

Measuring Language Effects of Bilingual Advertisements on the Language Preference among Chinese students in a University

Paramaswari Jaganathan*; Omer Hassan Ali Mahfoodh; Lee Pin Ling; Gan Pek Har;
School of Languages, Literacies and Translation, Universiti Sains Malaysia,
11800 Penang, Malaysia
*parames@usm.my

Abstract

The influence of advertising language on the readers' emotion is pertinent in sustaining customer loyalty and long-term relationships. This study is a contrastive analysis of Chinese New Year seasonal greetings on English and Chinese print advertisements that identifies the language preference and its impact on the emotional affect of Chinese undergraduates. The quantitative study was carried out amongst 63 university students based on a questionnaire constructed on the PANAS-X Manual for the Positive and Negative Affect Schedule. The Basic Positive Emotion Scales (PANAS-X Manual) components identified in this study are Joviality, Self-Assurance and Attentiveness that covered several sub-components of affects. The overall scale for the three adverts in the English and Chinese adverts showed that the English adverts recorded a lower scale of the emotional affect compared to the Chinese adverts. Among the three different emotional affects too, the Attentiveness component recorded a higher emotional scale compared to Self-assurance and Joviality whereby reunion themes are preferred by the respondents' in both the Chinese and English adverts. The study gives insights into language forms that evoke emotional interest and would be useful for planning the language writing tasks in various ways.

Keywords: Language preference, Relationship marketing, Emotional affect, Bilingual advertising

1. Introduction

Organizations need to manage their customer relationship well in order to sustain the customer retention and to acquire new customers (Winer, 2001; Hill, 2010). In order to sustain a good relationship with a wide range of customers, advertising helps to enhance the social interaction to build a long-term connection. As Malaysia is rich with festive seasons, these festivities provide immense opportunities to network and socialize with customers and the general public via multilingual seasonal greeting adverts in the media. Malaysians are multilingual who speak at least two languages if not more. Hence, the media utilizes advertisements in different languages to interact with their customers during these festivities to sustain their customer retention as well as to retain the customer's product loyalty. The Chinese New Year is one of the main festivities celebrated in Malaysia. An estimate of 23.7% of the total 29.8 million Malaysian populations consists of the Chinese ethnic group – the second largest ethnic group in Malaysia (Malaysian Department of Statistics, 2013). However, this ethnic group has its varied Chinese dialects that are spoken within their community. The main vernacular language used in the Malaysian vernacular school system and formal language of media communication is Mandarin. As such, the Chinese students who are able to read in Mandarin have the advantage of reading the seasonal greeting advertisements in both English and Mandarin. It would be, however interesting to analyze the language impact on the emotional appeal of the bilingual readers in relation to the language preference and choice of language forms that interests the bilingual readers.

In the construction of emotion, Wierzbicka (1995) has noted that "every language imposes its own classification upon human emotional experiences". However, with the penetration of global marketing in the local industry and diverse intercultural assimilation in advertising, there are calls for investigation into the impact of these current development on strategies and approaches used in the language use in the marketing field; particularly with the concept of use of language mix that accentuates "think global and act local concept" to rebrand products. Advertising language, particularly amongst bilinguals is found to invoke a varied emotional affect among readers. For example, Puntoni (2009) in his research among bilinguals noted that advertising information using consumers' native language will connect to the reader's emotion than when the same information is conveyed in the second language. Noriega and Blair (2008) too concurs with this notion and suggests that when targeting bilingual consumers, the native-language advertisement is more likely to elicit self-referent thoughts about family, friends and homeland that may lead to more positive attitude measures towards product purchase. Likewise, Duforr and Kroll (1995) in their study on bilinguals concept representation, noted that there is a stronger lexical link from individual's second language compared to his first language to his second language. With diverse findings of the impact of the language choice on consumer behaviour, a similar study is conducted

on seasonal greetings among the Chinese bilinguals to identify the emotional affect of language use in the advertisements. The premise of this study is based on the notion that when a language is structured projectively, then the reader will be able to have a connected emotional experience. Such projection can be strategized with the use of apt words or phrases or familiarity of the concept representation that conveys in the text. Studies on bilingual environment and language have proven that language is a crucial tool to communicate advertising messages to consumers (Luna, Rugberg and Perrachio, 2008). This is because language affects bilingual consumers' perception and attitude through both conceptual and lexical level of representation (Duforr and Kroll, 1995; Puntoni et al., 2008). Other bilingual advertising studies also cuts across a different range of perspectives focusing on both the consumers as well as the language aspect. The studies range from aspects of bilingual people as target consumers (Roslow & Nicholls, 1996; Luna & Peracchio, 2005; Chang, 2006), structure of foreign language use in the local advertising (Chen, 2006), country origin of product (Neelankavil et al., 1995; Wang & Chen, 2006); the language mix in advertising (Wang et al., 1997; Cutler et al., 1995) as well as effective advertising strategy in consumer research. Some scholars also analyzed advertisement language from psycholinguistic approach. Lena and Peracchio (2001) for example, posits that psycholinguistic approach advertising message in second language results in inferior memory because bilinguals are less likely to process message in second language conceptually than they process message in their first language. Kroll and de Groot (1997) on the other hand, made an association of language asymmetries in memory, comprehension, and perception in structuring bilingual consumers' brand attitudes. While most of the studies concern the language aspect as well as the consumer's response, Kozar's (1995) study focused on computer-generated Chinese New Year cards. The study explored the use of traditional Chinese symbolic motifs in juxtaposition with contemporary borrowings from other cultures. The study however, is not based on language analysis but the use of computer-aided textual design with the integration of cultural depictions. Our survey of the previous studies shows that examining the language affects in bilingual advertisements on the language preference among Malaysian university students has not received adequate attention by researchers. Thus, in this study we intended to fill this gap and to identify the impact of the language and choice of language forms that affects bilingual readers. This study therefore, identifies the audience' perception of the bilingual adverts and its influence on the readers' emotion. It is based on sociolinguistic perspective and provides a contrastive analysis of three Chinese New Year seasonal greetings on print advertisements from local Malaysian dailies to identify the language preference and its impact on the readers' appeal. Specifically, this study aims:

1. To identify bilingual Chinese students' language preference of the advertisements.
2. To identify the effect of the positive language on the reader's emotional affect advertised in two different language.

2. Methodology

This study employs a quantitative study which employs a questionnaire for data collection. It has been argued that "Quantitative research methods are designed with the intention of making generalizations about some social phenomena, creating predictions concerning those phenomena, and providing causal explanations" (Glesne, 2006:4).

For data collection, we employed a questionnaire which was constructed based on the PANAS-X Manual for the Positive and Negative Affect Schedule (expanded form) by Watson and Clark (1999). Among the Basic Positive Emotion Scales (PANAS-X Manual) component identified in this study include three emotional affects pertaining to Joviality, Self-Assurance and Attentiveness. The sub-components of the emotional affects relates to a variety of feelings. For example within Joviality, there are eight items; mainly happy, joyful, delighted, cheerful, excited, enthusiastic, lively and energetic. The emotional affect of Self-Assurance consists of six items pertaining to feelings of being proud, strong, confident, bold, daring and fearless while the attentiveness affect consist of four items: alertness, attentive, concentrating and determined. All the items were phrased into statements that reflect the emotional affect with a selection of preference in a five-point Likert scale; ranging from strongly agree to strongly disagree.

The questionnaire consists of four sections; a five-item questions on demographic data; eight-item questions on reading habits and language preference in communication; five-point Likert scale on questions to elicit the three types of emotional affects based on the number of items composition for each affects; and a final section on identification of words, phrases or sentences that impacts the emotional affects of the students. The three bilingual advertisements were selected based on its nearest equivalence to both the translated version of the text from source language to the target language. A total collection of 14 sets of adverts were collected and analysed to obtain the nearest translation equivalence of the text and image used in the advertisement. The final selection consists of three adverts of Nokia, Maybank and Old-Town White Coffee advertised during the Chinese New

Year season in Malaysia. These three selections was categorised according to the emotional affect representation, identified to include within the joviality, self-assurance and attentive component. The questionnaire was constructed based on the components of the items selected and was pre-tested before the final version was distributed manually and on-line.

The data was analysed using Social Package for Social Science (SPSS). The frequency tables of all items were generated to investigate the proposed research questions. Furthermore, we included the means and the standard deviation for each item in order to compare the respondents' emotional appeal in both the English and the Chinese version for each of the three advertisements.

3. Results and Discussion

In this section we provide the results of the data analysis. Firstly, we present the background information of the respondents, which were obtained through the analysis of the items in the first and the second questions in the questionnaire.

The first section in the questionnaire was intended to provide background information on the respondents: age, sex, nationality, educational background and main language of communication at home. Table 1 below provides a summary of the data obtained on the respondents' background information. As displayed in Table 1, the total of the respondents was 63: 43 were females (68.3%) and 20 were males (31.7%). The age of most of the respondents ranged between 20 and 29 (93.7%). Most of the respondents were Malaysian (96.8%). The background information on the respondents included also information on their primary and secondary school background. The majority of the respondents belonged to Vernacular Primary Schools (81%) and National Secondary School (61.9%). With reference to the fifth item in Section B on respondents' background information, the analysis of the data shows that most of the respondents used either Mandarin or a Chinese dialect for communication at home. The analysis of this item also reveals that both of these languages are sometimes used for communication at home. We found that 73% of the respondents chose Mandarin as the main language for communication at home, while 42.9% of the respondents chose Chinese dialect as the language for communication at home.

Table 1. Background information of the respondents

	Item	Sub-item	Frequency	Percentage
1	Age	Below 20 years	2	3.2%
		20-29 years	59	93.7%
		30-39 years	2	3.2%
2	Sex	Male	20	31.7%
		Female	43	68.3%
3	Nationality	Malaysian	61	96.8%
		Non-Malaysian	2	3.2%
4a	Educational background (Primary School)	National School (SK)	5	7.9%
		Vernacular School (SJK(C))	51	81%
		Others	7	11.1%
4b	Educational background (Secondary School)	National School (SMK)	39	61.9%
		Vernacular School (SMJK)	21	33.3%
		Others	3	4.8%
5a	Main language of communication at home	Mandarin	46	73%
5b	Main language of communication at home	Chinese dialect	27	42.9%
5c	Main language of communication at home	English	1	1.6%

