

Local or Global Image? The Role of Consumers' Local-Global Identity in Code-Switched Advertising Effectiveness among Monolinguals

ABSTRACT

Local and global brands alike have increasingly used code-switching to enhance advertising persuasion. Although this tactic is widely used, previous studies have focused on bilinguals, but not monolinguals. Because of the emerging use of code-switching in advertisements in monolingual markets, more research efforts are required to understand its effectiveness and boundaries among monolinguals. This study investigated whether the consumers' local-global identity plays a moderating role in the effectiveness of code-switched advertisements among monolinguals. The consumers' local-global identity refers to the combination of local and global identities possessed by individuals that affect how they define themselves in relation to the social environment. Study 1 (manipulating consumers' local-global identity) demonstrated that the local-global identity moderated the effect of code-switched advertisements. The results indicated that the congruence between code-switching and the consumers' local-global identity enhanced persuasiveness, and that advertising involvement mediated this effect. Study 2 replicated the findings of Study 1 by using a local-global identity measure. These findings provide implications for branding and advertising strategies.

Keywords: Code-switched advertising; local-global identity; advertising involvement; brand origin; monolinguals

Presenting a local or global image is crucial for global brands and multinational companies when developing marketing strategies (e.g., Friedman 1999; Özsomer 2012; Sklair 1995; Zhou and Belk 2004). One marketing tactic to achieve such positioning is to vary the language used in advertisements according to the firm's local or global branding strategy (Alden, Steenkamp, and Batra 1999; Chang 2008). Including a foreign language in advertisements is a growing trend that has received much attention (Ahn and Ferle 2008; Bishop and Peterson 2015; Chang 2008; Krishna and Ahluwalia 2008; Lin and Wang 2016). Advertisements that include two or more languages are referred to as code-switched advertisements (Luna and Peracchio 2005a; 2005b). English, in addition to the local language, has been widely used in code-switched advertisements in many nonnative English-speaking markets to enhance the global appeal of brands and products, thereby increasing perceived quality and social status (Chang 2008; Eckhardt 2005; Zhou and Belk 2004).

Most studies investigating code-switched advertising effectiveness have focused on bicultural bilinguals, who incorporate the values of two cultures into their identities and speak the languages of both cultures (Bishop and Peterson 2010; Luna, Ringberg, and Peracchio 2008), and monocultural bilinguals, who learn a nonnative language in an educational setting (Krishna and Ahluwalia 2008; Luna, Ringberg, and Peracchio 2008). For example, researchers have examined code-switched advertising effectiveness among Hispanic Americans who speak both Spanish and English (Luna et al. 2008) and among Asian Indians who speak both Hindi and English (Krishna and Ahluwalia 2008). In such cases, bicultural and monocultural bilinguals can speak both their native language and a foreign language fluently. The findings of the aforementioned studies are crucial for marketers, because they demonstrate that including two languages in advertisements is a reasonable marketing strategy when targeting bilinguals. In

contrast to bilinguals, who can regularly communicate in two languages (Francis 1999; Luna, Ringberg, and Peracchio 2008; Krishna and Ahluwalia 2008), monolinguals are defined as individuals who are less-than-fluent in a second language. Recent studies have emphasized the importance of investigating the influence of foreign elements (e.g., languages and fashion models) on advertising effectiveness among monolinguals (Ahn and Ferle 2008; Chang 2008; Lin and Wang 2016).

Empirical studies have revealed an increasing trend of using code-switching tactics in advertisements in Asian markets, such as Hong Kong, Japan, South Korea, and Taiwan, where most consumers are monolinguals (Cutler, Javalgi, and White 1995). Lin, Wang, and Hsieh (forthcoming) examined six magazine issues and 773 advertisements published in October 2009 and determined that both local and global brands widely use code-switching in Taiwan to influence the consumer perceptions of a brand or product. In addition, the results indicated that the number of code-switched magazine advertisements in Taiwan is on the rise: Lin, Wang, and Hsieh (forthcoming) reported 89% of the magazine advertisements used code-switching while 53.9% was observed from 2003 and 2004 (53.90%) in Chang's (2008) study.

Despite the popularity of code-switched advertisements in nonnative English-speaking markets, the Boston Consulting Group (2008) indicated that such advertising tactics are not always effective among monolingual consumers. The decisions of these consumers are far more complex and are influenced by factors other than beyond brand origin or nationalism. The unsuccessful outcomes of code-switched advertisements might be attributed to differences among target populations. Bilingualism literature has identified differences in brain activity and cognitive ability between monolinguals and bilinguals (see Bialystok, Craik, and Luk 2012 for a review). In addition, researchers have shown that monolinguals process language switching

(Costa and Santesteban 2004) and code-switched advertisements differently than bilinguals do, which subsequently influences code-switched advertising effectiveness (Lin and Wang 2016). In order to enable marketers to use code-switching tactics more effectively in monolingual markets, the effect of code-switched advertisements and their boundary conditions must be further investigated.

Previous studies have revealed the importance of identity accessibility, or the extent to which certain mental representations are salient, in consumer persuasion among bilinguals (Deshpandé and Stayman 1994; Lau-Gesk 2003). However, little is known about the effect of identities on consumer persuasion among monolinguals. In a study of the psychology of globalization, Arnett (2002) proposed that every individual possesses a local-global identity, comprising local and global identities, which affects how the individual defines himself or herself in relation to the social environment. In this study, according to the identity–accessibility effect, we proposed and tested that the consumers’ local-global identity moderates the effect of code-switching on advertising effectiveness among monolinguals. We also explored the mechanism underlying the effect of code-switching on persuasion.

