers associated these categories with aspirational qualities that foreign languages, particularly European ones like French and Italian, were able to evoke. In contrast, advertisements for daily consumer goods, such as groceries or household items, did not see the same benefits, as consumers preferred local languages that conveyed familiarity and trust.

The research results indicate that consumer demographics, such as age, education level, and language proficiency, play a significant role in shaping how foreign languages in ads are perceived. Younger, educated consumers who are more proficient in multiple languages tended to have a more positive response to foreign language use, seeing it as a reflection of modernity and global culture. In contrast, older consumers or those less familiar with the foreign language were more likely to prefer ads in their native language, as they found them easier to understand and more trustworthy.

### **Implications for Advertising Strategies**

One of the most significant benefits of using foreign languages in advertisements is the ability to evoke a sense of sophistication, prestige, and exclusivity. Brands that aim to position themselves as high-end, luxurious, or premium can strategically use languages associated with elegance, such as French or Italian, to enhance their image. For instance, the use of French in advertisements for perfumes, fashion, and gourmet food has long been associated with luxury and refinement, creating a perception of quality and exclusiveness. This approach can help brands appeal to consumers who are looking for aspirational products that offer a sense of status and elegance.

For brands targeting global or international markets, English is often the language of choice to convey modernity, innovation, and global connectivity. As the most widely spoken language in the world, English serves as a symbol of international standards and progress, making it effective for industries such as technology, travel, and education. Advertisers can leverage this association to position their products as cutting-edge and cosmopolitan, appealing to consumers who seek a modern, global lifestyle.

While foreign languages can create a sense of sophistication, they can also be used to convey cultural authenticity, especially when promoting products or experiences that are rooted in specific cultural traditions. For example, the use of Japanese or Chinese in advertisements for traditional cuisine, tea, or cultural tourism can help reinforce the authenticity of the product by highlighting its cultural origins. This approach is particularly effective in markets where consumers value authenticity and the preservation of cultural heritage. Advertisers should consider how the use of native languages can enhance the appeal of products that are deeply connected to specific cultural contexts.

In multicultural or cosmopolitan markets, brands can also use foreign languages to signal inclusiveness and diversity. For instance, ads that incorporate multiple languages or blend local languages with English can resonate with audiences who live in culturally diverse environments. This strategy can help brands connect with consumers who identify with multiple cultures, fostering a sense of belonging and inclusivity.

The research highlights the effectiveness of code-switching the use of two or more languages within the same advertisement in engaging bilingual and multilingual audiences. Advertisers can utilize code-switching to create ads that resonate with consumers who navigate between different cultural identities. For example, using English alongside a local language can appeal to younger, urban consumers who are comfortable with both languages and see themselves as part of a global community. This technique allows brands to connect with their audience on a deeper, more personal level by reflecting their lived experiences and cultural duality.

However, it is important for advertisers to ensure that code-switching feels natural and relevant to the message being conveyed. Abrupt or inappropriate language switches can lead to confusion and may be perceived as inauthentic. Successful code-switching requires a thorough understanding of the linguistic and cultural context, ensuring that the integration of languages enhances, rather than disrupts, the brand narrative.

The strategic use of foreign languages in advertising can be a double-edged sword. While it can enhance brand perception, it also comes with the risk of cultural insensitivity if not executed thoughtfully. Advertisers must be mindful of the cultural connotations and potential stereotypes associated with certain languages. For example, using a foreign language simply as a stylistic choice, without understanding its cultural significance, can come across as superficial or disrespectful. This can lead to negative consumer reactions and harm the brand's reputation.

To avoid these pitfalls, brands should invest in cultural research and, if possible, collaborate with native speakers or local advertising agencies to ensure that their use of foreign languages is authentic and respectful. Advertisers should also be aware of cultural pride and attitudes toward foreign language use in their target markets. In regions where there is strong national pride, excessive use of foreign languages may be perceived as undermining local culture, so brands may need to strike a balance between global appeal and local relevance.

The effectiveness of using foreign languages in advertisements varies depending on the product category and the target audience. For luxury goods, fashion, cosmetics, and gourmet foods, foreign languages that are associated with elegance, quality, or tradition can help reinforce the brand's positioning. Conversely, for daily consumer goods such as groceries, household products, or local services, consumers may prefer ads in their native language, which conveys familiarity, trust, and ease of understanding. Advertisers should tailor their language strategies based on the nature of the product, ensuring that the language choice aligns with the brand message and consumer expectations.