3.1. Language Preference of The Advertisements

The second section in the questionnaire focused on the respondents' self-evaluation of their proficiency in English and Mandarin and their preferences in reading newspapers. The items in this section of the questionnaire were intended to examine the respondents' language preferences for the advertisements. Table 2 below presents a summary of the respondents' self-evaluation. In their evaluation of their proficiency in English, almost half of

the respondents (52.4%) moderately agreed that they were proficient in English and 34.9% agreed that they were proficient in English. Regarding their proficiency in Mandarin, the majority of the respondents (84.2%) agreed that they were proficient in Mandarin. The results of the analysis of items 3 and 4 in this section reveal that the respondents were active readers of English and Mandarin newspapers. However, most of the respondents (69.8%) showed that they read newspapers in Mandarin. In response to the items which focused on the respondents' preferences for communication with friends on campus, the majority of the respondents (77.8%) revealed that they use Mandarin. Furthermore, half of the respondents (50.8%) moderately agreed that they use English. The results of the analysis did not reveal whether the respondents used one language to communicate with family members and close friends because 47.6% moderately agreed that they usually code-switch between English and Mandarin with family members and close friends (refer to Table 2).

Table 2. Respondents' self-evaluation of their proficiency and language preferences

	Item	Percentages					Mean	Std. D.
		SA	A	MA	D	SD		
1	I am proficient in English.	4.8	34.9	52.4	7.9	0	2.63	.703
2	I am proficient in Mandarin	30.2	54.0	12.7	3.2	0	1.89	.743
3	I read English newspaper/online news.	14.2	15.9	39.7	30.2	0	2.86	1.014
4	I read Mandarin newspapers/online news.	25.4	44.4	19	7.9	3.2	2.19	1.014
5	I prefer to speak English with my friends on campus.	1.6	22.2	50.8	25.4	0	3.00	.741
6	I prefer to speak Mandarin with my friends on campus.	28.6	49.2	20.6	1.6	0	1.95	.750
7	I usually use only one language while communicating my family members and close friends.	9.5	3.2	28.6	23.8	7.9	2.90	1.118
8	I usually code- switch between English and Mandarin with my family members and close friends.	7.9	27	47.6	15.9	1.6	2.76	.875

Note: Strongly agree (SA), Agree (A), Moderately agree (MA), Disagree (D), Strongly disagree (SD)

3.2. Effect on Readers' Emotional Appeal

In this section, the respondents' perceptions how they felt when they look at three advertisements: Nokia, Maybank, Old-Town White Coffee. Each one of these advertisements represents one dimension of Italian Positive and Negative Affect Schedule PANAS-X. The results are reported here based on the three advertisements.

3.2.1. Effect on Readers' Emotional Appeal (Nokia advertisements)

The effect of language on the respondents' joviality which included constructs of happy, joyful, delighted, cheerful, excited, enthusiastic, lively and energetic. Each one of these construct were represented by one item. Tables 3 and 4 provide a summary of the respondents' emotional appeal related to Nokia advertisement in English and Chinese respectively. Regarding the construct of happiness, the majority of the respondents (44.4%) moderately agreed that they felt happy when they read the tagline "Prosperity is meant to be shared" in the English version of Nokia advertisement. On the other hand, 54% of the respondents agreed that they felt happy when they read the tagline "有福同享" (share each other's fortunes) in the Chinese version of the Nokia version. With reference to the construct of joy, the percentage of the respondents who agreed that reading the English version of the Nokia advertisement (see Appendix A (1)) is 36.5%. However, reading the Chinese version of the Nokia advertisement did not give any joy to the respondents because 36.5% chose moderately agreed. Tables 3 and 4 also reveals that both the English and the Chinese versions of the Nokia advertisement made the majority of respondents (34.9% and 36.5 respectively) felt delighted when they understood that they could be provided with free 40 Exclusive EA Games on Nokia Store. Regarding the feeling of cheerfulness, 46% of the respondents agreed that the greetings and all the free items bring cheer to them when they read the English version of the Nokia advertisement. Almost both the English and the Chinese version of the Nokia advertisement (Appendix A(2)) made the respondents experience a sense of excitement when they knew they would get Old Town cash vouchers from Nokia during the season of the Chinese New Year. As shown in Table 2, the majority of the respondents (42.9%) agreed that the English version of the Nokia advertisement made them feel enthusiastic to know that they could enjoy up to 3X more internet time same data bundle from Nokia. However, 36.5% of the

respondents agreed that Chinese version made them feel lively. The results given in Tables 3 and 4 indicate that reading the English or the Chinese versions of the Nokia advertisement made them feel full of life and energetic when they read this advertisement.