This study contributes to the literature on code-switched advertising, branding, and international marketing. First, we showed that the consumers’ local-global identity moderates the effect of code-switching on advertising persuasiveness. The results indicated that the effectiveness of a code-switched advertisement is enhanced when the consumers’ local-global identity corresponds with code-switching, supporting the identity-accessibility effect. Second, the results advance our understanding of the mechanism underlying the effect of code-switching on persuasion. Specifically, we showed that the process variable of advertising involvement is associated with the effects of code-switching on advertisement and product evaluations. Third,

previous studies on branding and international marketing have focused on the effect of the country of manufacture and the brand origin on consumer persuasion. Our study findings provide additional evidence supporting the idea that the global culture (e.g., consumers' local-global identity) of the target population should be considered in international marketing efforts (Zhang and Khare 2009). Fourth, in addition to demonstrating the consumers' local-global identity among monolinguals, our study showed that the consumers' local-global identity could be manipulated through priming (e.g., reading local vs. global events). Similar results were obtained from the two studies (Study 1: manipulating consumers' local-global identity; Study 2: measuring consumers' local-global identity). The findings enable marketers to develop marketing strategies (e.g., selecting medium context) by using code-switched advertisements when targeting monolinguals. In summary, these findings provide managerial implications for marketers by advancing the understanding of code-switched advertisements and by demonstrating the importance of the consumers' local-global identity in a globalized market.

The remainder of this paper is organized as follows. First, we review the literature on code-switching in advertising and investigate the moderating role of the consumers' local-global identity in the effectiveness of code-switched advertisements. Second, we present two studies that were conducted to investigate the moderating role of the consumers' local-global identity in the effect of code-switched advertisements and explore the mechanism underlying this effect. Finally, we discuss the implications of our findings.

THEORETICAL BACKGROUND

Code-Switching in Advertising

Bilinguals in various languages worldwide practice code-switching (Grosjean 1984); that is, they use two or more languages within one sentence or conversation (Myers-Scotton 1999).

Marketers use code-switched advertisements as a marketing tactic to target bilinguals, because more than one language is used within the advertisement; typically, words from a foreign language are used for a brand name or slogan (Luna and Peracchio 2005a; 2005b). Researchers have shown that the medium language (Bishop and Peterson 2011) and the advertisement content (Carroll and Luna 2011) influence the effectiveness of code-switched advertisements. Studies have identified that several variables, including picture-text congruity (Luna and Peracchio 2001), motivation (Luna and Peracchio 2002), language attitude (Luna and Peracchio 2005a), type of processing (Luna, Lerman, and Peracchio 2005), attitude toward code-switching (Luna and Peracchio 2005b), and brand origin (Krishna and Ahluwalia 2008), moderate the effects of code-switching in advertising persuasion among bilinguals.

Recent studies have observed a growing trend of using this marketing tactic to target monolinguals and have examined its effect on advertising effectiveness. Ahn and Ferle (2008) examined South Korean consumers and found that the language (foreign vs. local) used for the brand name and body copy influenced the recognition and recall of the brand name and the advertisement message. Chang (2008) studied Taiwanese consumers and revealed that the use of Western fashion models and English brand names affected the perceived global feel of a brand, perceived product quality, and brand affinity. Lin and Wang (2016) demonstrated differences in the processing of language switching between Taiwanese consumers (monolinguals) and bilinguals. Many countries, including emerging and developed countries, are populated with monolinguals (e.g., Brazil, France, Turkey, China, Japan, Thailand, Korea, and Taiwan). Although bilingualism literature has identified various differences between monolinguals and bilinguals, relatively few studies have focused on monolinguals when investigating code-switched advertising despite its increasing usage.

The increasing use of code-switched advertisements in monolingual markets can be attributed to globalization (Alden, Steenkamp, and Batra 1999), which refers to “a process by which cultures influence one another and become more alike through trade, immigration, and the exchange of information and ideas” (Arnett 2002, p. 774). Globalization affects individuals’ psychological functioning, and identity transformation is its central effect (Arnett 2002). Specifically, Arnett (2002) proposed that everyone possesses a local-global identity that influences how individuals identify themselves in relation to their social environments. However, few studies have examined the role of the consumers’ local-global identity in code-switched advertising effectiveness. This is a substantial research gap, considering the increasing importance of code-switched advertisements in consumer persuasion and international marketing. In this study, according to the identity–accessibility effect, we proposed that the consumers’ local-global identity moderates the effect of code-switched advertisements on advertising persuasion among monolinguals.

Effect of Consumers’ Local-Global Identity on Code-Switched Advertising Persuasion

Because of globalization, consumers have developed a local-global identity, comprising local and global identities (Arnett, 2002). A local identity is defined as mental representations that cause individuals to appreciate local traditions, be interested in local events, and to feel a part of and identify with the local community. By contrast, a global identity is defined as mental representations that prompt individuals to adopt positive attitudes toward globalization, be interested in global events, and to feel a part of and identify with the global community (Arnett 2002; Zhang and Khare 2009). When both identities are equally strong, individuals may experience identity confusion (Arnett, 2002; Zhang and Khare 2009). Thus, most often, “one identity is stronger and more accessible than the other” (Zhang and Khare 2009, p. 525).

Advancing Arnett's conceptualization of the local-global identity, Tu, Khare, and Zhang (2012) developed, empirically tested, and validated a local-global identity measure. They showed that this construct is related to but different from constructs such as ethnocentrism, nationalism, and global consumption orientation.