Furthermore, advertisers should segment their markets based on demographic factors such as age, education, and language proficiency. The research suggests that younger, educated consumers who are proficient in multiple languages are more receptive to foreign language use, seeing it as a reflection of modernity and cultural openness. In contrast, older consumers or those less familiar with foreign languages may prefer ads in their native language. By segmenting their audience, brands can craft targeted advertisements that resonate with different consumer groups, maximizing the effectiveness of their campaigns.

### **Limitations**

One of the primary limitations of this research is the challenge of generalizing the findings across diverse cultural contexts. Although the study collected data from multiple countries, it is difficult to capture the full spectrum of cultural attitudes toward foreign languages worldwide. Cultural perceptions of language are complex and can vary widely even within a single country, depending on factors such as regional dialects, historical influences, and levels of exposure to foreign cultures. As a result, the findings may not fully represent the nuances of how different populations perceive foreign language use in advertisements.

Furthermore, the study primarily focused on major urban centers, where people tend to be more exposed to multicultural influences and are generally more receptive to foreign languages. In contrast, consumers in rural or less cosmopolitan areas may have different attitudes that were not fully captured in this research. Future studies could expand the sample to include a wider range of regions and demographic groups to improve the generalizability of the results.

The research primarily examined the use of a few select foreign languages (e.g., English, French, Japanese) in advertisements and focused on specific product categories such as technology, luxury goods, and lifestyle products. While these languages and products were chosen because of their common use in international advertising, the limited range may have constrained the scope of the

findings. There are many other languages and product categories that could be explored to gain a more comprehensive understanding of how foreign languages influence public perception.

For instance, the use of other widely spoken languages like Spanish, Mandarin, or Arabic, and their impact on consumer attitudes in different regions, would be worth investigating. Additionally, products that are more culturally specific or niche, such as local foods or artisanal goods, might elicit different consumer reactions when advertised using foreign languages. Future research could benefit from broadening the range of languages and products examined to capture a wider variety of advertising contexts.

Another limitation is the potential influence of external factors on consumer perceptions that were not fully accounted for in this study. Consumers' attitudes toward foreign languages in advertisements can be shaped by factors such as current geopolitical relations, economic conditions, and prevailing social attitudes toward cultural diversity and globalization. For example, political tensions between countries may lead to negative perceptions of brands that use the language of a particular nation. Similarly, economic crises can shift consumer priorities, making them more inclined to favor local products over those perceived as foreign or international.

The study's design did not explicitly control for these external influences, which may have affected the results. While it is difficult to isolate the impact of such factors, future research could explore how political and economic contexts influence consumer attitudes toward foreign language use in advertising. This would provide a more nuanced understanding of how external conditions interact with marketing strategies.

The research relied heavily on self-reported data collected through surveys and focus group discussions, which introduces the possibility of response biases. Participants might not always provide accurate reflections of their attitudes and behaviors, either because they want to present themselves in a certain way (social desirability bias) or because they are not fully aware of their subconscious reactions to foreign language use in advertisements. For example, some participants might express a preference for advertisements in their native language but still be subconsciously drawn to the appeal of foreign language ads that convey a sense of sophistication or prestige.

To mitigate this limitation, the study incorporated experimental methods to observe actual consumer behavior rather than relying solely on self-reported attitudes. However, the potential for bias cannot be entirely eliminated, and future studies could consider employing more implicit measures, such as eye-tracking or neuroimaging, to capture unconscious reactions and provide a more accurate assessment of consumer responses.

This research primarily focused on short-term consumer responses to foreign language use in advertisements, such as initial perceptions, brand appeal, and purchase intent. However, it is less clear how these short-term responses translate into long-term consumer behavior and brand loyalty. For example, while a foreign language ad might initially attract attention and generate interest, it is uncertain whether this leads to sustained consumer engagement and repeat purchases over time.

Understanding the long-term effects of foreign language use in advertising requires longitudinal studies that track consumer behavior over extended periods. Future research could explore how repeated exposure to foreign language ads influences brand loyalty, consumer retention, and long-term brand equity. This would provide a more comprehensive picture of the strategic benefits and potential risks associated with using foreign languages in marketing.

### **Comparison of Research Results with Previous Research**

One of the most notable findings of this research is the perception of foreign languages, particularly English and French, as markers of sophistication and prestige. This aligns with previous research, such as that conducted by Hagtvedt and Brasel (2017), which established that the use of foreign languages in advertisements could elevate consumer perceptions of brand quality. The current study corroborates this notion, especially regarding luxury products, where consumers associate foreign languages with higher value and status.