Table 3. Readers' emotional appeal (Nokia advertisements-English version)

	Item	SA	A	MA	D	SD	Mean	Std. D.
1	I feel happy when I read the tagline "Prosperity is meant to be shared".	4.8	39.7	44.4	9.5	1.6	2.63	.789
2	The Nokia advert gives me a joyful feeling when I read it.	9.5	36.5	36.5	17.5	0	2.62	.888
3	I am delighted that Nokia will provide Free 40 Exclusive EA Games on Nokia Store during the season.	1.6	34.9	41.3	22.2	0	2.84	.787
4	The greetings and all the free items bring cheer to me when I read this advert.	4.8	46	39.7	7.9	1.6	2.56	.778
5	I experience a sense of excitement when I know I will get Old Town cash vouchers from Nokia during the season.	6.3	36.5	39.7	17.5	0	2.68	.839
6	I feel enthusiastic to know that I can enjoy up to 3X more internet time same data bundle from Nokia	7.9	33.3	47.6	11.1	0	2.62	.792
7	The Nokia advert makes me feel lively.	4.8	28.6	46	19	0	2.84	.846
8	I feel full of life and energetic when I read this advert.	1.6	25.4	46	23.8	3.2	3.02	.833

Note: Strongly agree (SA), Agree (A), Moderately agree (MA), Disagree (D), Strongly disagree (SD)

Table 4. Readers' emotional appeal (Nokia advertisements-Chinese version)

	Item	Percentages					Mean	Std. D.
		SA	A	MA	D	SD		
1	I feel happy when I read the tagline "有福同享".	19	54	23.8	3.2	0	2.11	.743
2	The Nokia advert gives me a joyful feeling when I read it.	3.2	12.7	36.5	39.7	7.9	2.40	.853
3	I am delighted that Nokia will provide Free 40 Exclusive EA Games on Nokia Store during the season.	8	36.5	44.4	11.1	0	2.59	.796
4	The greetings and all the free items bring cheer to me when I read this advert.	14.3	36.5	42.9	6.3	0	2.41	.816
5	I experience a sense of excitement when I know I will get Old Town cash vouchers from Nokia during the season.	19	38.1	36.5	6.3	0	2.30	.854
6	I feel enthusiastic to know that I can enjoy up to 3X more internet time same data bundle from Nokia	11.1	42.9	36.5	9.5	0	2.44	.819
7	The Nokia advert makes me feel lively.	9.5	36.5	38.1	15.9	0	2.60	.871
8	I feel full of life and energetic when I read this advert.	15.9	28.6	34.9	19	1.6	2.62	1.023

Note: Strongly agree (SA), Agree (A), Moderately agree (MA), Disagree (D), Strongly disagree (SD)

To compare between the effect of the English and the Chinese versions of the Nokia advertisement on the respondents' emotional appeal, we compared between the means of each of the eight items on joviality. Table 5 shows that there is not much differences between the effects of the two language versions across the eight constructs of joviality. This is because the means for all items are nearly above 2.5. Furthermore, this result reveals that both versions of the Nokia advertisement have evoked emotional appeal which is related to the

feelings of happiness, joy, delight, cheer, excitement, enthusiasm, lively and energy. Another important result shown in Table 5 is that the means of the eight items on the English version of the Nokia advertisement are higher than all the eight means in the Chinese version of the same advertisement.

Table 5. Comparison of the effect of the English and the Chinese version of Nokia advertisement

	Item	English version		Chinese version	
		Mean	Std. D.	Mean	Std. D.
1	I feel happy when I read the tagline “Prosperity is meant to be shared”.	2.63	.789	2.11	.743
2	The Nokia advert gives me a joyful feeling when I read it.	2.62	.888	2.40	.853
3	I am delighted that Nokia will provide Free 40 Exclusive EA Games on Nokia Store during the season.	2.84	.787	2.59	.796
4	The greetings and all the free items bring cheer to me when I read this advert.	2.56	.778	2.41	.816
5	I experience a sense of excitement when I know I will get Old Town cash vouchers from Nokia during the season.	2.68	.839	2.30	.854
6	I feel enthusiastic to know that I can enjoy up to 3X more internet time same data bundle from Nokia	2.62	.792	2.44	.819
7	The Nokia advert makes me feel lively.	2.84	.846	2.60	.871
8	I feel full of life and energetic when I read this advert.	3.02	.833	2.62	1.023

Note: Strongly agree (SA), Agree (A), Moderately agree (MA), Disagree (D), Strongly disagree (SD)

3.2.2. Effect on Readers’ Emotional Appeal (Maybank advertisements)

For the Maybank advertisement, we included six items in the questionnaire to the respondents’ perception of the construct of self-assurance which includes the feelings of being proud, strong, confident, bold, daring and fearless. Tables 6 and 7 provide the results of the respondents’ rating of their feelings when they read the English and the Chinese versions of the Maybank advertisement (Appendices B (1) and (2)). Table 6 reveals that 38.1% moderately agreed and 34.9% agreed that they felt proud to read in the English version that lion dance is a symbol of success. When reading the Chinese version of the Maybank, 42.9% agreed and 30.2% strongly agreed that they felt proud to read that lion dance is a symbol of success (refer to Table 7). While reading the English version of the Maybank advertisement 46% of the respondents agreed that they think only those who are strong will be able to perform this dance as it is fast and vigorous, 52.4% give their agreement to this item. 38.1% agreed and 39.7% moderately agreed that the reading the Chinese version of the Maybank made them have a strong feeling of confidence reading Maybank’s progress that is attributed to the customers. On the other, reading the English version of the Maybank advertisement made 47.6% moderately agreed and 31.7% agreed that they had a strong feeling of confidence reading Maybank’s progress that is attributed to the customers. 36.5% of the respondents agreed and 34.9% moderately disagreed that reading the Chinese version of the Maybank advertisement made them feel that only the bold people will be able to perform the lion dance. On the other hand, reading the English version of the Maybank advertisement made the majority of the respondents (41.3%) feel that only the bold people will be able to perform the lion dance. The responses to the fifth item in Tables 6 and 7, 39.7% of the respondents moderately agreed that they will dare to try out the lion dance after reading the English version of the Maybank advertisement and 34.9% of the respondents moderately agreed that they will dare to try out the lion dance after reading the Chinese version of the Maybank advertisement. Reading the tagline “Those who are not afraid to fall, leap the highest” made 41.3% of the respondents feel a sense of fearlessness. On the other hand, 34.9% of the respondents agreed that reading the “不怕跌倒，才能跳得更高，屹立不倒” (Those who are not afraid to fall can jump higher, and still standing) made them feel a sense of fearlessness.