The role of the local-global identity has been investigated in recent studies on consumer behavior (e.g., Reed II, Forehand, Puntoni, and Warlop 2012; Strizhakova and Coulter 2013) and international marketing (e.g., Bartikowski and Walsh 2015; Guo 2013; Westjohn, Singh, and Magnusson 2012; Zhang and Khare 2009). Among these studies, one research stream focuses on the effect of the global identity in emerging and developed markets. Strizhakova and Coulter (2013) observed that the global identity moderates the positive relationship between materialism and environmentally friendly tendencies (e.g., willingness to pay extra for environmentally friendly products) in emerging and developed markets. The positive effect of materialism becomes stronger when an individual's global identity increases. Guo (2013) indicated that the global identity moderates the negative relationship between ethnocentrism and the consumers' attitudes toward global brands from developed countries as opposed to brands from emerging countries. For low-global identity consumers, ethnocentrism has a negative effect on the consumers' attitudes toward global brands from developed countries, but not toward global brands from emerging countries. Such effects do not occur in high-global identity consumers.

The other research stream examines how the local-global identity affects consumer responses to international marketing strategies. For example, Zhang and Khare (2009) showed that an accessible local-global identity influences consumer evaluations of local and global products. Consumers with an accessible local identity prefer a local (over a global) product, whereas those with an accessible global identity prefer a global (over a local) product. Westjohn,

Singh, and Magnusson (2012) found that the global identity is strongly associated with responsiveness to global consumer culture positioning, whereas the local identity is significantly related to responsiveness to local consumer positioning. Bartikowski and Walsh (2015) demonstrated the influence of the global identity on consumer intention to purchase foreign products. In accordance with this second research stream, in this study, we examined the possible moderating role of the consumers' local-global identity in their responses to code-switched advertisements.

According to the identity-accessibility effect, individuals prefer stimuli that are consistent with an identity when it is accessible (i.e., its mental representations are salient) (Zhang and Khare 2009). When an identity becomes accessible, an individual's various identities are reorganized so that the accessible identity becomes more prominent than the other identities, subsequently evoking corresponding responses (Brewer 1991). Factors such as language cues can increase the salience of an identity and can thus influence the effect of the identity on attitudes and behavior (Reed II et al. 2012). Thus, it is likely that the languages used in code-switched advertisements influence the salience of an identity, making either the local or global identity more accessible, and subsequent advertisement evaluation.

Alden, Steenkamp, and Batra (1999, p. 77) stated that "one way for a brand to communicate global consumer culture positioning is to use English words, written and/or spoken, in its communication. In contrast, a brand manager wanting to use local consumer culture positioning might emphasize the local language." Noncode-switched advertisements, which contain only local language characters, evoke a perception of local culture (Alden, Steenkamp, and Batra 1999). The use of a local language in a brand name, headline, or body copy entices consumers with an accessible local identity to view the advertisement and advertised product

more than when a mixture of local and foreign languages is used. The local elements are consistent with the consumers' local identity; thus, the consumers feel more personal relevance (Brewer 1991; Wheeler, Petty, and Bizer 2005). Such consumers weigh local elements more heavily than global elements (Zhang and Khare 2009) and consequently respond more favorably to noncode-switched advertisements than to code-switched advertisements.

Conversely, code-switched advertisements, which include a mixture of local and foreign language characters, evoke a perception of global culture (Alden, Steenkamp, and Batra 1999). The use of a mixture of local and global languages in a brand name, headline, or body copy prompts consumers with an accessible global identity to view the advertisement and advertised product more than when the local language is used. The global elements are consistent with the consumers' global identity; thus, the consumers feel more personal relevance (Brewer 1991; Wheeler, Petty, and Bizer 2005). Such consumers weigh global elements more heavily than local elements (Zhang and Khare 2009). Thus, they exhibit a more favorable response to code-switched advertisements than to noncode-switched advertisements. Specifically, in this paper, we propose that:

H1: Consumers with an accessible local identity evaluate noncode-switched advertisements and advertised products more favorably than code-switched advertisements and advertised products.

H2: Consumers with an accessible global identity evaluate code-switched advertisements and advertised products more favorably than noncode-switched advertisements and advertised products.

According to the identity verification principle (Reed II, Forehand, Puntoni, and Warlop 2012), consumers will monitor themselves to maintain their self-views when their identity is

salient. They prefer that others' perception of themselves be consistent with their perception and will take actions to defend their identities. Thus, identity-consistent advertisements are likely to be associated with more consumer advertising involvement than identity-inconsistent advertisements. Identity-consistent information is perceived as being more relevant for processing objectives than identity-inconsistent information (Wheeler, Petty, and Bizer 2005). Advertising involvement is a crucial factor influencing advertising persuasion (Petty, Cacioppo, and Schumann 1983). Individuals are more likely to be persuaded by an advertisement if their advertising involvement is higher (Bishop and Peterson 2010). Consequently, consumers develop more favorable attitudes toward identity-consistent advertisements than toward identity-inconsistent advertisements. Therefore, in this paper, we propose that:

H3: Advertising involvement mediates the effect of the consumers' local-global identity on the effectiveness of code-switched advertisements.

To test the research hypotheses, we conducted two experiments that involved manipulating (Study 1) and measuring (Study 2) the consumers' local-global identity. The results indicated that the congruence between code-switching and the consumers' local-global identity increased advertising persuasiveness through advertising involvement. Both studies provided evidence supporting the idea that consumers possess a local-global identity, consisting of local and global identities (Arnett 2002). Real and fictitious brands were used in Study 1 and Study 2, respectively, to test the robustness of the results of the two studies. Using a real brand increases the generalizability of the findings, and using a fictitious brand can avoid the possible confounding effects of preexisting attitudes toward a brand. We enhanced the internal and external validity of the findings with convergent results when both real and fictitious brands were used. We selected Taiwanese respondents as the study sample (i.e., monolinguals). Recent

research has shown that Chinese is the main language spoken at home and in school in Taiwan, and that the respondents in Taiwan are more proficient in Chinese than in English (Lin and Wang 2016). In addition, researchers have shown evidence of an increasing trend of using code-switched advertising in Taiwan (Chang 2008; Lin, Wang, and Hsieh forthcoming). Thus, the respondents and the study context favorably serve our research purpose.