However, while prior research primarily focused on the effectiveness of specific languages in high-end product advertising, this study expands the conversation by incorporating a broader range of consumer demographics and geographic contexts. It highlights that not only do high-end brands benefit from foreign language use, but there is also a nuanced response depending on local cultural attitudes and the product category, thus providing a more comprehensive understanding of how language functions in advertising contexts.

Another significant area of convergence with existing literature is the emphasis on cultural sensitivity when using foreign languages in advertising. Previous studies, such as those by Lee and Toh (2019), have indicated that using foreign languages without cultural context can lead to perceptions of inauthenticity or even offense. The current research supports these findings, illustrating that consumers in regions with strong cultural identities, such as Eastern Europe and East Asia, may react negatively to foreign language advertisements that do not resonate with local traditions or values.

This study, however, adds depth by examining the implications of cultural authenticity beyond mere sensitivity. It emphasizes that successful advertising requires brands to not only consider the language used but also the cultural narrative that accompanies it. This broader perspective enables advertisers to foster deeper connections with consumers, ultimately enhancing brand loyalty and trust.

The findings regarding the effectiveness of code-switching in engaging bilingual and multilingual consumers also resonate with existing literature. Studies such as those by Vignoles et al. (2020) have demonstrated that bilingual consumers often appreciate advertisements that reflect their dual identities. The current research reinforces this notion by showing that code-switching can enhance relatability and foster a sense of inclusion, particularly among younger, urban audiences who navigate multiple cultural spheres.

Nevertheless, the current study further delineates the conditions under which code-switching is effective, emphasizing that abrupt or inappropriate transitions between languages can detract from the message. This nuance underscores the necessity for advertisers to carefully strategize language use, ensuring that it feels authentic and contextually relevant.

The current research highlights how demographic factors, such as age and education level, influence consumer responses to foreign language use, which is supported by prior studies. For instance, research by Thøgersen (2022) has shown that younger, more educated consumers tend to have a more favorable perception of foreign language advertisements compared to older demographics. The findings from this study align with that notion but expand on it by suggesting that the effectiveness of language use in advertisements also varies significantly by geographic context and local cultural attitudes. By illustrating the importance of market segmentation, the current research contributes to the conversation around targeting strategies in advertising, emphasizing the need for tailored approaches that consider the linguistic and cultural backgrounds of specific consumer groups.

While this research primarily focused on short-term consumer reactions to foreign language advertisements, previous studies have often explored long-term effects on brand loyalty. For instance, research by Keller and Lehmann (2020) indicated that effective advertising, including the strategic use of language, could enhance brand equity and customer loyalty over time. This study's findings hint at similar trajectories, suggesting that while immediate perceptions can be positively influenced by foreign language use, the longer-term implications require further investigation. The divergence here lies in the need for longitudinal studies that track consumer behavior over time, as the current research calls for a deeper understanding of how initial reactions translate into sustained brand loyalty and engagement.

### **Conclusion and implication**

The results indicate that foreign languages, particularly English, French, and Spanish, are often associated with sophistication, quality, and prestige, reinforcing their effectiveness in advertising luxury and premium products. Additionally, the research underscores the importance of cultural

sensitivity, as consumers react differently based on their cultural backgrounds and the contextual relevance of the language used. For example, while younger, urban audiences are more receptive to code-switching and bilingual advertisements, older consumers may prefer advertisements in their native language, emphasizing the need for tailored marketing strategies that consider demographic diversity. Moreover, the study highlights the dual nature of foreign language use, it can create an aura of authenticity when used appropriately but may also lead to perceptions of inauthenticity or cultural insensitivity if mishandled. This duality necessitates a careful balance for advertisers seeking to engage diverse consumer bases. The implications for advertising strategies are profound. Advertisers must recognize the symbolic meanings attached to different languages and leverage this understanding to create campaigns that resonate emotionally with their target audiences. Furthermore, incorporating cultural narratives alongside foreign language use can enhance authenticity, fostering deeper connections between brands and consumers. The strategic use of language, including code-switching, should be thoughtfully employed to reflect the experiences of bilingual and multicultural consumers, allowing brands to position themselves as relatable and inclusive. While this study provides valuable insights, it also underscores the necessity for further research. Future studies should aim to explore the long-term effects of foreign language use in advertising on brand loyalty and consumer behavior. Additionally, expanding the scope to include a broader range of languages, product categories, and cultural contexts will enhance the generalizability of findings and offer a more comprehensive understanding of this dynamic interplay.

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