Table 6. Readers' emotional appeal (Maybank advertisements-English version)

	Item	Percentages					Mean	Std. D.
		SA	A	MA	D	SD		
1	I feel proud to read that lion dance is a symbol of success	25.4	34.9	38.1	1.6	0	2.16	.827
2	I think only those who are strong will be able to perform this dance as it is fast and vigorous.	22.2	46	25.4	6.3	0	2.16	.846
3	I sense a strong feeling of confidence reading Maybank's progress that is attributed to the customers.	14.3	31.7	47.6	6.3	0	2.46	.820
4	I feel only the bold people will be able to perform the lion dance.	3.2	31.7	41.3	20.6	3.2	2.89	.882
5	I feel that I will dare to try out the lion dance after reading this advert.	3.2	19	39.7	28.6	9.5	3.22	.975
6	I have a sense of fearlessness with the tagline, "Those who are not afraid to fall, leap the highest".	17.5	41.3	34.9	4.8	1.6	2.32	.877

Note: Strongly agree (SA), Agree (A), Moderately agree (MA), Disagree (D), Strongly disagree (SD)

Table 7. Readers' emotional appeal (Maybank advertisements-Chinese version)

	Item	Percentages					Mean	Std. D.
		SA	A	MA	D	SD		
1	I feel proud to read that lion dance is a symbol of success	30.2	42.9	23.8	1.6	1.6	2.02	.871
2	I think only those who are strong will be able to perform this dance as it is fast and vigorous.	22.3	52.4	17.5	7.9	0	2.11	.845
3	I sense a strong feeling of confidence reading Maybank's progress that is attributed to the customers.	14.3	38.1	39.7	7.9	0	2.41	.835
4	I feel only the bold people will be able to perform the lion dance.	6.4	36.5	34.9	19	3.2	2.76	.946
5	I feel that I will dare to try out the lion dance after reading this advert.	9.5	28.6	34.9	20.6	6.3	2.86	1.060
6	I have a sense of fearlessness with the tagline, "不怕跌倒，才能跳得更高，屹立不倒".	33.4	34.9	20.6	7.9	0	2.13	1.070

Note: Strongly agree (SA), Agree (A), Moderately agree (MA), Disagree (D), Strongly disagree (SD)

To compare between the effect of the English and the Chinese versions of the Maybank advertisement in evoking emotional appeal of the respondents, we present a comparison of the respondents' responses in all the six items. As shown in Table 8, the means of the six items in both English and Chinese versions varied between 2.16 and 3.22. However, we understand that the means of the items related to the English version of the Maybank advertisement are higher than the means in the Chinese version.

Table 8. Comparison of the effect of the English and the Chinese version of Maybank advertisement

	Item	English version		Chinese version	
		Mean	Std. D.	Mean	Std. D.
1	I feel proud to read that lion dance is a symbol of success	2.16	.827	2.02	.871
2	I think only those who are strong will be able to perform this dance as it is fast and vigorous.	2.16	.846	2.11	.845
3	I sense a strong feeling of confidence reading Maybank's progress that is attributed to the customers.	2.46	.820	2.41	.835
4	I feel only the bold people will be able to perform the lion dance.	2.89	.882	2.76	.946
5	I feel that I will dare to try out the lion dance after reading this advert.	3.22	.975	2.86	1.060
6	I have a sense of fearlessness with the tagline, "Those who are not afraid to fall, leap the highest".	2.32	.877	2.13	1.070

Note: Strongly agree (SA), Agree (A), Moderately agree (MA), Disagree (D), Strongly disagree (SD)

3.2.3. Effect on Readers' Emotional Appeal (Old-Town White Coffee advertisement)

Regarding examining the readers' emotional appeal which is related to the attentiveness construct, we included four items which reflect four sub-constructs: feelings of alertness, attentiveness, concentrating and feelings of determination. Tables 9 and 10 provide the results of the analysis of the responses to the four items for both the English version (Table 9) and the Chinese version (Table 10) of the Old-Town White Coffee advertisement (Appendices C(1) and (2)).