STUDY 1: MANIPULATING CONSUMERS' LOCAL-GLOBAL IDENTITY

An increasing number of local firms in developing countries have attempted to take advantage of the equity of a foreign country's image, intending to enhance the appeal of their advertisements by using foreign (often Western) fashion models, settings, brand names and foreign-language body copy (Ahn and Ferle 2008; Chang 2008; Zhou, Yang, and Hui 2010). Similarly, international firms have devoted time and effort to localizing their brands, products, and packaging to attract local consumers and enhance product evaluations in local markets (Zhang and Schmitt 2001; Krishna and Ahluwalia 2008). Krishna and Ahluwalia (2008) indicated that consumers are likely to provide a more favorable evaluation of certain product categories when a local language is used than when a foreign language is used by foreign companies. These trends of international marketing strategies suggest that the brand origin (local vs. global) moderates the effect of code-switching on advertising persuasion. Thus, we included the brand origin in the research design to exclude alternative explanations. Global brands refer to brands that are recognized internationally, whereas local brands refer to brands that are only recognized domestically (Zhou et al. 2010). A 2 (code-switching: noncode-switching vs. code-switching) \times 3 (consumers' local-global identity: local vs. global vs. control) \times 2 (brand origin: local vs. global) between-subjects design was used in this study.

Method

Stimuli. A pretest was conducted to select a target product and to ensure that the consumer evaluation of the product was not influenced by the brand origin. To avoid the possibility of the product category affecting the persuasiveness of code-switched advertisements (e.g., Krishna and Ahluwalia 2008), we used daily necessities, products that everyone requires and frequently uses, to test our hypotheses in both studies. In the pretest, 30 undergraduate students were recruited and presented with 10 daily necessities (e.g., toothpaste, pen, laundry detergent, and shampoo). They responded to questions about whether they considered the brand origin when purchasing each of the 10 products; the responses were rated on a seven-point Likert scale (1: strongly disagree, 7: strongly agree). The results indicated that the students were less likely to consider the brand origin when purchasing toothpaste compared with the other nine products. Thus, toothpaste was used as the target product in the two studies.

Two real brands were used in this study. Darlie and Colgate represented the local and global brands, respectively. Both brands are established with known product quality and credibility. The first page of the survey contained the manipulation of the brand origin. In the company description, the local brand condition indicated that Darlie is a Taiwanese company, whereas the global brand condition indicated that Colgate is an international company. For the code-switched advertisements, according to the method used for designing code-switched advertisements in previous studies (e.g., Ahn and Ferle 2008; Lin, Wang, and Hsieh forthcoming), code-switching was manipulated by using the foreign language for the brand name, headline, and body copy, but the local language was used in the rest of the written content. For the noncode-switched advertisements, all advertisement content was presented in the local language. Four versions of the advertisements were developed and formatted identically,

featuring a brand name, bold headline, product visual¹, and product name in the same order. The brand name (Darlie or Colgate) was placed on the top left corner of the advertisement. The center of the body copy featured a bold headline (“Freshness, Nature, Nice Breath”) and a subheadline (“New on the market”). The bold headline was followed by a picture of the toothpaste, which showed the brand name and the attribute “natural herb.” The bottom of the advertisement showed the product name (“Darlie toothpaste” or “Colgate toothpaste”) and a smaller product visual (the same as the visual shown in the center). The differences among the four advertisements were the brand (Darlie vs. Colgate) and the language (Chinese vs. English) used in the brand name, bold headline, brand name on the product visual, and product name. The advertisement content of the four advertisements is presented in Appendix 1.

The local and global identity priming tasks were designed by adapting the sentence-completion task developed by Srull and Wyer (1979) and Zhang and Khare (2009). The respondents formed meaningful sentences from sets of scrambled words. Under the global priming condition, respondents completed five sentences related to global identity (e.g., “I belong to the whole world”) and four sentences of filler questions (e.g., “The sky is blue”). By contrast, under the local priming condition, respondents completed five sentences related to local identity (e.g., “I belong to the local community”) and the same four filler questions. In addition, we included a control priming condition. Respondents completed five sentences related to environmental identity (e.g., “I belong to the natural environment”). The detailed priming tasks are presented in Appendix 2.

¹The product visuals of Darlie and Colgate were adapted from the two brands’ existing ads featuring their herbal toothpaste product in Taiwan.

Procedure. A total of 550 adults (age = 19-74 years, $M = 37.81$ years; men = 36.2%) were recruited from an online panel, similar to the Amazon Mechanical Turk, in Taiwan to participate in this online experiment in exchange for NT\$100 (i.e., \$3 USD). They were randomly assigned to 12 between-subjects conditions.

This main study was divided into two parts. In the first part, respondents completed the identity priming tasks and then indicated the focus of their thoughts as a manipulation check (Zhang and Khare 2009). We used the following three statements: “For the time being, I mainly identify myself as a (an)...,” “At this moment, I feel I am a (an)...,” and “On my mind right now are thoughts of being a (an)...” Each item was rated on a seven-point scale (1 = global citizen; 7 = local citizen). The items were averaged to generate a composite score ($\alpha = .85$). A higher manipulation check composite score indicated a higher local identity.

