

**Accent Your Brand or Not? The Effects of Accents and Languages on Consumers
in Chinese Advertising Context**

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A Thesis from
John Molson School of Business
Presented in Partial Fulfillment of the Requirements
For the Degree of Master of Science in Administration (Marketing) at
Concordia University
Montreal, Quebec, Canada

February 2018

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CONCORDIA UNIVERSITY

School of Graduate Studies

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Entitled: Accent Your Brand or Not? The Effects of Accents and Languages on Chinese Consumers in Chinese Advertising Context

And submitted in partial fulfillment of the requirements for the degree of

Master of Science in Administration (Marketing)

Complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Abstract

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The effect of accent is well researched in many areas. However, marketing and advertising research rarely paid attention to this topic, and most previous studies were conducted in English-speaking countries, thus we know very little about the effect of accent in other language contexts. Chinese advertising has made a major progress in the past few decades, and the advertising industry is becoming more diverse. Nowadays, there are mainly three types of Chinese advertisements in terms of language and accent: standard mandarin advertisement, standard foreign language advertisement (i.e. English, French, Korean, etc.), and foreign accented mandarin advertisement (i.e. mandarin spoken by foreign spokesperson). In this paper, based on the studies done by Krishna and Ahluwalia (2008) and Lin and Wang (2016), we investigate the effect of spoken languages and accents on consumers' evaluation of TV advertisements. More specifically, we choose standard mandarin, English, and English-accented mandarin as our major focus, and study the impact of accent/language on advertisement evaluation, as well as Chinese consumers' attitudes towards different accents/languages. In addition, we take product origin into consideration, and study whether the congruence between the accent/language and product country of origin can lead to more favorable advertisement evaluations among Chinese consumers. This study fills the knowledge gap and draws managerial implications for marketing practitioners in Chinese market. Besides, this study also contributes to the discussion of standardized campaigns outside English-speaking countries, as well as the country-of-origin effect of accents.

Acknowledgement

First and foremost, I would like to express my sincere gratitude to my supervisor, Dr, Michel Laroche, whose encouragement, guidance and support helped me from the very beginning to the final level of this thesis process. Without his help, I could not figure out the problems I encountered during writing this thesis, and get this project done. I am also heartily thankful to Dr. Michele Paulin, Dr. Pierre-Yann Dolbec; their detailed, valuable suggestions and prompt feedback as committee members helped me develop my thesis more thoroughly.

I also want to thank Rong Li for her help, guidance, and psychological comfort during last three months. Her insights and knowledge in conceptual development and experiment design save me from being lost in the ocean of literature and possible methodology flaws. Her dedication and passion for marketing research also inspire me a lot, and make me understand what is a real marketing researcher.

Lastly, I would like to offer my regards to all those who supported me in any respect during the completion of this project. My beloved parents and all my friends in Montreal. Good memories will never fade.

Table of Contents

1. INTRODUCTION.....	1
2. LITERATURE REVIEW.....	2
2.1. Globalization and international advertising strategy.....	2
2.2. The effects of accents.....	5
2.3. Country of origin effect.....	11
2.4. The study of accents in China.....	13
3. STATEMENT OF HYPOTHESES.....	15
4. METHODOLOGY AND FINDINGS.....	20
4.1. Study 1	20
4.1.1. <i>Method</i>	20
4.1.2. <i>Procedure</i>	21
4.1.3. <i>Findings</i>	21
4.2. Study 2	22
4.2.1. <i>Method</i>	22
4.2.2. <i>Procedure</i>	23
4.2.3. <i>Findings</i>	23
4.3. Study 3	20
4.3.1. <i>Method</i>	25
4.3.2. <i>Procedure</i>	25
4.3.3. <i>Findings</i>	26
5. DISCUSSION	27
6. MANAGERIAL IMPLICATION.....	31
7. LIMITATION.....	32
8. FUTURE RESEARCH.....	33
9. CONCLUSION.....	34
10. REFERENCES.....	35

List of Tables

Table 1: Summary of Previous Studies of the Effect of Accent.....	10
Table 2: Summary of Hypotheses	18
Table 3: Research Model	19
Table 4: Results for H1	21
Table 5: Results for H2a, H2b, and H2c.....	24
Table 6: Results for Results for H3.....	27
Table 7: Summary of Results.....	30

List of Figures

Figure 1: Results for H1	22
Figure 2: Results for H2a, H2b, and H2c	25
Figure 3: Results for H3	27

1. Introduction

With the deepening of globalization as well as improvements in science and technology, global markets are becoming more connected than ever before. Marketing and advertising practitioners are facing new opportunities as well as new threats, since they are not only competing to win over domestic consumers, but also trying to attract consumers from other countries. As a result, consumers nowadays find themselves exposed to scores of foreign-produced advertisements which are endorsed by foreign-accented or even foreign-language speaking spokespersons (e.g. Hispanic-accented spokespersons for McDonald's Fiesta menu), because the firms are using a standardized advertising campaign. In terms of international advertising campaigns, the debate over the efficacy of standardized advertising has lasted over 40 years. Currently, standardized advertisements can also be found in monolingual and monoculture countries such as China. On the other hand, sometimes local corporations intentionally use foreign-language-speaking or foreign-accented spokespersons to achieve desirable marketing results. The study of accent is well-explored in many areas; however, the effects of accents in marketing and advertising contexts are still not well-researched, and most studies were conducted in English-speaking countries with a focus on English accent, thus we know very little about the effects of other language accents in advertising context. In addition, some researchers (Lalwani, Lwin, and Li, 2005; Morales, Scott, & Yorkston, 2012) suggest that the study of accents in advertisements should take the effect of country of origin into consideration, as the accents can trigger stereotypes of certain countries and ethnic groups.

Chinese advertising has made some major progress in the past few decades, and the Chinese advertising industry is becoming more diverse than ever before. Nowadays, there are mainly three types of Chinese TV commercials in terms of language and accents: standard mandarin advertisements, standard foreign language advertisements (i.e. English, French, Korean, etc.), and foreign-accented mandarin advertisements (i.e. mandarin spoken by foreign spokespersons). In this paper, based on the studies done by Krishna and Ahluwalia (2008) and Lin and Wang (2016), we investigate the effect of spoken languages and accents on consumers' evaluation of TV advertisements. More specifically, we choose standard mandarin, English, and English-accented mandarin as our major focus, and study the impact of accent/language on advertisement evaluation, and Chinese consumers' attitudes towards

different accents/languages. In addition, we take product origin into consideration, and study whether the congruence between the accent/language and product country of origin can lead to more favorable advertisement evaluations among Chinese consumers.

As far as we know, prior research has paid no attention to the foreign accented mandarin. The previous research on Chinese accents in marketing and advertising contexts mainly focuses on the differences between mandarin and Cantonese (Liu, Wen, Wei & Zhao, 2013); thus, the foreign accented mandarin and its effects are still underexplored. This study especially focuses on this new phenomenon in Chinese advertisement, and explores Chinese consumers' attitudes toward such accent and their overall evaluations of the advertisement featuring English-accented mandarin. Therefore, this study fills the knowledge gap of accent study in non-English-speaking context, and draws managerial implications for marketing practitioners in Chinese markets. Besides, this study also contributes to the discussion of standardized campaigns outside English-speaking countries, as well as the country-of-origin effect of accents.

2. Literature Review

2.1. Globalization and international advertising strategy

With the rapid development of globalization, more and more multinational corporations embrace global marketing strategies and adjust their international advertising campaigns to enter different markets. Globalization, which is defined as the “crystallization of the world as a single place” (Robertson, 1987, p.38) is a large and complex subject that has profound economic, political, and sociocultural implications in our society. In the marketing area, globalization also brings the emergence of a global consumer culture. Previous literature suggests that the global consumer culture is recognized as a collection of symbols that are commonly understood by certain market segments around the world (Alden, Steenkamp & Batra, 1999; Akaka & Alden, 2010). Thus, a brand can be viewed as a sign of a certain global culture across the geographic boundaries. Alden, Steenkamp & Batra (1999) develop a new construct called the global consumer culture positioning (GCCP) based on the global consumer culture theory, which then gives market practitioners a new strategic direction of positioning their brand as “global” to appeal to certain market segments and get the most

desirable marketing results. The world grows more connected, and the marketing practitioners are trying their best to adapt to the new changes.

Globalization not only offers marketing practitioners new opportunities (Roth, 1995), but also new threats (Duncan and Ramaprasad, 1995). With the advent of new technologies and new ways of social interactions, firms now have increasing number of ways to advertise their brands to more and more potential consumers around the world. One strategic problem that many multinational companies find themselves struggling with when formulating international advertising strategies is how to select appropriate advertising approach (Agrawal, 1995). In terms of International advertising approaches, there are three schools of thought including standardization, adaptation, and contingency (i.e. the approach that combines standardization and adaptation together) (Agrawal, 1995). The debate over whether to standardize advertisements or adapt commercial messages to the local market has lasted over 40 years, and there is still no clear answer today. It is interesting to know that academicians and practitioners held different perspectives towards this question; academicians continually believe that the adaptation approach will have better result, while practitioners keep changing their points of view between these two approaches (Agrawal, 1995). It is obvious that each school of thought has its advantages and disadvantages. For the adaptation approach, Onkvisit and Shaw (1987) argue that multinational corporations should adapt the theme, slogan, and the idiomatic expression of their commercials to different markets so that it can communicate advertising messages more effectively. Corporations are expected to have a deep understanding of the needs, characteristics and the relevant cultural differences of the target country markets (Birch & McPhail, 2010). Therefore, the localized advertisements will be more effective as they are tailored to the specific markets. Nevertheless, such approaches are time and money-consuming, which make them usually not practically possible (Agrawal, 1995). On the other hand, the standardized approach, which is defined as the advertisement that “is used internationally with virtually no change in its theme, copy or illustration, except for translation when needed” (Onkvisit and Shaw, 1987, p.43) could save the corporations time and money. Cornejo (1958, pp. 46-9) stated that it can “develop a unified corporate image, savings in duplication of work, more efficient use of promotional funds through standardization of budgets, and savings in literature costs by exchange of material and format standardization”. However, the standardized approach sometimes suffers from its “over simplicity” and neglects cultural factors. For example, a commercial that appeals to American consumers will not have equal effectiveness to

foreigners (Kaynak, 1989).

In the past, the standardized approach has been more commonly used in English-speaking countries, as these countries share similar cultures and values. Nowadays, the trend of globalization as well as standardized advertising and marketing have crossed the language borders. Commercials become more diverse than before; both standardized commercials and global consumer culture positioning strategies can be easily found in the monoculture and monolingual country such as China. It is common to see a foreign commercial with Chinese subtitles in Chinese TV commercials. Nowadays, market managers in China have more language choices to choose from, including English, French, and Korean, etc. The prior literature suggests that language choice in advertising can work as a marketing tool for brand positioning. (Alden *et al.*, 1999; Lin and Wang, 2016). Thus, choosing the right language for advertising would be significant for effective advertising.

