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The language of luxury: Advertisers' language choices evoke different reactions

17.09.2008

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Multinational companies advertising luxury goods abroad should consider advertising those goods in English, whereas ads for necessities might be more effective in local languages, according to a new study in the Journal of Consumer Research.

Authors Aradhna Krishna (University of Michigan) and Rohini Ahluwalia (University of Minnesota) examined the role of language in advertisements in India. The results of their study indicate that multinational corporations marketing products to bilingual populations should pay special attention to language. The authors found that participants' perceptions of ads changed significantly when different languages were used.

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"We find that while the Hindi language is associated with "belongingness" (close, personal, friendly, family), English is associated with "sophistication" (global, cosmopolitan, urban, upper class)," the authors write.

Participants associated "belongingness" with necessities, such as detergent, and the researchers found that ads for detergent were more effective when the ads were partially or fully in Hindi.

In contrast, when the product being marketed was a luxury item—chocolate in the case of this study—participants reacted more favorably to ads that were in English.

The authors also found that study participants responded favorably to mixed-language advertising, when words from both languages were found in the advertising slogans.

"Results of this experiment suggest that multinational corporations need to be more cognizant about language choices in global bilingual markets, and it would be ill advised for them to simply follow the choices that appear to be working for the local corporations," the authors conclude.

Aradhna Krishna and Rohini Ahluwalia. "Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms" Journal of Consumer Research: December 2008.

Mary-Ann Twist | Source: EurekAlert!

Further information: www.journals.uchicago.edu

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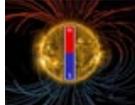
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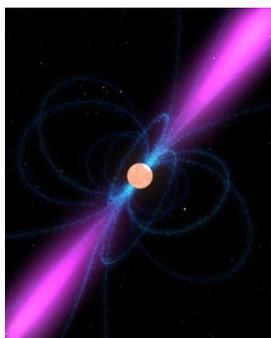
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In the focus: DuPont™ SentryGlas® combines strength and aesthetics to light up the landscape



Designed to symbolise a crystal of sylvinitite – a crucial ore used for the production of Potash – the new HQ for the Belarusian Potash Company (BPC) is a staggering example of glazing being deployed to maximise light and colour.

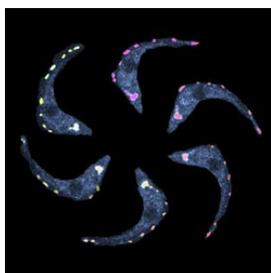
A combination of coloured fabric from Sefar and DuPont™ SentryGlas® have created and aesthetically pleasing and structurally robust

glazing design that really stands out.

Designed by Varabyeu Partners architects, the building comprises offices, meeting rooms, a 180-seat conference hall, a reception area and guest apartments. Employee facilities also include a 56-seat ...

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In the focus: A molecular delivery service



Tiny hair-like structures (cilia) are found on the surface of most cells. Cilia are responsible for the locomotion of cells (e.g. sperm cells), they process external signals and coordinate the correct arrangement of the inner organs during the development of an organism.

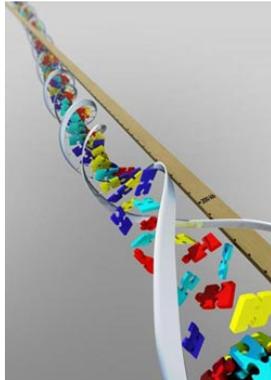
For proper assembly and function of cilia, they need to be supplied with the appropriate building blocks. Scientists at the MPI of Biochemistry



(MPIB) in Martinsried near Munich, Germany, now identified the mechanism of how Tubulin, the main building block of cilia, is transported within the cilium. The results now ...

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In the focus: Researchers discover a potential cause of autism



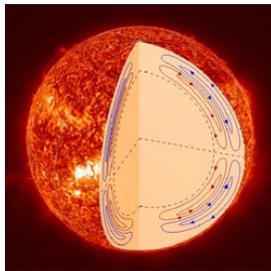
Key enzymes are found to have a 'profound effect' across dozens of genes linked to autism, the insight could help illuminate environmental factors behind autism spectrum disorder and contribute to a unified theory of how the disorder develops

Problems with a key group of enzymes called topoisomerases can have profound effects on the genetic machinery behind brain development and potentially lead to autism spectrum disorder (ASD), according to research announced today in the journal Nature.

Scientists at the University of North Carolina School of Medicine have described a ...

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In the focus: NASA's SDO Mission Untangles Motion Inside the Sun



Using an instrument on NASA's Solar Dynamics Observatory, called the Helioseismic and Magnetic Imager, or HMI, scientists have overturned previous notions of how the sun's writhing insides move from equator to pole and back again, a key part of understanding how the dynamo works. Modeling this system also lies at the heart of improving predictions of the intensity of the next solar cycle.

Using SDO, scientists see a performance of explosions and fountains on the solar surface. Shots of solar material leap into the air. Dark blemishes called sunspots grow, combine and disappear as they travel across the sun's face. Bright loops of charged particles – captured by magnetic fields dancing around the ...

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