When they began the second part of the study, respondents were informed that the study purpose was to understand consumer evaluations of a print advertisement for an existing toothpaste brand. They viewed the advertisement and indicated their attitude toward the advertisement and the product. In addition, the respondents’ advertisement comprehension was measured on the basis of their responses to three items (described in the following subsection) related to the language used in the advertisement to eliminate the possibility that their advertisement comprehension affected the evaluation of the advertisement. These data were then included as a covariate in analysis. Subsequently, the participant’s advertising involvement was measured. Finally, information on gender and age was collected in the end of the questionnaire.

Dependent Measures. Advertisement and product evaluation scales were adopted from Luna, Lerman, and Peracchio (2005) and Luna and Peracchio (2005a; 2005b), respectively. The advertisements were evaluated using six 7-point semantic-differential scales (bad/good,

dislike/like, uninteresting/interesting, unpleasant/pleasant, negative/positive, and poor quality/excellent quality; $\alpha = .92$). The products were also evaluated using six 7-point semantic-differential scales (poor quality/high quality, not appealing at all/very appealing, I would not buy it/I might buy it, I would not recommend it to a friend/I would recommend it to a friend, inferior/exceptional, and very bad/very good; $\alpha = .92$). A higher rating indicated a more positive advertisement or product evaluation.

The effectiveness of the manipulation of the brand origin was assessed on the basis of the participant's indication of the advertised product's brand origin. To control for the effect of advertisement comprehension on advertisement and product evaluations, advertisement comprehension was measured using three questions adapted from Chang (2009; 2013) and was rated on a six-point Likert scale (I understand the meaning of the words in the advertisement, I am familiar with the language used in the advertisement, and I am proficient in the language used in the advertisement; $\alpha = .85$). Advertising involvement was also rated on a three-item, six-point Likert scale, adapted from Miniard et al. (1991) (I was involved with the advertisement content, I concentrated on the advertisement content, and I paid attention to the advertisement content when viewing the advertisement) ($\alpha = .90$). Higher ratings indicate a higher level of advertisement comprehension or advertising involvement.

Results

Manipulation Checks. The 2 (code-switching: noncode-switching vs. code-switching) \times 3 (consumers' local-global identity: local vs. global vs. control) \times 2 (brand origin: local vs. global) analysis of variance of the composite score of accessible identity revealed a main effect of the consumers' identity ($F(2, 538) = 46.53, p < .001$). The respondents under the local prime condition ($M_{local\ prime} = 4.34$) had a higher momentarily accessible local identity than those under

the control condition ($M_{control\ prime} = 3.87$). By contrast, the respondents under the control condition had a higher momentarily accessible local identity than those under the global prime condition ($M_{global\ prime} = 3.09$, all $ps < .05$). No other significant effect was found. Thus, identity priming manipulation was successful. Regarding brand origin manipulation, all respondents correctly indicated the brand origin (local or global) of the advertised product. Thus, the manipulation of the brand origin was effective.

Hypothesis Testing. The 2 (code-switching: noncode-switching vs. code-switching) \times 3 (consumers' local–global identity: local vs. global vs. control) \times 2 (brand origin: local vs. global) ANCOVAs of the advertisement and product evaluations revealed that the covariate advertisement comprehension exerted a significant main effect on advertisement evaluation ($F(1, 537) = 37.5, p < .001$). The respondents with higher advertisement comprehension exhibited a more positive attitude toward the advertisement ($\beta = .29, t = 7.18, p < .001$) than those with lower advertisement comprehension. The results revealed a main effect of the brand origin on advertisement evaluation ($F(1, 537) = 17.18, p < .001$) and product evaluation ($F(1, 537) = 10.84, p = .001$). When viewing a local brand advertisement, the respondents exhibited a more positive attitude toward the advertisement and product ($M_{ad\ evaluation} = 4.65, M_{product\ evaluation} = 4.32$) than those who viewed a global brand advertisement ($M_{ad\ evaluation} = 4.39, M_{product\ evaluation} = 4.18$) (all $p < .05$). No other main effects were found.

The three-way interaction was not significant ($F(2, 537) = 1.15$ and $.77$ for advertisement and product evaluations, respectively; all $ps > .1$). However, as predicted, a significant effect of the interaction between code-switching and the consumers' local-global identity on advertisement and product evaluations was found (for advertisement evaluation: $F(2, 537) = 11.35, p < .001$; for product evaluation: $F(2, 537) = 13.52, p < .001$; see Figure 1). Planned

contrasts revealed that the consumers with an accessible local identity provided more positive advertisement and product evaluations for the noncode-switched advertisement than for the code-switched advertisement (for advertisement evaluation: $M_{noncode-switched\ ad} = 4.83$, $M_{code-switched\ ad} = 4.15$, $F(1, 185) = 11.97$, $p < .001$; for product evaluation: $M_{noncode-switched\ ad} = 4.6$, $M_{code-switched\ ad} = 4.02$, $F(1, 185) = 9.42$, $p < .01$). Thus, H1 was supported. The consumers with an accessible global identity provided more positive advertisement and product evaluations for the code-switched advertisement than for the noncode-switched advertisement (for advertisement evaluation: $M_{code-switched\ ad} = 4.56$, $M_{noncode-switched\ ad} = 4.36$, $F(1, 167) = 5.89$, $p < .05$; for product evaluation: $M_{code-switched\ ad} = 4.45$, $M_{noncode-switched\ ad} = 3.97$, $F(1, 167) = 10.18$, $p < .01$). Therefore, H2 was supported. The effects of code-switching on advertisement and product evaluations were not observed under the control condition (for advertisement evaluation: $M_{code-switched\ ad} = 4.5$, $M_{noncode-switched\ ad} = 4.5$; for product evaluation: $M_{code-switched\ ad} = 4.22$, $M_{noncode-switched\ ad} = 4.25$, all $F_s < 1$). No other significant interaction effect was found.