Krishna and Ahluwalia (2008) examine the impact of language choice in advertising on bilingual population in global markets, and find asymmetric language effects for multinational corporations (MNCs). More specifically, they suggest that, for MNCs, a foreign language (i.e., English) is more desirable for marketing luxury products than a local language (i.e., Hindi), while the local language (i.e., Hindi) is more effective in marketing necessity goods than a foreign language (i.e., English). However, such effect is not observed for local firms. Their research has profound managerial implications for marketing practitioners, as they reveal that language choice can have significant effects on advertisement, and MNCs should not simply follow the language choice of local firms.

Lin and Wang (2016) reexamine the study done by Krishna and Ahluwalia (2008) with a focus of monolingual respondents. They replicated Krishna and Ahluwalia's (2008) studies in Taiwan and find that the results for bilinguals cannot be replicated for monolinguals. Different from the findings of Krishna and Ahluwalia (2008) regarding bilingual respondents, Lin and Wang (2016) suggest that for monolinguals, the asymmetric effects are observed for local firms instead of MNCs. That is, for local firms, a foreign language (i.e., English) is more effective in marketing luxuries than a local language (i.e., Chinese), while a local language (i.e., Chinese) is more effective in marketing necessity products. Based on these results, Lin and Wang (2016) proposed that two possible routes, the language expectation route and the language association route, lead to such results; For

MNCs, monolingual consumers evaluate slogans through the language expectation route, the advertisement evaluation will be enhanced if the language used matches with what consumers are expected to hear; while for local firms, monolingual consumers evaluate slogans through the language association route. The advertisement evaluation will be enhanced if the featured products matches with the language association (i.e. necessities match with a sense of belonging and Chinese; luxuries match with modern & sophistication and English). Lin and Wang's (2016) research provides evidence that monolinguals and bilinguals have different responses to language choice, which also reminds market practitioners that the effectiveness of advertisement should be studied in accordance with specific cultural contexts.

Although both Krishna and Ahluwalia (2008) and Lin and Wang's (2016) studies have significant managerial implications, it is noteworthy that their studies solely focus on the written slogans. As for TV or online commercials, advertising slogans and content are normally given by a spokesperson or a voice over artist, thus the auditory and vocal cues such as the accent can also play an important role in the effectiveness of an advertisement. Not all corporations employ standard-accented spokespersons for advertisements. Some commercials intentionally use accented spokespersons, or even foreign language speakers in their commercials, to achieve certain marketing results. In fact, the practice of using a spokesperson's accent to engage consumers is pervasive in today's TV commercials. For example, MacDonald's use Hispanic-accented spokespersons to promote its new Fiesta menu (Puzakova, Kwak, & Bell, 2015); In China, some advertisements use foreign-accented spokespersons (e.g. Korean-accented, or English-accented spokespersons) in order to appeal to target consumer groups. For example, Yili, a Chinese beverage company, use Korean-accented spokesperson to promote its new product. It is logical to assume that such accent strategy will generate desirable results, but academic marketing and advertising research has rarely paid attention to this phenomenon, thus the role of accent may be neglected for branding strategies (Puzakova *et al.*, 2015).

2.2. The effects of accents

Previous research has studied the effects of accents in various areas including sales, psychology, and education, and found the standardness of accents to be of great importance. Edwards and Jacobsen (1987, p.369) define the standard dialect as "...one spoken by educated members of society, is that form used in writing and in the media, and is supported and encouraged (traditionally, at least) at school". Therefore, compared with other accents,

standard accents represent dominance and power. Morales, Scott and Yorkston (2012) further clarify that standardness of accent comprises two related components. The first one is *context component*, which refers to the criteria that the accent is perceived to be correct and formal; the second one is *social-class component*, which refers to the degree to which the accent can be associated with the highest socioeconomic levels of a society. Therefore, “standard accents, compared with nonstandard accents, tend to be perceived as more correct and prestigious” (Morales, Scott, & Yorkston, 2012, p.33).

Prior research suggests that listeners would evaluate the spokesperson in terms of personality traits and qualities based on a spoken message (Edwards, 1982; Hovland, Janis, & Kelley, 1953). Cacioppo and Petty (1982) suggest that language, dialect, and accent can be viewed as important determinants of source perceptions, by which people would evaluate the spokesperson across a range of dimensions including competence, dynamics and dominance. Many studies revealed that people with standard and non-standard accents are evaluated differently in terms of certain characteristics. More specifically, most studies indicate that standard accents elicit more favorable evaluations than nonstandard accents. Edward (1982) suggests that a standard accent is usually rated more favorably because it denotes power and dominance. Lambert, Hodgson, Gardner, and Fillenbaum (1960) find that both English-speaking and French-speaking Canadian respondents evaluate the English speakers more favorable on most traits (i.e. height, good looks, intelligence, dependability, kindness, etc.). Anisfeld, Bogo, and Lambert (1962) conducted a study to investigate whether respondents exhibit different reactions to standard English accent and Jewish-English accent, and found that both gentile and Jewish subjects evaluated the accented guises less favorable on height, good looks, and leadership. Tsalikis, DeShields and Latour (1991) conducted a study which focused on assessing how a salesperson’s accent influence their credibility, competence, and friendliness. They found that compared with a standard English-accented salesperson, Greek-English accented salespersons are rated less favorably in terms of all measured dimensions. DeShields *et al.* (1996) investigated the relationship between accent and spokesperson attractiveness as well as consumer purchase intentions, and found that American English-accented salespersons elicit more favorable purchase intentions than foreign-accented salespersons (i.e. Cuban-accented and Nicaraguan-English-accented) for both monolingual and bilingual audiences. The highest level of purchase intentions of the advertised products and services are found when the spokesperson was attractive and spoke with a standard American-English accent. Their research suggests that in selling contexts, attractive

spokespersons with a standard American-English accent can improve the effectiveness of communications. DeShields and De los Santos (2000) found that salespersons who speak standard American-English are more influential than salespersons speaking with a Mexican-English accent in American contexts. In addition, the study conducted in four Mexico cities surprisingly reveals that Mexican-Spanish salespersons and American-English-Spanish-accented salespersons have relatively similar influences on consumer purchase intentions. The authors suggest that the influence that United States has on the Mexican culture would be one possible explanation.

On the other hand, some studies also reveal that nonstandard accents possess certain strengths that are not shared with standard accents. Giles (1973) conducted a study in order to find whether a persuasive message spoken in standard accent (i.e. Received Pronunciation) would be more effective than the same message spoken in three different regional accents. The study revealed that although the argument spoken in standard accents is perceived to have more favorable qualities, only the argument spoken in regional accents succeeded in eliciting opinion shifts; the author reasons that this result echoes previous findings that the nonstandard speakers can be favorably evaluated in terms of dimensions including integrity, social attractiveness, and toughness. In addition, many of studies also suggest that nonstandard accents receive more favorable evaluations than standard accents in terms of personal integrity, which refers to sincerity, reliability, friendliness, etc. (Labov, 1968; Giles, 1971). Nevertheless, such findings are not fully confirmed, as there are some studies that come up with totally different results. As discussed earlier, Tsalikis *et al.* (1991) suggest that Greek-English accented salespersons were evaluated less favorably in terms of both competence and personal integrity dimensions. Berechee and Ball (1979) found that standard Australian accents were evaluated more favorably than nonstandard Australian accents regarding both competence and social attractiveness. Therefore, it is still not certain which situations and which accents will elicit more favorable responses (Puzakova *et al.*, 2015).

It is not difficult to notice that most study on accents are out of the area of marketing and advertising. Tsalikis (1991) suggests that although the impacts of accents on salesperson credibility have been extensively studied in the social psychology and linguistics literatures, the marketing literature rarely sheds some light on it. Morales, Scott and Yorkston (2012) argue that advertising research has just started to examine the impacts of accents on attitudes with a focus on standardness and familiarity. Birch and McPhail (2010) also state that the

impacts of spokesperson's accents are lacking some research findings in the field of international advertising. Mitchell and Olson (2000) argue that the target consumers' attitudes toward the spokesperson would affect their attitudes toward the advertisement per se, and finally affects their overall brand attitudes and purchase intentions of the featured product. Therefore, the study of accents in the advertising context is of great significance. In addition, previous literature normally focused on the impact of accent in the context of English-speaking countries. It is reasonable to assume that the effects of accents would be different if the spokesperson used a narrower and country-specific language rather than English with American or French accent (DeShield, Kara & Kaynak, 1996).

In the recent literature, some marketing and advertising researchers began to pay attention to this question. Birch and McPhail(1999) conducted a research with the focus on consumers' attitudes toward different English accents (i.e. Australian-English accent, American-English accent, and British-English accent) in the Australian context, and found that Australian subjects evaluate Australian spokespersons more favorable across a range of characteristics including similarity, dynamism, and professionalism than American and British spokespersons, but the overall attitude towards the advertisements is relatively similar for all three types of advertisements. Birch and McPhail (1999) suggest that the results tend to support the idea of standardized advertising campaigns, as foreign accents do not cause devaluation of the advertisements for Australian consumers.

Lwin and Wee (1999) studied the impacts of accents on commercials within a cross-cultural framework by examining subjects' responses to advertisements that are featured in five English accents (i.e. Australian-, British-, Indian-, Myanmar-, and Singaporean-English accents). Subjects were selected from three Asia Pacific countries including Australia, Myanmar and Singapore, and the study was designed to test their responses to five types of advertisements in terms of involvement in advertisement, comprehension of message, purchase intentions, and feelings towards the spokesperson. The study reveals that both the accent featured in the advertisement and the listeners' cultural background significantly impacted the effectiveness of the advertisements. In general, the Western sounded accents (i.e. Australian and British accents) are more effective in promoting advertising campaigns than Asian sounded English accents. In the Asian scope, the more familiar the accents, the better the effectiveness of the advertisements. This study has important managerial implications for multinational corporations that aim to appeal to consumers in these regions,

as geographic and cultural factors make people respond differently to these accents.

On the other hand, some marketing researchers propose a new direction for studying accents by taking the effect of country-of-origin into consideration. In fact, the strategy of intentionally using accents that are compatible with a product or brand ethnicity to communicate advertising messages is widely used by marketing and advertising practitioners. Dryer (1982) provided an example to illustrate the possible interaction between accent and country of origin; it suggested that it would be more persuasive for a spokesperson who endorses a foreign product such as French cheeses to speak with a French accent, as the audience is not necessarily expected to understand the literal meaning of the content, while they only hoped to identify a sign that highlights a sense of “Frenchness”. Therefore, it is reasonable to assume that such strategy can be effective; however, academic research rarely delved into this question.