As displayed in Table 9 on the responses related to the English version, 41.3% moderately agreed and 39.7% agreed that the parallel comparison to family reunion and enjoying a fresh cup of coffee kept them alert and sustained their interest to read further. Furthermore, in the English version of the Old-Town White Coffee advertisement, 41.3% moderately agreed and 39.7% agreed that they became attentive reading the New Year message on how happy family ties are interconnected and linked to the mixing of the coffee with the choice of correct ingredients and proper mixing method in order to savour the taste and the aroma of the coffee. On the other hand, 39.7% agreed and 38.1% moderately agreed on this item (see Table 10). Regarding the third item in Table 9, 41.3% moderately agreed and 33.3% agreed that the analogy pertaining to reunion and enjoying a fresh cup of coffee made them concentrate on the implied message of the advert to understand it further. For the same item in Table 10, 41.3% moderately agreed and 39.7% agreed. The final item in Table 9, 36.5% agreed and 25.4% strongly agreed that they felt determined to go back for reunion dinners for Chinese New Year in future when they read the English version of Old-Town White Coffee advertisement. However, while reading the Chinese version, 46% agreed they felt determined to return home for reunion dinners for the Chinese New Year in future when they read the English version of Old-Town White Coffee advertisement. Only 22.2 strongly disagreed that they were determined to go back for reunion dinners despite reading the advert.

Table 9. Readers' emotional appeal (Old-Town White Coffee advertisements-English version)

	Item	Percentages					Mean	Std. D.
		SA	A	MA	D	SD		
1	The parallel comparison to family reunion and enjoying a fresh cup of coffee kept me alert and sustained my interest to read further.	9.5	39.7	41.3	7.9	1.6	2.52	.840
2	I became attentive reading the New Year message on how happy family ties are interconnected and linked to the mixing of the coffee with the choice of correct ingredients and proper mixing method in order to savour the taste and the aroma of the coffee.	9.5	39.7	41.3	7.9	1.6	2.60	.908
3	The analogy pertaining to reunion and enjoying a fresh cup of coffee made me concentrate on the implied message of the advert to understand it further.	11.1	33.3	41.3	12.7	1.6	2.59	.891
4	I feel determined to go back for reunion dinners for Chinese New Year in future when I read this advert.	25.4	36.5	28.6	6.3	3.2	2.25	1.015

Note: Strongly agree (SA), Agree (A), Moderately agree (MA), Disagree (D), Strongly disagree (SD)

Table 10. Readers' emotional appeal (Old-Town White Coffee advertisements-Chinese version)

	Item	Percentages					Mean	Std. D.
		SA	A	MA	D	SD		
1	The parallel comparison to family reunion and enjoying a fresh cup of coffee kept me alert and sustained my interest to read further.	15.9	47.6	28.6	7.9	0	2.29	.831
2	I became attentive reading the New Year message on how happy family ties are interconnected and linked to the mixing of the coffee with the choice of correct ingredients and proper mixing method in order to savour the taste and the aroma of the coffee.	17.5	39.7	38.1	4.8	0	2.30	.816
3	The analogy pertaining to reunion and enjoying a fresh cup of coffee made me concentrate on the implied message of the advert to understand it further.	15.9	39.7	41.3	3.2	0	2.32	.779
4	I feel determined to go back for reunion dinners for Chinese New Year in future when I read this advert.	22.2	46	30.2	0	1.6	2.13	.813

Note: Strongly agree (SA), Agree (A), Moderately agree (MA), Disagree (D), Strongly disagree (SD)

To compare between the respondents' emotional appeal in reading the English and the Chinese versions of the Old-Town White Coffee advertisement, Table 11 is given below. As shown in the Table 11, only a small difference is seen in the means of each item for both the English version and the Chinese version. However, similar to the means on the items for the first and the second advertisements, the means for the English version of Old-Town White Coffee advertisement are higher than the means for Chinese version.

Table 11. Comparison of the effect of the English and the Chinese versions of Old-Town White Coffee advertisement

	Item	English version		Chinese version	
		Mean	Std. D.	Mean	Std. D.
1	The parallel comparison to family reunion and enjoying a fresh cup of coffee kept me alert and sustained my interest to read further.	2.52	.840	2.29	.831
2	I became attentive reading the New Year message on how happy family ties are interconnected and linked to the mixing of the coffee with the choice of correct ingredients and proper mixing method in order to savour the taste and the aroma of the coffee.	2.60	.908	2.30	.816
3	The analogy pertaining to reunion and enjoying a fresh cup of coffee made me concentrate on the implied message of the advert to understand it further.	2.59	.891	2.32	.779
4	I feel determined to go back for reunion dinners for Chinese New Year in future when I read this advert.	2.25	1.015	2.13	.813

Note: Strongly agree (SA), Agree (A), Moderately agree (MA), Disagree (D), Strongly disagree (SD)

4. Conclusions

The study analyzed the language preference and the positive language effect on the reader's emotional affect advertised in two different languages in the Malaysian print advertisements. Among the three different emotional affects, the Attentiveness component recorded a higher emotional scale compared to Self-assurance and Joviality. The study also depicted that the reunion themes are preferred by the respondents' in both the Chinese and English adverts compared to the theme of prosperity and courage. The overall scales for the three adverts in the English and Chinese adverts showed that the Chinese adverts recorded a slightly higher scale of the emotional affect compared to the English advertisements. This shows that the emotional affect towards the vernacular language is relatively higher. As the majority of the respondents received vernacular (Chinese) primary education and conversed either in Mandarin or Chinese dialects at home, this proves that native language will connect to the reader's emotion when the information is conveyed in the second language as posited by Puntoni (2009) and Noriega and Blair (2008). In the context of concept representation too, this study showed that the respondents had a stronger emotional affect to their first language lexical link, particularly when the word selection has a cultural link to their customary belief. For example, the word "prosperity" (福 fú) is said to impact their emotions deeper as both the English and Chinese connotation is strongly linked to cultural belief of Chinese New Year celebration whereby respondents note that these words give them the "hope" to forge ahead into a prosperous New Year. This contradicts Duforr and Kroll's (1995) study which showed that the respondents had a stronger influence on the emotional affect to their second language lexical link in the context of concept representation.