PLACE FIGURE 1 ABOUT HERE

Mediation analysis. We conducted a mediation analysis to test the hypothesized relationship among the independent, mediating, and dependent variables. A bootstrapping mediation analysis (Preacher and Hayes 2008) at a 95% confidence interval (CI) with 5,000 bootstrapped samples revealed that the congruence between code-switching and the consumers' local-global identity affected advertisement evaluation through advertising involvement. The interaction between code-switching and the consumers' local-global identity influenced advertising involvement ($a = .16$, $t = 2.05$, $p < .05$), advertisement evaluation ($c = .4$, $t = 4.7$, $p < .001$), and product evaluation ($c = .51$, $t = 5.17$, $p < .001$). The mediator (i.e., advertising involvement) influenced advertisement evaluation ($b = .41$, $t = 7.64$, $p < .001$) and product

evaluation ($b = .49, t = 7.88, p < .001$). The bootstrapping tests indicated that advertising involvement mediated the indirect effect of interaction between code-switching and the consumers' local-global identity on advertisement evaluation ($a \times b = .33, 95\% \text{ CI} = .0048 - .1423$) and product evaluation ($a \times b = .43, 95\% \text{ CI} = .0072 - .1754$). Thus, H3 was supported.

Discussion

The results of Study 1 suggest that the consumers' local-global identity moderates the effect of code-switched advertisements. Respondents with an accessible local identity provided more favorable advertisement and product evaluations for a noncode-switched advertisement than for a code-switched advertisement. Conversely, respondents with an accessible global identity provided more favorable advertisement and product evaluations for a code-switched advertisement than for a noncode-switched advertisement. However, no difference was observed in the advertisement and product evaluations of respondents under the control condition, regardless of whether they viewed a code-switched or noncode-switched advertisement. The effect of a code-switched advertisement on advertising persuasiveness was mediated by the respondents' advertising involvement level.

We designed an additional experiment that involved a fictitious brand and controlled other possible effects (e.g., brand reputation and packaging) in our model to test the generalizability of the findings of Study 1. To eliminate the possibility that the manipulation of the local-global identity created demand effects, we adopted a local-global identity measure (Tu, Khare, and Zhang 2012) in Study 2. It should be noted that instead of dichotomizing the local-global identity by comparing the local identity and global identity measure scores for each individual, as Tu, Khare, and Zhang (2012) did, we analyzed the local identity and global identity separately in

Study 2². Thus, we separately investigated the moderating role of local and global identities in code-switched advertising effectiveness. Following the logic of our predictions, it is expected that higher local identity consumers will provide more favorable advertisement and product evaluations for a noncode-switched advertisement than for a code-switched advertisement. By contrast, higher global identity consumers will provide more favorable advertisement and product evaluations for a code-switched advertisement than for a noncode-switched advertisement.

STUDY 2: MEASURING CONSUMERS' LOCAL-GLOBAL IDENTITY

The main objective of Study 2 was to replicate the findings of Study 1 and to show the robustness of our findings by using a fictitious brand. A 2 (code-switching: noncode-switching vs. code-switching) × 2 (brand origin: local vs. global) × 2 (consumers' local-global identity: local vs. global) mixed design was used. The first two factors were manipulated between-subjects, and the third factor was measured within-subjects.

Method

Stimuli. Similar to the manipulation method in Study 1, four versions of the advertisements were developed and formatted identically. Each version featured a brand name, the brand origin, a bold headline, a product visual, and a product name in a consistent order. The main difference between the advertisements in Study 1 and those in Study 2 was that a fictitious brand, Coolest, was used and presented next to its origin (United States or Taiwan). The Chinese brand name (酷
麗思) and the English brand name (Coolest) are phonetically equivalent. The remaining content

² We thank an anonymous reviewer for this suggestion. If we were to dichotomize the local-global identity as previous studies did (Tu, Khare, and Zhang 2012; Zhang and Khare 2009), the strength of identification would be lost because people who have both weak local and global identities would be treated the same as those who have strong local and global identities.

was presented similar to the manipulation method in Study 1. The advertisement content of the four advertisements is presented in Appendix 1.

A pretest involving 75 undergraduate students was conducted to ensure that brand origin manipulation was effective. Presented with one of the four print advertisements, respondents evaluated the brand on three 7-point semantic-differential scales (I think this is a local brand/I think this is a global brand; I don't think consumers overseas buy this brand/I think consumers overseas buy this brand; and This brand is sold only in [the United States or Taiwan]/This brand is sold all over the world; $\alpha_{USA} = .87$, $\alpha_{Taiwan} = .85$). The results showed that, regardless of the brand name language used, respondents perceived higher globalness ($M = 4.69$) for the US brand than for the Taiwanese brand ($M = 3.37$, $F(1,73) = 15.84$, $p < .001$). Therefore, the Taiwanese and US brands were used to represent local and global brands, respectively, and their brand origin was manipulated. The same four print advertisements were used for the main study.