Authors	Year	Research Area	Major Findings	Standard Accent	VS	Non-standard Accent
Edward	1982	Psychology	Standard accent is usually rated more favorably because it denotes power and dominance.	✓		×
Lambert, Hodgson, Gardner, and Fillenbaum	1960	Psychology	Both English-speaking and French-speaking Canadian respondents evaluate the English speakers more favorable on most traits (i.e. height, good looks, intelligence, dependability, kindness, etc.).	✓		×
Anisfeld, Bogo, and Lambert	1962	Psychology	Both gentile and Jewish subjects evaluated the accented guises less favorable on height, good looks, and leadership.	✓		×
Tsalikis, DeShields and Latour	1991	Sales	Compared with a standard English-accented salesperson, Greek-English accented salespersons are rated less favorably in terms of credibility, competence, and friendliness.	✓		×
DeShields et al	1996	Sales	American English-accented salespersons elicit more favorable purchase intentions than foreign-accented salespersons (i.e. Cuban-accented and Nicaraguan-English-accented) for both monolingual and bilingual audiences.	✓		×

Table 1: Summary of Previous Studies of the Effect of Accent

2.3. Country of origin effect

There is a large body of research on the effects of country of origin (COO). However, COO effects are such an obscure and intangible subject, which makes it very difficult to define the term precisely. In general, COO effects refer to the impact of the country of origin information on consumers, which could possibly alter consumers' attitudes and behavior. Chryssochoidis, Krystallis, and Perreas (2007, p.1521) state that "The phenomenon of evaluating products based on judging the country of origin is called COO effect". Schooler (1965) conducted the first empirical test to study the COO effect, and found a significant difference in the evaluations of products, as all aspects of the tested products are identical except for the name of the country appearing on the label. The research on COO effects mainly focused on using country of origin information as the cognitive cue, which refers to the information that is used by consumers to infer related product attributes such as quality (Bilkey & Nes, 1982). However, through their review work of prior COO research, Verlegh and Steenkamp (1999) found that country of origin is not merely a cognitive cue. More specifically, they find that prior research (Obermiller & Spangenberg, 1989) developed a framework that distinguishes the ways that country of origin influences consumers in terms of cognitive, affective and normative processing of the COO cue. To further explain, the cognitive perspective of COO effect suggests that country of origin information is viewed as a cue for product quality attributes, such as reliability and durability (Li & Wyer, 1994; Steenkamp, 1989). In terms of affective aspects, previous research has found that the country of origin has symbolic and emotional value to consumers. Consumers might be affected through direct or indirect experiences with countries and their citizens through channels such as education and mass media. These experiences would subtly influence consumers' brand attitudes (Verlegh & Steenkamp, 1999). The normative aspects of country of origin effects involves consumers' moral considerations, and such considerations can be practiced from two directions. On the one hand, buying products from countries that engage in objectionable activities might be viewed as amoral. On the other hand, many consumers consider it is morally appropriate to buy products from their own country. Verlegh and Steenkamp (1999) further suggest that these aspects of country of origin cannot be viewed independently; conversely, they are constantly interacting. In addition, they found that the effect of country of origin is stronger for perceived quality of a given product than for consumers' attitudes and purchase likelihood.

In conjunction with country of origin effects, Puzakova *et al.* (2015) investigated whether the congruity between product ethnicity and accent would affect brand sincerity. They find that it does enhance the brand sincerity by aligning the brand ethnicity with the accent of the spokesperson. In addition, they also found a boundary condition that the effect of product ethnicity-accent congruity overrides the effect of brand ethnicity-accent congruity. To further explain, when the brand and product are of different ethnicity, such as an American alcohol brand promoting tequila, a product that is normally viewed as Hispanic, using a spokesperson speaking with a Hispanic accent would elicit more favorable evaluations of brand sincerity than using a spokesperson speaking standard American English (which is congruent with brand origin).

Some other researchers argued that the congruency between accents and product country of origin is not always effective. Lalwani, Lwin, and Li (2005) investigated the impact of spokesperson's accent (i.e. standard English accent vs. Singaporean-English accent, which is denoted as Singlish) in Singapore on the spokesperson's credibility in terms of high and low involvement products as well as products with different countries of origin. The results suggested that the spokesperson's accent, product country of origin as well as the level of product involvement impacted consumers' attitudes toward the advertisement and the spokesperson's perceived credibility. More specifically, the results indicated that the effect of accent is strong enough to offset other tested factors; compared to the Singlish accent, the standard English accent elicited more favorable evaluations across spokesperson's credibility, attitudes toward the advertisement and the brand, and purchase intentions. On the other hand, the Singlish accent grasps higher attention from the audience than the standard English accent. Therefore, the results seem to indicate that the standard English accent would be more appropriate for an advertisement which aims to have favorable evaluations and higher purchase intentions. Morales *et al.*, (2012) suggest that the congruence is not always necessary for favorable impressions, and that the preference for standard accents might be more important than the message content and the congruency between the featured product and the spokesperson's accent. By conducting four studies, Morales *et al.* (2012) found that respondents indicated an overall preference for the standard accent, which means that the standard accent could elicit more favorable evaluations and override the COO effect. Besides, they also found using a standard accent instead of nonstandard accents (i.e. Southern-American English) to endorse an advertisement might hinder the subjects' comprehension of the advertising content, which then negatively impact their memory; the authors then argue

that there is a trade-off between: “increasing brand preference by using a standard accent or improving memory by using a more familiar, nonstandard accent” (Morales et al., 2012, p.33). Even though their research contributes both theoretically and practically, it suffers from a possible methodological flaw, which makes it less convincing. In the second study, which aims to test whether consumers have overarching preferences for more standard accents, the authors manipulated the congruence by suggesting that business hotels were congruent with the British accent, and B&B hotels were congruent with Southern-American English, because these accents and hotel types are parallel in terms of competence and sophistication dimensions; British accent and business hotels are both rated more sophisticated and competent than their counterparts. However, we propose that the ethnicity of hotels is not salient enough to trigger the potential country of origin effect, as it is also logical to assume that the standard American English is also congruent with business hotels. Thus, the results of this study cannot be generalized to other product categories which have more salient country of origin signals.

2.4. The study of accents in China

By reviewing the related research of the effects of accents in advertisements, we find that most studies are conducted in English-speaking countries and focus on the effects of different English accents; the accent study of other languages is still lacking. It is of great importance to study the effects of accents in advertisements in other language contexts as well as in other emerging countries, as the globalization process has made the economic cooperation and cultural communication more frequent than ever before; multinational companies would like to know how to adjust their International advertising campaigns and appeal to foreign consumers more effectively; local firms also would like to know whether using foreign language or foreign-accented spokespersons would lead to more desirable advertising results. As the world’s most populous country, China has experienced a rapid economic development in the past few decades, and “modern advertising as well as marketing practices are becoming an integral part of Chinese economic planning and are being used to stimulate higher quality and productivity” (Chu, 1982, p.40). GroupM predicted that the advertising spending is going to hit US\$547 billion in 2017, representing 4.4% growth, of which half will come from the US and China (Faaez, S., 2016). However, the study of the accents in Chinese advertisements is relatively scarce. Liu, Wen and Zhao (2013) studied this question by experimentally testing how standard mandarin accents and local

Cantonese accents impact advertising persuasion. They conducted studies to examine the effects of these two types of accents across different product involvements and different advertising appeals. The results indicate that mandarin is more effective in promoting high-involvement products than Cantonese, while Cantonese could strengthen consumer brand attitudes and memory for low-involvement products advertisements. In addition, advertisements that use rational appeals would lead to higher persuasion if the spokesperson speaks with standard mandarin accents, and advertisements with emotional appeals would be more persuasive if the spokesperson speaks with Cantonese accents. The finding contributes to the advertising practice in China; it not only proves the importance of accents in Chinese advertising contexts, but it also draws managerial implications for marketing practitioners in China.

However, we propose that Cantonese accents are not prevalent across the whole Mainland China, thus it only has limited effects when we talk about Chinese advertising in a general sense. Due to its unique pronunciation, grammar and lexicon, Cantonese can only be understood in Southeastern China. Putonghua, which is also known as Standard mandarin, is the official language in China and also the language that is most frequently used in Chinese advertisements. In addition, nowadays Chinese advertisements sometimes use foreign spokespersons to speak in either a foreign language or foreign-accented mandarin. It is interesting to notice that not only multinational companies use foreign speaking or foreign-accented spokespersons to endorse their products, but local Chinese companies would also use foreign-accented spokespersons. The reasons might be the country-of-origin effect that we illustrated earlier; local Chinese companies may hope that the accented mandarin can give their products a “foreignness”, which would then induce the stereotype and image of that country. In summary, there are three major types of advertisement in terms of language and accent in Chinese advertising contexts: standard mandarin advertisements, standard foreign language advertisements, and accented mandarin advertisements. We aim to investigate the effect of language/accents in Chinese advertising contexts. To further explain, we would like to explore the Chinese consumers’ attitudes toward such accents and their overall evaluations of the advertisements with foreign accented mandarin. Besides, by taking country of origin effect into consideration, we also investigate whether the congruence of language/accent and product country of origin lead to more positive evaluations among Chinese consumers. For research purpose, we chose standard American English as our focal language to represent the general foreign language.

3. Statements of hypotheses

As illustrated earlier, there are mainly three types of TV commercials in terms of spokespersons in the Chinese advertising industry, namely advertising with standard-mandarin-speaking spokespersons, advertising with foreign-language-speaking spokespersons, and advertising with foreign-accented-mandarin-speaking spokespersons. It is noteworthy that both standard-mandarin-speaking and foreign-language-speaking commercials are using “standard-language-speaking” spokespersons. Previous literature suggests that people with standard accent are evaluated more favorably than people with noticeable accents. Therefore, we propose that spokespersons with standard accent will evoke more favorable judgements among Chinese consumers in Chinese advertising contexts.

H1: Compared with an English-accented-mandarin-speaking spokesperson, a standard-mandarin-speaking spokesperson and a standard-English-speaking spokesperson evoke more favorable judgements.

According to the results of Krishna and Ahluwalia’s (2008) study regarding bilingual population in India, English is associated with modernity and sophistication, and the local language Hindi is significantly associated with a sense of belongingness. They further propose that the belonging associations elicited by Hindi are more relevant for evaluating necessity goods, and the modernity and sophistication associations elicited by English are more relevant for evaluating luxury products. Lin and Wang (2016) found similar results in terms of language associations regarding monolingual people in Taiwan. More specifically, English exhibited stronger association with modernity and sophistication, while the local language Chinese exhibited stronger association with belongingness. Since Taiwan and Mainland China share much in common, we expect that Chinese consumers would have similar language associations of Chinese (i.e. standard mandarin) and English as the Taiwanese people; Chinese consumers attitudes towards standard mandarin and English in TV commercials would be similar to Taiwanese consumers’ attitudes towards written slogans in English and Chinese. That is, standard mandarin is associated with belongingness, and standard English is associated with sophistication and modernity. Therefore, we hypothesize that:

H2a: In Chinese advertising contexts, standard mandarin is associated with belongingness.

H2b: In Chinese advertising contexts, English is associated with sophistication and modernity.