Another finding of this study showed that these bilingual respondents have selective interest when they are exposed to bilingual text in advertisements. From the viewpoint of taglines, words and phrases, the respondents note that they have a greater tendency to the Chinese words and phrases as in the case of taglines. For example:
 [Nokia Advert] "Prosperity is to be shared" (有福同享) ;
 [Maybank Advert] "Those who are not afraid to fall leap the highest" (不怕跌倒, 才能跳得更高, 屹立不倒) ;
 [Old-Town Coffee] "Memories taste sweeter when you are reunited" (一杯白咖啡牵动一辈子情谊)

The respondents noted that the taglines, words and phrases are more catchy, melodious and the word "prosperity" connotes positive appeal and evokes hope "to give more and reap more harvest" for the respondents. This shows that the word selection contributes in evoking the necessary positive emotions among the readers. However, in influencing purchasing behaviour, the words and phrases only left a moderate impact on the free gifts that were offered during the seasonal promotion with words such as "enjoy", "abundance" and "free" being the attraction of the advertisements. The Chinese advertisements that projects and illustrates the analogy of reunion to the mixing of coffee have been noted to produce more impact on the emotional appeal as the respondents in this study noted that they had more joy reading the Chinese advert compared to the English

adverts. The advert on Old-Town Coffee for example, is said to have created a warm feeling and reminded the respondents of the importance of reunions for the respondents as well as motivating them to return home for reunions. The responses however may have resulted due to the fact that the respondents are all away from home as they are students. As such, their own position of being away may have contributed to the intensity of the language in influencing their emotions. Language preference among bilinguals is an area of concern to investigate the emotional interest amongst readers. While this study gives an insight into the importance of words and phrase selection as well as strategy of framing the message, the study cannot be generalized to the whole Chinese community. The study is generally limited to the textual analysis only and as such the cultural elements as well as the typographic and semiotic aspects of the adverts were not included in the analysis. However, it may be useful for students, educators and practitioners to take into consideration of the possible outcome in utilizing the suitable language nuances in order to elicit the desired outcome amongst the readers. This calls for future studies to be carried out among a bigger group of respondents in a varied setting to investigate a deeper understanding of the impact of language on the emotional affect of the readers. While this study employed a quantitative approach in which data were collected employing a questionnaire, future studies may adopt a qualitative approach to examine the effects of various language forms on the emotional appeal of bilingual respondents. Furthermore, we suggest that future research can investigate the relationship between respondents' background variables and their preferences and its impact on the appeal of the readers.

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Appendix

Appendix A (1) The English version of Nokia advertisement

Appendix A (2) The English version of Maybank advertisement



Those
who are
not afraid
to fall,
leap the
highest.

恭
喜
发
财

Its dance is the heartbeat of the brave, its every jump, a testament to human courage. No wonder the lion dance is a symbol of success. From the roar of the drums to the dancers' gravity-defying leaps, the lion moves the world. We too are constantly moved to scale new heights. Not just for our sake, but for those who helped us leap in the first place. You.

GONG XI FA CAI from all 46,000 Maybankers, here and abroad

Humanising Financial Services Across Asia.

 **Maybank**

Appendix A (3) The English version of Old Town White Coffee advertisement

Chinese New Year

Memories taste sweeter when you're reunited.

REUNION
OLDTOWN

Reunions are much like enjoying a fresh, steaming cup of **OLDTOWN[®] WHITE COFFEE**.
You need all the ingredients for it to be perfect – everyone has to be there.
Stir leisurely; everyone will blend in comfortably, eventually. Take in the aroma –
it's fascinating how a little whiff of the past can call up an abundance of timeless tales.
Then, savour it slowly – feel the rush of tingling warmth coursing gently through your body.

**Come relive your sweetest memories as you reunite with
your friends and family at
OLDTOWN[®] WHITE COFFEE this Chinese New Year!**

Happy Reunion and Gong Xi Fa Cai
from
OLDTOWN[®] WHITE COFFEE


OLDTOWN[®]
WHITE COFFEE

Join us:  Follow us: 
www.OLDTOWN.com.my
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Appendix B (1) The Chinese version of Nokia advertisement

有福同享

这个佳节NOKIA送您
OLDTOWN™“现金礼券”过大肥年。

好 **新**

礼 **春**

相 **福**

送 **到**

Nokia ASHA 311
RRP: RM419

Nokia ASHA 305
RRP: RM299

Nokia Store 备有大量应用程序以及免费附送40个EA独家手机游戏!