Procedure. A total of 228 students (age = 18-29 years, $M = 23.32$ years; men = 44.3%) were randomly assigned to one of the four treatment conditions. They were informed that the study purpose was to understand consumer evaluations of a print advertisement for a toothpaste product. Thereafter, they viewed the advertisement and indicated their attitude toward the advertisement and product. Pertinent items (the same as those in Study 1) were averaged to create an advertisement evaluation index ($\alpha = .90$) and a product evaluation index ($\alpha = .91$), followed by a manipulation check of the brand origin. Advertisement comprehension ($\alpha = .83$) and advertising involvement ($\alpha = .90$) measures were then followed. Subsequently, the local-global identity was measured using an eight-item, seven-point scale (Tu, Khare, and Zhang 2012), which comprised four items related to global identity (e.g., My heart mostly belongs to the whole world; $\alpha = .82$) and four items related to local identity (e.g., My heart mostly belongs

to my local community; $\alpha = .88$). Finally, information on gender and age was collected from the respondents, and they were debriefed, thanked, and dismissed.

Results

Manipulation Check. Regarding brand origin manipulation, all respondents correctly indicated the brand origin (United States or Taiwan) of the advertised product. Thus, the manipulation of the brand origin was effective.

Hypothesis Testing. Because the local and global identity measures were continuous, the two measures were mean-centered (Aiken and West 1991; West, Aiken, and Krull 1996), and the data were analyzed using regression procedures outlined by Cohen et al. (2003). Model 1 contains the control variable advertisement comprehension. Model 2 adds main effects of the local identity, global identity, brand origin (local = -1, global = +1), code-switching (noncode-switching = -1, code-switching = +1). Model 3 adds their two-way (code-switching \times local identity, brand origin \times local identity, code-switching \times global identity, brand origin \times global identity, code-switching \times brand origin), three-way (code-switching \times brand origin \times local identity, code-switching \times brand origin \times global identity), and four-way (code-switching \times brand origin \times local identity \times global identity) interactions. The regression analysis results of local and global identities on advertisement and product evaluations are presented below and shown in Tables 1A and 1B, respectively.

PLACE TABLES 1A AND 1B ABOUT HERE

Both Model 2 and Model 3 revealed a significant improvement in the model fit (advertisement evaluation: $\Delta R^2 = .05$ and $.23$; product evaluation: $\Delta R^2 = .06$ and $.27$, respectively). The results of Model 2 showed that advertisement comprehension and local

identity were significantly associated with advertisement evaluation (advertisement comprehension: $\beta = .33, t = 4.60, p < .001$; local identity: $\beta = .19, t = 2.74, p < .01$), but not the other three predictors (all $p > .1$). In addition, advertisement comprehension and code-switching were significantly associated with product evaluation (advertisement comprehension: $\beta = .26, t = 3.43, p = .001$; code-switching: $\beta = .19, t = 2.57, p = .01$), but not the other three predictors (all $p > .1$). The results of Model 3 showed that the interaction between code-switching and local identity (advertisement evaluation: $\beta = -.46, t = -7.43, p < .001$; product evaluation: $\beta = -.49, t = -7.71, p < .001$) and the interaction between code-switching and global identity (advertisement evaluation: $\beta = .34, t = 5.46, p < .001$; product evaluation: $\beta = .41, t = 6.48, p < .001$) were significantly associated with advertisement and product evaluations, as expected.

To clarify the two-way interaction between code-switching and local identity and the two-way interaction between code-switching and global identity, spotlight analyses (Fitzsimons 2008) were conducted at one standard deviation above and below the mean local identity and global identity scores for the noncode-switching and code-switching conditions, respectively.

Local Identity. A spotlight analysis revealed that the lower local identity respondents (at one standard deviation below the mean) provided significantly lower advertisement and product evaluations for noncode-switching advertisements than for code-switching advertisements (advertisement evaluation: $M_{code-switching} = 4.65, M_{noncode-switching} = 3.92, \beta = .42, t = 5.07, p = .001$; product evaluation: $M_{code-switching} = 4.46, M_{noncode-switching} = 3.34, \beta = .49, t = 5.64, p = .001$). For higher local identity respondents (at one standard deviation above the mean), advertisement evaluation under the noncode-switching condition ($M = 4.87$) and the code-switching condition ($M = 4.4$) was consistent with our predicted direction, but was not significantly different ($\beta = .08, t = 1.17, p > .1$). The product evaluation results were consistent with our prediction; product

evaluation under the noncode-switching condition ($M = 4.37$) was significantly higher than that under the code-switching condition ($M = 3.99$, $\beta = .16$, $t = 2.39$, $p < .05$). Thus, H1 was partially supported. No other significant effect was found.

Global Identity. The spotlight analyses revealed that for lower global identity respondents (at one standard deviation below the mean), no significant difference was observed in advertisement evaluation ($M_{\text{noncode-switching}} = 4.41$, $M_{\text{code-switching}} = 4.34$, $\beta = -.04$, $t = -.47$, $p > .60$) and product evaluation ($M_{\text{noncode-switching}} = 3.97$, $M_{\text{code-switching}} = 3.9$, $\beta = -.03$, $t = -.32$, $p > .75$) between the noncode-switching and code-switching conditions. However, higher global identity respondents (at one standard deviation above the mean) provided significantly higher advertisement and product evaluations for code-switching advertisements than for noncode-switching condition advertisements (advertisement evaluation: $M_{\text{code-switching}} = 4.84$, $M_{\text{noncode-switching}} = 4.48$, $\beta = .21$, $t = 2.21$, $p < .05$; product evaluation: $M_{\text{code-switching}} = 4.73$, $M_{\text{noncode-switching}} = 3.87$, $\beta = .38$, $t = 4.04$, $p < .001$). Thus, H2 was supported. No other significant effect was found.

The interaction effects between code-switching and local identity and between code-switching and global identity on advertisement and product evaluations are presented in Figures 2A and 2B, respectively.