On the other hand, to the best of our knowledge, there is no previous study that investigates Chinese people's attitudes toward accented mandarin spoken by foreign speakers, as well as the associations with foreign accented mandarin. We reason that foreign-accented mandarin is to some extent a demonstration of social development of China, and it can elicit a sense of national pride among Chinese people. China's turbulent history not only enhances the national unity and the embrace of traditional Chinese culture, but it also evokes a desire for revitalization. The phrase "Chinese dream", which refers to a set of personal and national ideals for the contemporary China, particularly expresses a collective hope for restoring China's lost national greatness (Ryan, 2015). China's economic reform and open-door policy has made China more connected to the world than ever before, and the "Chinese economy had experienced spectacular growth since it started economic reforms in 1979" (Wong, 1995, p.269). The trend of learning Chinese is a relatively new phenomenon, which to some extent recognizes the progress of contemporary China. Therefore, accented mandarin would elicit, at least, a positive attitude from Chinese people. On the other hand, even though accented mandarin spoken by foreign people could be viewed as a sign of "development" and "internationalization", we propose that it does not share the "exclusivity" and "sophistication" traits of English. Previous literature has identified that English is used in advertisement to suggest a stereotype. Takashi (1990, 1992) argues that the English elements in Japanese advertisements do not indicate Americanization or Westernization, but rather indicate a modern and cosmopolitan identity for the product. Piller (2003) specifically suggests that English, which is the most frequently used foreign language in advertising messages in non-English-speaking countries, has become a symbol of modernity, process, and globalization in the international scene. Thus, unlike other languages, English is not associated with an ethno-cultural stereotype, and its status of modernity, globalization, and sophistication has been well established for years. In addition, according to a 2010 China Daily article, the number of Chinese English learners is about 400 million; English has been given more and more importance in China, especially in education. "The entire Chinese society attaches high importance to the English study as sometimes it even plays a vital role for a person who plans

to pursue further education and seek a better career” (*China Daily*, 2010). This suggests that English in China also stands for competitiveness and exclusivity, and such characteristics are not shared with standard mandarin and accented mandarin. Therefore, we propose that:

H2c: In Chinese advertising contexts, English-accented mandarin is associated with social development and national pride.

In addition, according to the studies on country of origin effects, we propose that the congruence between the spokesperson accent/language and the product country of origin will lead to more favorable evaluations of the spokesperson, as it implies that the spokesperson knows the product from their country (Lalwani, Lwin, & Li, 2005). More specifically, we propose that:

H3: The spokesperson is evaluated more favorably if the accent is congruent with the product country of origin. More specifically, for a product of domestic origin (vs. a product of foreign origin), a standard-mandarin-speaking spokesperson (vs. English-speaking spokesperson) is evaluated as more effective.

Summary of Hypotheses			
Standard Accent VS Non-standard Accent in Chinese Advertising context	Previous literature suggests that standard accent elicits more favorable evaluations than non-standard accent	H1	Compared with an English-accented-mandarin-speaking spokesperson, a standard-mandarin-speaking spokesperson and a standard-English-speaking spokesperson evoke more favorable judgements.
Language associations in Chinese advertising context	Lin & Wang: English is associated with modernity and sophistication; Chinese is associated with belongings	H2a	In Chinese advertising context, standard mandarin is associated with belongingness.
		H2b	In Chinese advertising context, English is associated with sophistication and modernity.
		H2c	In Chinese advertising context, English-accented mandarin is associated with social development and national pride.
Whether the congruence between language/accents and products COO can lead to more favorable judgements among Chinese consumers	There is no clear answer in the previous literature	H3	The spokesperson is evaluated more favorably if the accent is congruent with the product country of origin. More specifically, for a product of domestic origin (vs. a product of foreign origin), a standard-mandarin-speaking spokesperson (vs. English-speaking spokesperson) is evaluated as more effective.

Table 2: Summary of Hypotheses

We include a research model to illustrate our ideas more clearly. As we can see from table 3, we propose that three types of accents/languages used in Chinese advertising will elicit positive language associations, and therefore have positive impact on Chinese consumers' advertisement evaluations. Product country of origin works as a moderator here to moderate such effect; the congruence of accent/language and product country of origin information will lead to more favorable judgements among Chinese consumers.

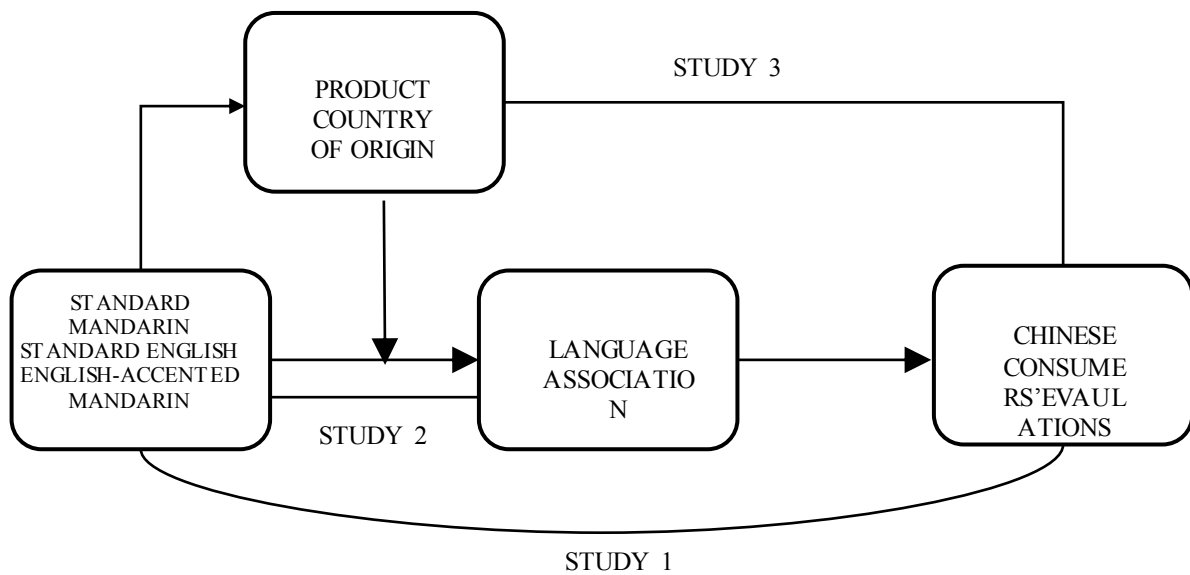


Table 3: Research Model

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4. Methodology and Findings

4.1. Study 1

Study 1 is designed to test H1, the spokesperson's perceived effectiveness, including their credibility, competence, friendliness, and consumers' purchase intentions of the featured product.

4.1.1. Method: In order to test the perceived effectiveness of three types of spokespersons in our study, we slightly modify the experiments done by Tsalikis, Ortiz-Buonafina, and LaTour (1992), which tested the perceived effectiveness of a Guatemalan-Spanish businessman and a foreign-accented Spanish businessman. A hypothetical TV advertisement about a fictitious travel agency (see Figure 1 for script) is dubbed in standard mandarin, standard English, and English-accented mandarin by three low-pitched female spokespersons, with corresponding subtitles appearing on the screen. According to Martín-Santana, Reinares-Lara, and Reinares-Lara (2017), low-pitched female voices would generate more favorable attitudes toward both the advertisement and the brand. The hypothetical advertisements use the "voice-over" technique, which means the spokespersons can only be heard, thus the respondents are allowed to focus on the accents and languages spoken by the spokespersons, and not be biased by the confounding variables such as physical attractiveness (Birch & McPhai, 1999).

The standard mandarin and the standard English scripts are recorded by two female professional voice actresses whose mother languages are mandarin and English respectively, and the foreign-accented mandarin is recorded by a female American national who is currently learning mandarin. The standard-mandarin-speaking voice actor recorded the script several times, and the most natural one was chosen; the English-speaking and English-accented voice actresses recorded the advertising script several times to match the speed, rate, and the volume of the standard mandarin version. Participants were presented with a questionnaire after the advertisements are played. We adapt the measurements from the experiment done by Tsalikis, Ortiz-Buonafina, and LaTour (1992); a list of bipolar adjectives items, which measures three underlying dimensions of competence (Cronbach's $\alpha = .758$), personal integrity (Cronbach's $\alpha = .760$), and social attractiveness (Cronbach's $\alpha = .798$), as well as five perceived effectiveness measurements (Cronbach's $\alpha = .797$).

are used to test H1. The bipolar adjective items are measured by a 6-point scale, with 1 representing the negative pole and 6 representing the positive pole. Instead of the original 4-point scale used in the paper of Tsalikis et al. (1992), the five perceived effectiveness items are measured by a 7-point-scale, with 1 representing the negative pole and 7 representing the positive pole, in order to manifest the difference more clearly (see questionnaire 1).

4.1.2. Procedure: 54 Chinese respondents (53% male), recruited from the website Crowdfunder, participated in the study via an online questionnaire. At the beginning of the study, participants read a short paragraph explaining that an advertising agency would like to know consumers' attitudes toward the spokesperson for their new advertisement, and then they listen to three advertisements dubbed by three types of spokespersons respectively. After each advertisement, participants are presented with the questionnaire that contains all the questions; the participants' demographic information (i.e. age, gender, and education) is also included.

4.1.3. Findings: Hypotheses 1a is tested by using 20 repeated measurement ANOVAs. The independent variable is the spokesperson's accent (i.e. standard mandarin, standard English, English-accented mandarin). The dependent variables were the 15 bipolar adjectives as well as the five perceived effectiveness measures. (See appendix questionnaire for study 1). The ANOVA results along with the means for each spokesperson are shown in Table 1.

Study 1 Result: Means					
Variables	SM	SE	EAM	F-value	P value
Intelligent	3.96	4.39	3.06	14.554	0.000
Friendly	4.02	4	3.39	3.490	0.033
Honest	4.24	4.2	3.15	12.449	0.000
Clear	4.61	4.54	2.91	22.826	0.000
Professional	4.37	4.67	2.89	21.286	0.000
Sel-confident	4.44	4.56	3.19	14.342	0.000
Credible	3.85	4.3	3.19	7.712	0.001
With status	4.09	4.24	3.22	8.287	0.000
Knowledgeable	3.91	4.04	3.37	3.321	0.039
Dependable	4.2	4.24	3	13.427	0.000
Humble	3.87	3.65	3.3	2.572	0.080
Convincing	4.26	4.52	3.11	15.187	0.000
Helpful	4.31	4.39	3.13	14.856	0.000
Competent	4.09	4.7	3.07	18.100	0.000
Cheerful	4.33	4.5	3.17	15.466	0.000
Buy from spokesperson	3.76	4.46	3.17	7.520	0.001
Recommend	4.09	4.65	2.98	11.895	0.000
Image to product	4.37	4.74	3.61	5.934	0.003
Image to company	4.72	4.94	3.22	17.242	0.000
Effectiveness	4.7	4.8	3.06	17.271	0.000

