

The Use Of Foreign Language On Product Packaging

Bachelor Thesis Proposal for Obtaining the Degree

Bachelor of Science in

International Management

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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