© 2013 Nokia. All rights reserved.
*送完即止。须符合条款。

NOKIA

Appendix B (2) The Chinese version of Maybank advertisement



不怕跌倒，
才能跳得更高，
屹立不倒。

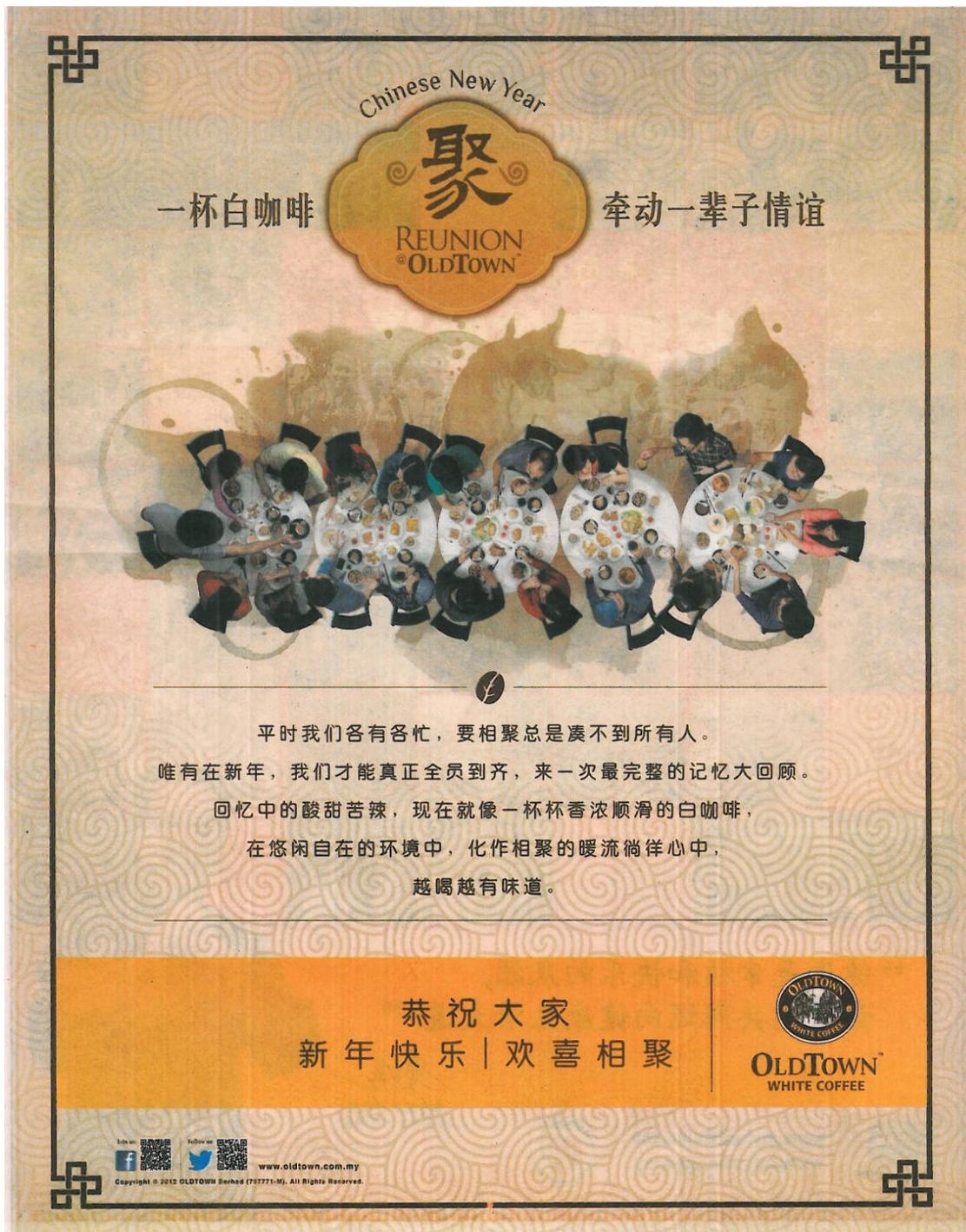
恭喜发财

舞狮是令人叹为观止的技艺表演，它的每个跳跃动作都在挑战着人类勇气的极限。正是这份挑战使得舞狮成为成功的象征。舞狮时铿锵的鼓声与舞者起伏腾挪的演绎，震撼了全世界。如今，我们也成功地攀上了新高峰，但这并不是名利的炫耀，因为我们深知，帮助我们登上最高峰而位列第一的是您。全体海内外四千万 Maybank 敬祝您新春恭喜发财。

跨越亚洲的人性化金融服务。

 **Maybank**

Appendix B (3) The Chinese version of Old Town advertisement



Chinese New Year

一杯白咖啡 牵动一辈子情谊

聚
REUNION
@OLDTOWN

平时我们各有各忙，要相聚总是凑不到所有人。
唯有在新年，我们才能真正全员到齐，来一次最完整的记忆大回顾。
回忆中的酸甜苦辣，现在就像一杯杯香浓顺滑的白咖啡，
在悠闲自在的环境中，化作相聚的暖流徜徉心中，
越喝越有味道。

恭祝大家
新年快乐 | 欢喜相聚

OLDTOWN
WHITE COFFEE

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