SM = Standard Mandarin SE = Standard English EAM = English-accented Mandarin

Table 4: Results for H1

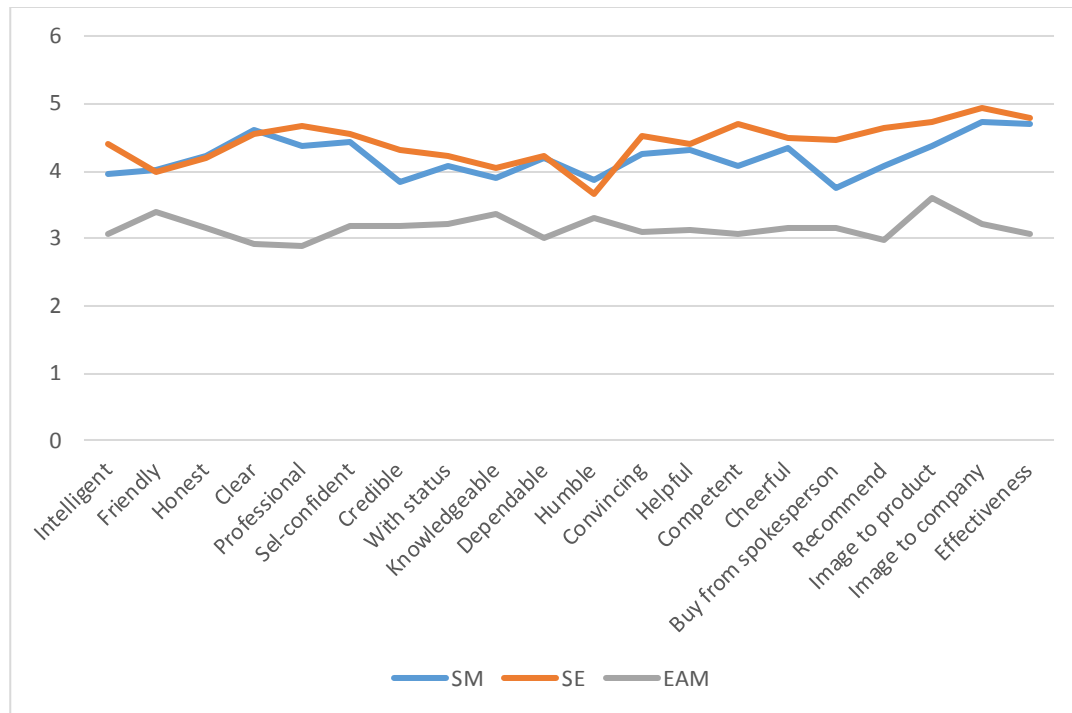


Figure 1: Results for H1

As we can see from table 4 and the figure above, the mean scores for three spokespersons (i.e. standard Mandarin spokesperson, standard English spokesperson, English-accented mandarin spokesperson) are significantly different, as all p -values except for variable “humble” (i.e. $p = 0.080$) are significantly lower than 0.05. The means and F-values reveal that for the 20 dependent variables, standard mandarin and standard English spokespersons get significantly higher scores than the English-accented mandarin spokesperson. Therefore, H1 is supported. Standard mandarin and standard English spokespersons evoke more favorable judgements than English-accented mandarin spokespersons. The result is also consistent with the findings in the previous literature on accents, which indicates that people’s perceptions of accents are not strong in terms of the variable “humble”. (Edwards, 1982; Giles, 1970)

4.2. Study 2

4.2.1. Method: Study 2 is designed to test H2a, H2b, and H2c, the specific perceptions associated with each language/accent in the Chinese advertising context; to that effect, we modify the method developed by Kirshna and Ahluwalia (2008). Participants are

asked to assess a list of words that denote belongingness (i.e. family, closeness, etc.; the Cronbach's alpha for all items that denote belongingness except "distant" is .887), sophistication and modernity (i.e. globalness, prestige, etc.; Cronbach's alpha for all related items = .839), social development and national pride (i.e. progress, economic rise, etc.; the Cronbach's alpha for all items that denote social development and national pride is .830); class association (i.e. middle class and upper class), and tone of voice (i.e. polite and stern). The participants indicate to what extent those words are associated with the voice they heard in the advertisement on a five-point scale, with 1 represents not at all associated, and 5 represents strongly associated. Demographic information including age, gender, and educational level are also included in the questionnaire (see questionnaire 2).

4.2.2. Procedure: 101 Chinese respondents (62% male), recruited from Crowdfunder, participated in the study via an online questionnaire. At the beginning of the study, participants read a short paragraph explaining that an advertising agency would like to know consumers' attitudes toward the spokesperson's accent for their new advertising, and then they listen to the three advertisements, which are as same as what we used in study 1 (dubbed by three spokespersons respectively). After each advertisement, participants are presented with the questionnaire that contains all the questions in questionnaire 2.

4.2.3. Findings: The results (Table 2 & figure 2) indicate that standard English exhibits significantly stronger associations with all of the words representing sophistication and modernity (i.e. globalness, exclusivity, cosmopolitan, prestige, and professionalism), with all $p < .01$. Standard mandarin conveyed a significantly greater sense of belongingness, as the standard mandarin spokesperson scored higher for all terms that denote belongingness (i.e. family, closeness, sense of belonging, personal, caring, all $p < .01$ except for "personal" $p = .073$), and is perceived as significantly less distant ($p < .01$). Therefore, H2a and H2b are supported; the results are consistent with the findings in the previous literature.

On the other hand, compared with the standard mandarin spokesperson and the standard English spokesperson, the English-accented mandarin spokesperson scored lowest in terms of most of the items except "distant" and "a sense of national pride". Therefore, H2c is not supported; English-accented mandarin does not exhibit strong associations with social development and national pride. However, standard mandarin scored highest in most of the items that denote social development and national pride ($p < .01$), except for "social

development and” “internationalization”. Therefore, overall, the standard mandarin accent, rather than the English-accented mandarin, is more associated with social development and national pride.

In addition, the standard English accent is associated more strongly than the standard mandarin accent and the English-accented mandarin accent ($p < .01$) with upper class, while the standard mandarin accent is more middle class ($p < .01$) than the other two types of accent. In terms of the tone of voice, the standard English accent is perceived as the politest, and the English-accented mandarin accent is considered as the least polite ($p < .01$), whereas these three types of accents do not differ in the extent to which they are perceived as stern ($p > .10$).

Extent to Which Each Language is Associated with Certain Images and Feelings					
Variables	SM	SE	EAM	F-value	P value
Family	3.66	3.34	2.92	10.586	0.000
Closeness	3.84	3.43	2.72	29.152	0.000
Senseofbelonging	3.85	3.21	2.61	31.602	0.000
Personal	3.44	3.37	3.13	2.638	0.073
Distant	2.65	2.96	3.23	7.711	0.001
Caring	3.76	3.57	2.68	40.144	0.000
Globalness	3.5	3.9	2.99	21.408	0.000
Exclusivity	2.92	3.42	2.89	6.62	0.002
Cosmopolitan	3.34	3.64	2.83	14.39	0.000
Prestige	3.55	3.8	2.68	38.922	0.000
Professionalism	3.96	4.14	2.74	55.144	0.000
Progress	3.59	3.55	2.78	24.944	0.000
Socialdevelopment	3.5	3.51	2.83	16.562	0.000
Economicrise	3.52	3.5	2.92	9.707	0.000
Internationalization	3.62	4.15	3.08	26.262	0.000
Senseofnationalpride	3.69	3.06	2.93	12.952	0.000
Middleclass	3.32	3.22	2.8	7.412	0.001
Upperclass	3.26	3.62	2.54	26.524	0.000
Politetone	4.07	4.21	2.95	49.682	0.000
Sterntone	2.34	2.38	2.39	0.047	0.954

SM = Standard Mandarin SE = Standard English EAM = English-accented Mandarin

Table 5: Results for H2a, H2b, and H2c

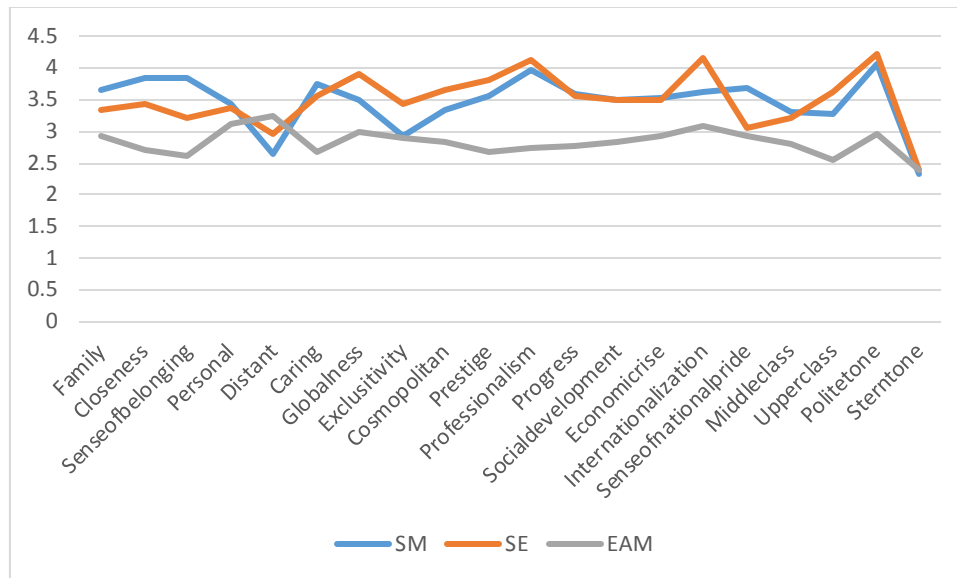


Figure 2: Results for H2a, H2b, and H2c

4.3. Study 3

Study 3 is designed to test whether the congruence between the accent/language and the product country of origin has an impact on the spokesperson's perceived effectiveness.

4.3.1. Method: A 3 (standard mandarin/foreign accented mandarin/English) x 2 (product origin: domestic versus foreign) between-subjects design is administered. Six voice-over hypothetical advertisements about a fictitious athletic apparel company corresponding to each treatment condition were created for this study (see Figure 2 for the advertising script). All versions are identical in terms of the advertising messages they communicate, and the only difference lies in the information identifying the product country of origin. The product country of origin is clarified in both the background information of the study and the advertising message. The questionnaire used in this study is similar to the one used to test H1 (Cronbach's alpha for each underlying dimension is 0.786, 0.787, 0.748 respectively, Cronbach's alpha for five perceived effectiveness measurements is 0.787); the demographic information is also included (see questionnaire 3).

4.3.2. Procedure: A total of 360 Chinese university students participated in the study via an online questionnaire through Wenjuanxing, a Chinese online survey service platform, and were randomly assigned to the six treatment conditions. At the beginning of the study,

participants read a short paragraph explaining that an advertising agency is investigating Chinese consumers' attitudes toward the spokesperson in their new advertising for a fictitious athletic apparel company. The descriptions in the six treatment conditions are identical except for the country of origin information of the featured product (i.e. Montreal, Canada vs. Shenzhen, China). After watching the advertising video, participants are asked to fill out the questionnaire.

4.3.3. Findings: We use the multivariate analysis method to analyze the data; the dependent variables are the 20 variables we used in study 1, while the independent variables are the spokesperson's accent (i.e. Standard mandarin, standard English, English-accented mandarin) and the product country of origin (i.e. local vs. foreign). As shown in Table 6 and Figure 3, the mean scores for all dependent variables are relatively similar (all $ps > .05$), thus H3 is rejected. Contrary to what we expected, in Chinese advertising contexts, the congruence between accent/language and product country of origin does not have a major impact on the spokesperson's perceived effectiveness. The only difference lies in the question "In your opinion, is the spokesperson effective"; the standard English spokesperson is perceived as more effective than the English-accented mandarin spokesperson ($p < 0.05$). Therefore, in Chinese advertising contexts, the congruence between the accent/language and the product country of origin has no major impact on the spokesperson's perceived effectiveness, while the spokesperson who speaks English-accented mandarin is considered as less effective. Such result echoes the results of previous research: the standardness of the accent is strong enough to override other tested factors (Lalwani *et al*, 2005), and a preference for standard accents might be more important than the congruency between featured product and spokespersons' accents Morales *et al.* (2012).

Variables	Means					
	SM	SE	EAM	P value(accent)	P value(coo)	P value (accent*coo)
Intelligent	4.62	4.58	4.59	0.933	0.122	0.452
Friendly	4.9	4.68	4.75	0.234	0.393	0.464
Honest	4.68	4.6	4.64	0.756	0.438	0.323
Clear	4.81	4.78	4.86	0.828	0.425	0.599
Professional	4.55	4.52	4.5	0.939	0.74	0.996
Sel-confident	5.44	5.32	5.2	0.276	0.74	0.707
Credible	4.7	4.68	4.61	0.755	0.638	0.852
With status	4.33	4.44	4.38	0.718	0.284	0.593
Knowledgeable	4.41	4.42	4.54	0.574	0.962	0.776
Dependable	4.56	4.56	4.52	0.917	0.205	0.834
Humble	4.33	4.44	4.52	0.331	0.053	0.209
Convincing	4.39	4.51	4.34	0.418	0.549	0.459
Helpful	4.78	4.72	4.74	0.917	0.707	0.801
Competent	4.5	4.35	4.4	0.515	0.265	0.467
Cheerful	4.69	4.66	4.52	0.392	0.616	0.671
Buy from spokesperson	3.21	3.21	3.08	0.201	0.701	0.153
Recommend	3.07	3.16	3.05	0.454	0.835	0.341
Image to product	4.58	4.53	4.4	0.319	0.48	0.631
Image to company	4.73	4.63	4.56	0.388	0.458	0.502
Effectiveness	3.18	3.29	3.13	0.109	0.52	0.173

SM = Standard Mandarin SE = Standard English EAM = English-accented Mandarin

Table 6. Results for H3

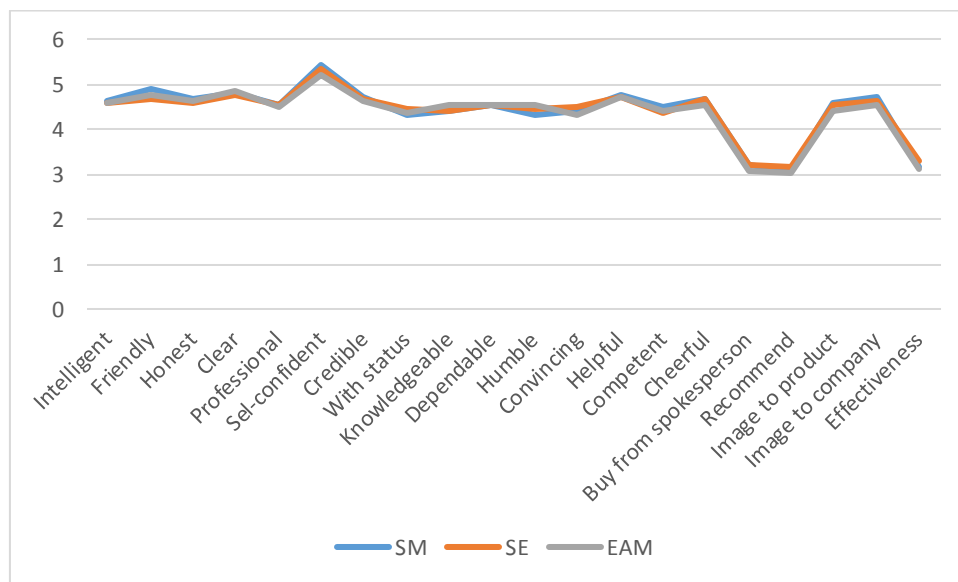


Figure 3. Results for H3

5. Discussion

Through three studies, we explored the effects of accents and languages in Chinese advertising. In study 1, we found that compared with the standard mandarin accent and the standard English accent, the English-accented mandarin spokesperson evokes less favorable judgements among Chinese participants. This result is consistent with the previous literature,

which suggests that compared with nonstandard accents, the standard accent evokes more favorable judgements in terms of various aspects.

In study 2, we focused on the feelings and images associated with each accent and language. Consistent with our expectations and the previous literature, the standard mandarin is more associated with a sense of “belonging”, while the standard English is more associated with modernity and sophistication. On the other hand, the foreign-accented mandarin does not show strong association with social development and national pride, as it scores the lowest in most of the items; whereas the standard mandarin shows a strong association with the items that denote social development and national pride. The reasons might be that the standard mandarin is the official language in China, and the belonging associations of it can appeal to Chinese consumers in a patriotic way. While the English-accented mandarin, on the other hand, attaches itself a sense of “foreignness”, which then brings a gap between the spokesperson and Chinese consumers.

In study 3, we tested whether the congruence between accent/language and product country of origin has an impact on the spokesperson’s perceived effectiveness. Different from what we expected, the congruence between the accent/language and the product country of origin did not show a strong impact on the spokesperson’s perceived effectiveness. Therefore, we draw the conclusion that in Chinese advertising contexts, it is not as effective as expect to communicate advertising messages by aligning the product country of origin with the spokesperson’s accent. The practice of intentionally use spokesperson with noticeable accent that is aligned with the COO information of the featured products is not as effective as marketers anticipate.

To sum up, our study paid attention to the accents and languages used in Chinese advertising, and found that standard mandarin and standard English accents evoke more favorable judgements among Chinese participants than English-accented mandarin accent. The results to some extent provide support for the standard advertising campaigns outside the English-speaking countries, as standard English accent can achieve desirable advertising results. By using standard advertising campaign strategy, namely using the same commercial with necessary subtitles for foreign market, companies can save time and money for overseas advertising campaigns, and also create a unified company image. In addition, we also take a look at the language/accent associations in Chinese advertising. To our knowledge, there is

no prior literature focus on the foreign-accented mandarin in Chinese advertising, thus our research fills the research gap. Our results indicate that the standard English accent shows strong associations with modernity and sophistication, and the standard mandarin shows strong associations with a sense of belonging, social development and national pride. For future research, it is interesting to investigate whether such associations can be served as mediators to mediate the advertisement evaluations. More specifically, whether the “belonging” association elicited by standard mandarin makes standard mandarin a more appropriate language for products that feature a sense of belonging (e.g. milk)?

Summary of Results

Standard Accent VS Non-standard Accent in Chinese Advertising context	Previous literature suggests that standard accent elicits more favorable evaluations than non-standard accent	H1	Compared with an English-accented-mandarin-speaking spokesperson, a standard-mandarin-speaking spokesperson and a standard-English-speaking spokesperson evoke more favorable judgements.	✓
Language associations in Chinese advertising context	Lin & Wang: English is associated with modernity and sophistication ; Chinese is associated with belongings	H2a	In Chinese advertising contexts, standard mandarin is associated with belongingness.	✓
		H2b	In Chinese advertising contexts, English is associated with sophistication and modernity.	✓
		H2c	In Chinese advertising contexts, English-accented mandarin is associated with social development and national pride.	×
Whether the congruence between language/accnt and products COO can lead to more favorable judgements among Chinese consumers	There is no clear answer in the previous literature	H3	The spokesperson is evaluated more favorably if the accent is congruent with the product country of origin. More specifically, for a product of domestic origin (vs. a product of foreign origin), a standard-mandarin-speaking spokesperson (vs. English-speaking spokesperson) is evaluated as more effective.	×

Table 7. Summary of Results

6. Managerial Implication

From the results of our study, we know that in Chinese advertising context, consumers prefer standard accent (e.g. standard mandarin and standard English) to English-accented mandarin. Therefore, for marketing and advertising managers in the Chinese markets, it is more desirable to choose a spokesperson with a standard accent, as English-accented mandarin evokes less favorable judgements in terms of both attitudes towards the spokesperson, advertisement and consumers' purchase intentions. This result also to some extent support the standardized advertising campaigns, as the use of foreign-produced commercial with subtitles does not jeopardize the efficacy of the advertisements among Chinese consumers.

Besides, for study 2, we know that standard mandarin and standard English accent are associated with different feelings and images; for standard mandarin, it is associated with a sense of belonging, we suggest that marketers could use a spokesperson to endorse an advertisement by aligning the spokesperson's accent with products' images and feelings. For example, for products that feature "belongings and home", such as everyday products like milk, the standard mandarin is more appropriate; for products that feature "modernity and sophistication", such as a modern luxury car, the standard English may achieve more desirable results.

In addition, from study 3, we find that the congruence of accent and product country of origin did not evoke more favorable judgments, so the assumption that using the foreign accent that is aligned with the product country of origin to engage consumers is not as effective as we expected. Such results also echo the previous study that the overall preference for standard accent can override other factors. In most cases, the standard accents can achieve better marketing results. We found that English accented mandarin speaking spokesperson scores lowest in most of the items. Therefore, if it is not necessary, we do not suggest that companies use English-accented-mandarin speaking spokespersons to endorse their products. The English accented mandarin may result in barriers to understanding advertising messages.

7. Limitations

First of all, our study lacks external validity. Our study pays attention to the effect of accent in China, and picks up standard mandarin, standard English, and English-accented mandarin as our major focus. It is obvious that the accents and languages used in today's Chinese advertising industry are far more diverse. For example, Korean-accented mandarin, French-accented mandarin, and many Chinese dialect accents are usually heard in today's Chinese TV commercials. However, we did not take all language/accents used in Chinese advertising into consideration. Different languages and accents may have different results, and our findings may not be generalized to other accents. Besides, these results also cannot be generalized to other language contexts.

Second, there are also some limitations about the methodology. For the hypothetical advertisements, we only have 3 voice-over actresses (each corresponding to one accent condition). The standard mandarin and standard English-speaking spokespersons are professional voice-over actresses, while the English-accented mandarin spokesperson is an American university student who is currently learning mandarin. Therefore, the English-accented mandarin is not as professional as the other two accents. In future research, we might have more voice over actresses to ensure the quality and reliability of the hypothetical advertisements. Besides, although at the beginning of the study, we told participants that an advertising agency would like to know consumers' attitudes toward the spokesperson for their new advertisement, we did not conduct a pretest to know whether the major difference that respondents perceived is the accent/language used in the advertisements. As for the scales we used in study 2, the social development and national pride scale may be not well established, as we create and use it for the very first time. Future research may modify the scales and ensure the validity and reliability of those scales. What is more, our hypothetical advertisements are not as real as authentic TV commercials; the simplicity of the advertisements in the experiment may also affect the results.

In addition, for study 3, the manipulation of the congruence effect may not be effective enough. The method we used might not be strong enough to evoke a feeling of the congruence between language/accents and product country of origin. Instead of online

questionnaire, future research may conduct laboratory experiment to ensure that participants notice the country of origin cues.

Last, we did not take other variables, such as gender, income, and education, into consideration, as these variables could potentially alter the results. For example, it is interesting to know whether male and female have different responses to spokespersons' accents.

8. Future Research

First, since our research lacks external validity, future researchers might take a look at other accents/languages used in Chinese advertising and test their effects.

Second, future researchers could take product category into consideration, and pay attention to the interaction among accents/languages, product country of origin, and product category (i.e. luxury vs. necessity).

In their studies, Krishna and Ahluwalia (2008) also investigated the impact of language choice on advertising effectiveness, and found the asymmetric language effects for multinational corporations. More specifically, they found that for multinational companies, English is more effective in marketing luxury products, and the local language Hindi is more effective in marketing a necessity; there is no such effect for local companies. Different from Krishna and Ahluwalia's results, Lin & Wang (2016) replicated the study among monolingual population, and observed the asymmetric effects for local companies instead of multinational companies. Lin & Wang further proposed that monolingual consumers evaluate the advertising slogans of MNCs via the language expectation route, and evaluate the advertising slogans of local companies via the language association route. It is logical to assume that a similar process will happen in Chinese consumers' evaluations of TV advertisements that involves different spoken languages and accents. More specifically, for a product of domestic origin, Chinese people would process the advertisement through language/accent association route; the evaluation of the advertisement would be enhanced if the product type matches the association elicited by language/accent used in the advertisement (i.e. belonging-associated language/accent is matched with necessities, and

sophistication-associated language/accent is matched with luxuries); for a product of foreign origin, Chinese people would process the advertisement through language/accent expectation route, thus the evaluation of the advertisement would be favorable if the language/accent used matches the consumer's expectation. Therefore, future researchers could test the following hypotheses:

H4a: For products of foreign origin, Chinese consumers evaluate the advertisement via the language expectation route. The evaluation of advertisement is enhanced if the language/accent used is matched with consumers' expectations.

H4b: For products of domestic origin, Chinese consumers would evaluate the advertisement via the language association route. The evaluation of advertisement is enhanced if the language/accent association is matched with product category.

In addition, future researchers could take demographic variables such as gender, age, education, income, into consideration. Male and female respondents might have different attitudes toward the accent/languages used in the advertisement, and income may lead to different purchase intentions in terms of different product categories.

What is more, future researchers could take celebrity endorsement into consideration. Celebrity influence could be strong enough to offset the effect of language and accent, or lead to some unexpected results. For example, a foreign celebrity with foreign-accented mandarin might have more positive marketing results than other foreign-accented spokespersons.

9. Conclusion

To sum up, our research fills the knowledge gap of accent study outside English speaking countries, and contributes to the discussion of standardized campaign. By conducting three studies, we find that Chinese consumers exhibit an overall preference for standard accents, and the congruence of accents and product country of origin information does not lead to more favorable advertisement evaluation. In Chinese advertising context, standard mandarin is strongly associated with a sense of belonging, and relatively more associated with social development and national pride; English shows stronger association with modernity and sophistication. Therefore, we suggest that the standardized advertising

campaign can also be feasible in China, and marketing and advertising managers should use spokespersons with standard accents.

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Appendix:

Study 1:

Based on the advertisement you just watched, please answer the following questions.

To what extent do you think the spokesperson you heard is associated with the following words? Please note that 1 represents the negative pole and 6 represents the positive pole.

	Not at all associated	1	2	3	4	5	6 strongly associated
Intelligent:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honest:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-confident:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credible:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With status:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dependable:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humble:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convincing:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpful:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Competent: ☐ ☐ ☐ ☐ ☐ ☐

Cheerful: ☐ ☐ ☐ ☐ ☐ ☐

1. Would you buy the product/service from the company in this advertisement?

Not likely 1 2 3 4 5 6 7 Very likely

2. Would you recommend the product/service from this company to your friends?

Not likely 1 2 3 4 5 6 7 Very likely

3. What type of image do you think the spokesperson gives to the product/service?

Very Bad: 1 2 3 4 5 6 7 Very Good

4. What type of image do you think the spokesperson gives to the company?

Very Bad: 1 2 3 4 5 6 7 Very Good

5. In your opinion, is the spokesperson effective?

Not at all 1 2 3 4 5 6 7 Very effective

Demographic information:

Gender: Male Female

Age: Under 18 18-24 25-34 35-44 45 and older

Education: Less than high school High school graduate some college
2 year degree 4 year degree Master's degree Doctorate

Questionnaire 1: questionnaire for study 1

Study 2:

Based on the advertisement you just watched, please answer the following questions.

To what extent do you think the spokesperson's accent is associated with the following words?

Please note that 1= not at all associated and 5=strongly associated.

	1	2	3	4	5
Family:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Closeness:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sense of belonging:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distant:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Caring:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Globalness:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exclusivity:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cosmopolitan:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prestige:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Progress:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social development:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic rise:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Internationalization:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sense of national pride:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle class:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upper class:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polite tone of voice:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stern tone of voice:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographic information:

Gender: Male Female

Age: Under 18 18-24 25-34 35-44 45 and older

Education: Less than high school High school graduate some college
 2 year degree 4 year degree Master's degree Doctorate

Questionnaire 2: questionnaire for study 2

Study 3:

Based on the advertisement you just watched, please answer the following questions.

To what extent do you think the spokesperson you heard is associated with the following words? Please note that 1 represents the negative pole and 6 represents the positive pole.

	Not at all associated	1	2	3	4	5	6 strongly associated
Intelligent:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Friendly:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Honest:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Clear:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Professional:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Self-confident:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Credible:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
With status:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Knowledgeable	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Dependable:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Humble:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Convincing:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Helpful:	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

Competent: ☐ ☐ ☐ ☐ ☐ ☐

Cheerful: ☐ ☐ ☐ ☐ ☐ ☐

1. Would you buy the product/service from the company in this advertisement?

Not likely 1 2 3 4 Very likely

2. Would you recommend the product/service from this company to your friends?

Not likely 1 2 3 4 Very likely

3. What type of image do you think the spokesperson gives to the product/service?

Very Bad: 1 2 3 4 5 6 Very Good

4. What type of image do you think the spokesperson gives to the company?

Very Bad: 1 2 3 4 5 6 Very Good

5. In your opinion, is the spokesperson effective?

Not at all 1 2 3 4 Very effective

Demographic information:

Gender: Male Female

Age: Under 18 18-24 25-34 35-44 45 and older

Education: Less than high school High school graduate some college
2 year degree 4 year degree Master's degree Doctorate

Questionnaire 3: questionnaire for study 3

Founded in 1999, One Mountain is now one of the leading International tour operators in the world. The company provides a complete line of travel services including accommodation reservation, transportation ticketing, packaged tours, corporate travel management, and customized luxury journeys. After 18 years of continuously endeavors, OneMountain has become one of the top leaders in the world traveling market, connecting people to unique travel experiences, at any price point, in more than 30,000 cities, and over 200 countries. The company offers its services through an advanced transaction and service platform consisting of mobile apps, websites and a centralized, 24-hour customer service center. The trusted, passionate travel specialists invite you to the ultimate travel experience. Whether you know exactly where you want to go or need some inspiration, OneMountain is here to guide you, and to create a journey that will surpass your expectations. Connect us today, off to see the world.

成立于 1999 年，依山旅行目前已成为全球领先的综合性旅游服务公司。依山旅行提供包括酒店预订、机票预定、旅游度假、商旅管理及私人旅游定制在内的全方位旅行服务。经过 18 年的不懈努力，依山旅行现在全球旅游服务市场处于领先地位，帮助人们以任何价位享受到全球 200 个国家地区 30,000 多个城市独一无二的旅行体验。依山旅行将互联网和传统旅游相结合，通过网站、手机客户端及 24 小时客户服务中心向客户提供最优质的服务。依山旅行专业、热情的旅行顾问将为您提供最棒的旅行灵感和个性化旅行方案。无论您已经确定好目的地，还是需要下一站的旅行启发，依山旅行都将伴您左右，为您打造超出预期的旅行体验。联系我们，与依山一起出发看世界。

Figure1: Hypothetical advertisement script for Study 1 & Study 2

Founded in Montreal, Canada in 1999, Onemountain Sport Inc. is a fashion athletic apparel company. OneMountain produces a complete line of athletic products for running, training and most other sweaty pursuits. We make our products through the most cutting edge technology as well as world-class designs. The company is continuously searching for new ways to make better products and to innovate manufacturing techniques. Product quality is the foundation we stand on and this foundation is comprised of three key areas: fabric, performance and craftsmanship. Our products will keep you as comfortable as possible to get most out of your training. A constant that has never wavered is our desire to empower people to reach their full potential through providing the right tools and resources, and encouraging a culture of goal pursuit and personal responsibility. The core values of quality, integrity, and fun are at the heart of our company culture. Join us today, and strive to be better than your best self.

成立于 1999 年， 依山运动是来自加拿大蒙特利尔多伦多的时尚运动服饰品牌， 生产包括跑步、 健身训练以及其他运动相关的各类服装产品。 依山产品由世界前沿科技以及顶尖设计共同打造。 如今， 依山集团不断创新， 一直寻求创造更优质的产品并持续更新其生产科技。 我们将产品质量作为自己的立足点， 关注产品材料、 性能以及工艺水平。 依山产品将为您提供尽可能的舒适体验， 并帮助您达到最佳运动效果。 我们始终坚持提供优质装备及资源， 帮助人们发掘自身潜力， 并致力于打造实现目标以及个人责任感的运动理念。 品质、 诚信以及乐趣是 依山集团文化的核心理念。 加入依山， 发现更好的自己。

Founded in Shenzhen, China, in 1999, Onemountain Sport Inc. is a fashion athletic apparel company. OneMountain produces a complete line of athletic products for running, training and most other sweaty pursuits. We make our products through the most cutting edge technology as well as world-class designs. The company is continuously searching for new ways to make better products and to innovate manufacturing techniques. Product quality is the foundation we stand on and this foundation is comprised of three key areas: fabric, performance and craftsmanship. Our products will keep you as comfortable as possible to get most out of your training. A constant that has never wavered is our desire to empower people to reach their full potential through providing the right tools and resources, and encouraging a culture of goal pursuit and personal responsibility. The core values of quality, integrity, and fun are at the heart of our company culture. Join us today,

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成立于 1999 年， 依山运动是来自深圳的时尚运动服饰品牌， 生产包括跑步、健身训练以及其他运动相关的各类服装产品。依山产品由世界前沿科技以及顶尖设计共同打造。如今， 依山集团不断创新， 一直寻求创造更优质的产品并持续更新其生产科技。我们将产品质量作为自己的立足点， 关注产品材料、性能以及工艺水平。依山产品将为您提供尽可能的舒适体验， 并帮助您达到最佳运动效果。我们始终提供提供优质装备及资源， 帮助人们发掘自身潜力， 并致力于营造实现目标以及个人责任感的运动理念。品质、诚信以及运动乐趣是依山集团文化的核心理念。 加入依山， 发现更好的自己。

Figure 2: Hypothetical advertising script for study 3.

SPSS Output for Study 1

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Intelligent	Between Groups	50.086	2	25.043	14.554	.000
	Within Groups	273.593	159	1.721		
	Total	323.679	161			
Friendly	Between Groups	13.864	2	6.932	3.490	.033
	Within Groups	315.815	159	1.986		
	Total	329.679	161			
Honest	Between Groups	41.568	2	20.784	12.449	.000
	Within Groups	265.444	159	1.669		
	Total	307.012	161			
Clear	Between Groups	100.148	2	50.074	22.826	.000
	Within Groups	348.796	159	2.194		
	Total	448.944	161			
Professional	Between Groups	97.975	2	48.988	21.286	.000
	Within Groups	365.926	159	2.301		
	Total	463.901	161			
Selfconfident	Between Groups	62.568	2	31.284	14.342	.000
	Within Groups	346.815	159	2.181		
	Total	409.383	161			
Credible	Between Groups	33.778	2	16.889	7.712	.001
	Within Groups	348.222	159	2.190		
	Total	382.000	161			
Withstatus	Between Groups	32.704	2	16.352	8.287	.000
	Within Groups	313.741	159	1.973		
	Total	346.444	161			
knowledgeable	Between Groups	13.494	2	6.747	3.321	.039
	Within Groups	323.056	159	2.032		
	Total	336.549	161			
Dependable	Between Groups	53.815	2	26.907	13.427	.000
	Within Groups	318.630	159	2.004		
	Total	372.444	161			

Humble	Between Groups	9.049	2	4.525	2.572	.080
	Within Groups	279.667	159	1.759		
	Total	288.716	161			
Convincing	Between Groups	60.593	2	30.296	15.187	.000
	Within Groups	317.185	159	1.995		
	Total	377.778	161			
Helpful	Between Groups	53.926	2	26.963	14.856	.000
	Within Groups	288.574	159	1.815		
	Total	342.500	161			
Competent	Between Groups	73.198	2	36.599	18.100	.000
	Within Groups	321.500	159	2.022		
	Total	394.698	161			
Cheerful	Between Groups	57.000	2	28.500	15.466	.000
	Within Groups	293.000	159	1.843		
	Total	350.000	161			
buyproduct	Between Groups	45.481	2	22.741	7.520	.001
	Within Groups	480.796	159	3.024		
	Total	526.278	161			
recommend	Between Groups	77.778	2	38.889	11.895	.000
	Within Groups	519.833	159	3.269		
	Total	597.611	161			
imagetoproduct	Between Groups	35.815	2	17.907	5.934	.003
	Within Groups	479.796	159	3.018		
	Total	515.611	161			
imagetocompany	Between Groups	94.778	2	47.389	17.242	.000
	Within Groups	437.000	159	2.748		
	Total	531.778	161			
effectiveness	Between Groups	103.593	2	51.796	17.271	.000
	Within Groups	476.852	159	2.999		
	Total	580.444	161			

SPSS Output for Study 3

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Family	Between Groups	27.980	2	13.990	10.586	.000
	Within Groups	396.475	300	1.322		
	Total	424.455	302			
Closeness	Between Groups	64.601	2	32.300	29.152	.000
	Within Groups	332.396	300	1.108		
	Total	396.997	302			
senseofbelongin g	Between Groups	77.393	2	38.696	31.602	.000
	Within Groups	367.347	300	1.224		
	Total	444.739	302			
personal	Between Groups	5.234	2	2.617	2.638	.073
	Within Groups	297.604	300	.992		
	Total	302.838	302			
distant	Between Groups	16.680	2	8.340	7.711	.001
	Within Groups	324.475	300	1.082		

caring	Between Groups	67.135	2	33.568	40.144	.000
	Within Groups	250.851	300	.836		
	Total	317.987	302			
globalness	Between Groups	42.139	2	21.069	21.408	.000
	Within Groups	295.248	300	.984		
	Total	337.386	302			
exclusivity	Between Groups	17.551	2	8.776	6.620	.002
	Within Groups	397.703	300	1.326		
	Total	415.254	302			
cosmopolitan	Between Groups	33.947	2	16.974	14.390	.000
	Within Groups	353.861	300	1.180		
	Total	387.809	302			
prestige	Between Groups	69.762	2	34.881	38.922	.000
	Within Groups	268.851	300	.896		
	Total	338.614	302			

professionalism	Between Groups	116.614	2	58.307	55.144	.000
	Within Groups	317.208	300	1.057		
	Total	433.822	302			
progress	Between Groups	42.323	2	21.162	24.944	.000
	Within Groups	254.515	300	.848		
	Total	296.838	302			
socialdevelopment	Between Groups	30.541	2	15.271	16.562	.000
	Within Groups	276.614	300	.922		
	Total	307.155	302			
economicrise	Between Groups	23.413	2	11.706	9.707	.000
	Within Groups	361.802	300	1.206		
	Total	385.215	302			
internationalization	Between Groups	57.749	2	28.875	26.262	.000
	Within Groups	329.842	300	1.099		
	Total	387.591	302			

senseofnational pride	Between Groups	33.644	2	16.822	12.952	.000
	Within Groups	389.644	300	1.299		
	Total	423.287	302			
middleclass	Between Groups	15.076	2	7.538	7.412	.001
	Within Groups	305.109	300	1.017		
	Total	320.185	302			
upperclass	Between Groups	60.838	2	30.419	26.524	.000
	Within Groups	344.059	300	1.147		
	Total	404.898	302			
politetone	Between Groups	96.020	2	48.010	49.682	.000
	Within Groups	289.901	300	.966		
	Total	385.921	302			
sterntone	Between Groups	.139	2	.069	.047	.954
	Within Groups	444.198	300	1.481		
	Total	444.337	302			

SPSS Output for Study 3

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1. Intelligent	3.802 ^a	5	.760	.945	.452
	2. Friendly	4.839 ^b	5	.968	.925	.484
	3. Honest	5.037 ^c	5	1.007	1.171	.323
	4. Clear	3.894 ^d	5	.779	.733	.599
	5. Professional	.426 ^e	5	.085	.073	.996
	6. Self-confident	4.362 ^f	5	.872	.590	.707
	7. Credible	1.918 ^g	5	.384	.396	.852
	8. With status	3.759 ^h	5	.752	.741	.593
	9. Knowledgeable	2.870 ⁱ	5	.574	.500	.776
	10. Dependable	1.989 ^j	5	.398	.421	.834
	11. Humble	8.095 ^k	5	1.619	1.439	.209
	12. Convincing	4.952 ^l	5	.990	.934	.459
	13. Helpful	2.794 ^m	5	.559	.467	.801
	14. Competent	5.188 ⁿ	5	1.038	.922	.467
	15. Cheerful	3.354 ^o	5	.671	.638	.671
	16. Would you buy the product/service from the csm	3.843 ^p	5	.729	1.624	.153
	17. Would you recommend the product/service from t	3.093 ^q	5	.619	1.135	.341
	18. What type of image do you think the spokespersons	3.093 ^r	5	.619	.690	.631
	19. What type of image do you think the spokespersons	3.956 ^s	5	.792	.843	.520
	20. In your opinion, is the spokesperson effective	3.164 ^t	5	.633	1.553	.173
Intercept	1. Intelligent	7981.929	1	7981.929	9921.740	.000
	2. Friendly	8619.114	1	8619.114	8241.434	.000
	3. Honest	8138.931	1	8138.931	9480.569	.000
	4. Clear	8762.963	1	8762.963	8249.731	.000
	5. Professional	7726.669	1	7726.669	6593.920	.000
	6. Self-confident	10698.733	1	10698.733	7237.487	.000
	7. Credible	8222.669	1	8222.669	8487.029	.000
	8. With status	7263.622	1	7263.622	7155.538	.000
	9. Knowledgeable	7511.177	1	7511.177	6544.425	.000
	10. Dependable	7808.265	1	7808.265	8257.874	.000
	11. Humble	7413.429	1	7413.429	6590.089	.000
	12. Convincing	7360.381	1	7360.381	6937.656	.000
	13. Helpful	8514.381	1	8514.381	7120.434	.000
	14. Competent	7369.209	1	7369.209	6548.793	.000
	15. Cheerful	8083.344	1	8083.344	7684.620	.000
	16. Would you buy the product/service from the csm	3790.500	1	3790.500	8450.738	.000
	17. Would you recommend the product/service from t	3615.241	1	3615.241	6635.870	.000
	18. What type of image do you think the spokespersons	7672.511	1	7672.511	8560.891	.000
	19. What type of image do you think the spokespersons	8138.931	1	8138.931	8672.547	.000
	20. In your opinion, is the spokesperson effective	3873.280	1	3873.280	9507.143	.000
accent	1. Intelligent	.111	2	.056	.059	.933
	2. Friendly	3.053	2	1.526	1.460	.234
	3. Honest	.481	2	.241	.280	.756
	4. Clear	.402	2	.201	.189	.828
	5. Professional	.148	2	.074	.063	.939
	6. Self-confident	3.815	2	1.907	1.290	.276
	7. Credible	.545	2	.272	.281	.755
	8. With status	.672	2	.336	.331	.718
	9. Knowledgeable	1.275	2	.638	.556	.574
	10. Dependable	.164	2	.082	.087	.917
	11. Humble	2.492	2	1.246	1.108	.331
	12. Convincing	1.857	2	.929	.875	.418
	13. Helpful	.206	2	.103	.086	.917
	14. Competent	1.497	2	.749	.685	.515
	15. Cheerful	1.974	2	.987	.938	.392
	16. Would you buy the product/service from the csm	1.444	2	.722	1.610	.201
	17. Would you recommend the product/service from t	.862	2	.431	.792	.454
	18. What type of image do you think the spokespersons	2.053	2	1.026	1.145	.319
	19. What type of image do you think the spokespersons	1.783	2	.892	.950	.388
	20. In your opinion, is the spokesperson effective	1.815	2	.907	2.227	.109

coo	1. Intelligent	1.929	1	1.929	2.997	.122
	2. Friendly	.765	1	.765	.731	.393
	3. Honest	.519	1	.519	.603	.438
	4. Clear	.677	1	.677	.638	.425
	5. Professional	.130	1	.130	.111	.740
	6. Self-confident	.214	1	.214	.145	.704
	7. Credible	.214	1	.214	.221	.638
	8. With status	1.167	1	1.167	1.148	.284
	9. Knowledgeable	.003	1	.003	.002	.962
	10. Dependable	1.524	1	1.524	1.612	.205
	11. Humble	4.233	1	4.233	3.763	.053
	12. Convincing	.381	1	.381	.359	.549
	13. Helpful	.169	1	.169	.142	.707
	14. Competent	1.399	1	1.399	1.244	.265
	15. Cheerful	.265	1	.265	.252	.616
	16. Would you buy the product/service from the com	.066	1	.066	.147	.701
	17. Would you recommend the product/service from t	.024	1	.024	.044	.835
	18. What type of image do you think the spokespersons	.447	1	.447	.499	.480
	19. What type of image do you think the spokespersons	.519	1	.519	.553	.458
	20. In your opinion, is the spokesperson effective	.169	1	.169	.416	.520
accent * coo	1. Intelligent	1.762	2	.881	1.095	.336
	2. Friendly	1.021	2	.511	.488	.614
	3. Honest	4.037	2	2.019	2.346	.097
	4. Clear	2.815	2	1.407	1.325	.267
	5. Professional	.148	2	.074	.063	.939
	6. Self-confident	.333	2	.167	.113	.893
	7. Credible	1.159	2	.579	.598	.550
	8. With status	1.921	2	.960	.946	.389
	9. Knowledgeable	1.593	2	.796	.694	.500
	10. Dependable	.302	2	.151	.159	.853
	11. Humble	1.370	2	.685	.609	.544
	12. Convincing	2.714	2	1.357	1.279	.279
	13. Helpful	2.418	2	1.209	1.011	.365
	14. Competent	2.291	2	1.146	1.018	.362
	15. Cheerful	1.116	2	.558	.531	.589
	16. Would you buy the product/service from the com	2.132	2	1.066	2.377	.094
	17. Would you recommend the product/service from t	2.206	2	1.103	2.025	.133
	18. What type of image do you think the spokespersons	.593	2	.296	.331	.719
	19. What type of image do you think the spokespersons	1.656	2	.828	.892	.415
	20. In your opinion, is the spokesperson effective	1.180	2	.590	1.448	.236