PLACE FIGURE 2A AND FIGURE 2B ABOUT HERE

Mediation Analysis. We conducted a moderated mediation analysis by using PROCESS (Hayes 2013) to verify the mediating role of advertising involvement. As shown in Table 2, the indirect effect of code-switching on advertisement and product evaluations through advertising involvement was positive and increased with increasing perceptions of global identity. When the global identity was used as a moderator, a 95% bootstrap CI for the conditional indirect effect was entirely above zero for higher global identity respondents (at one standard deviation above

the mean; CI = .0051–.1347 for advertisement evaluation; CI = .0062–.1818 for product evaluation). However, the moderation mediation effect was not observed when the local identity was used as a moderator. Thus, H3 was partially supported.

PLACE TABLE 2 ABOUT HERE

Discussion

Overall, Study 2 results are generally consistent with Study 1 results, suggesting that the consumers' local-global identity moderates the effect of code-switched advertisements. Specifically, higher local identity respondents provided a more favorable evaluation for the advertised product when viewing a noncode-switched advertisement than when viewing a code-switched advertisement. However, they did not provide a more favorable evaluation for the advertisement. Conversely, higher global identity respondents provided a more favorable evaluation for both the advertisement and the advertised product when viewing a code-switched advertisement than when viewing a noncode-switched advertisement. The effect of code-switching on advertising persuasion through advertising involvement was observed in higher global identity respondents, but not in higher local identity respondents. A possible reason is that the measurement of the local–global identity (Tu, Khare, and Zhang 2012) adopted in Study 2 is relatively new, and its robustness, particularly the local identity measure, requires further assessment.

GENERAL DISCUSSION

In this study, we examined how the increasingly popular marketing tactic of code-switching affects consumer persuasion in a monolingual market. According to the identity-accessibility effect, we proposed that the consumers' local-global identity moderates the effect of

code-switched advertisements. The results from two experiments suggest that consumers with an accessible local identity provide more positive advertisement and product evaluations for noncode-switched advertisements than for code-switched advertisements. By contrast, consumers with an accessible global identity provide more positive advertisement and product evaluations for code-switched advertisements than for noncode-switched advertisements. In addition, we provided evidence of the mechanism underlying this persuasive power by demonstrating that the congruence between code-switching and the consumers' local-global identity increases the level of consumer advertising involvement, thereby prompting more favorable evaluations. Although current international marketing strategies focus on the effect of the brand origin (local vs. global brand) on code-switched advertising effectiveness, our research findings suggest that more attention should be paid to the crucial role of the consumers' local-global identity.

Theoretical Implications

This study contributes to the literature on code-switched advertising, branding, and international marketing. Previous studies on code-switched advertising have focused on bilingual consumers and have largely overlooked monolingual consumers. This study filled the research gap and revealed the importance of the consumers' local-global identity in code-switched advertising effectiveness among monolinguals. Extending Zhang and Khare's (2009) study from product preferences (local vs. global) to code-switched advertising contexts, we demonstrated the moderating role of the local-global identity and the mediating role of advertising involvement in the persuasive effect of code-switched advertisements.

In addition, relevant studies on branding have primarily focused on the effects of the country of manufacture and the brand origin on consumer perceptions and preferences. For

example, recent studies have investigated the asymmetric effects of brand origin confusion (Zhuang et al. 2008) on consumer preference and the moderating effects of confidence in brand origin identification on brand evaluation (Zhou, Yang, and Hui 2010). Extending the direction of such studies, we found that the consumers' local-global identity should be heeded when local and global strategies are considered (Zhang and Khare 2009). The present study suggests that the degree of congruence of code-switching to the consumers' local-global identity affects advertising effectiveness, regardless of the brand origin. Moreover, similar to the findings of previous studies on international marketing (e.g., Bartikowski and Walsh 2015; Guo 2013; Westjohn, Singh, and Magnusson 2012; Zhang and Khare 2009), our findings suggest that the global culture (e.g., consumers' local-global identity) of the target consumers should be paid more attention in code-switched advertising persuasion research and warrants further consideration in international marketing strategies.

Practical Implications

This study has marketing implications for brand managers. When designing an advertisement with local or global appeal, designers must consider the local-global identity of the target consumers. Although an increasing number of code-switched advertisements are being published in magazines, simply pursuing a global image may be ineffective; consumers do not necessarily prefer advertisements aimed at achieving global appeal by using code-switching. Alden, Steenkamp, and Batra (1999) demonstrated the distinction between local and global brand positioning strategies for different consumer cultures through advertising appeals (e.g., hard sell vs. soft sell). Similarly, the present study suggests that code-switched advertising persuasion is dependent on the identity accessibility of the consumers (local or global identity). Noncode-switched advertisements are more persuasive to consumers with an accessible local identity, and

code-switched advertisements appeal more to consumers with an accessible global identity. When weighing the local versus global appeal, brand managers should be aware of the consumers' local-global identity and its effect on advertising persuasiveness.

Limitations and Future Research Directions

Our study has some limitations; thus, a number of issues remain unanswered. Study 1 recruited participants from an online panel. The sample might not be representative of the target population, because the sample was restricted to those with Internet access. In addition, in the priming task in Study 1, participants assigned to the control condition unscrambled sentences related to the environment. This task may be conceptually related to local or global identity. Future research should investigate the robustness of the findings by using a more representative sample and an improved control task.

This study focused on code-switched advertising effectiveness by investigating the use of a foreign language in the advertisements. Chang (2008) indicated that the use of foreign brand names and foreign fashion models in the advertisements exerts varying effects on perceived globalness, friendliness, trust, and affinity toward a brand. However, the ideal combination of foreign elements (e.g., brand names, models, and scenes) in the advertisements remains unclear. Future studies should determine the most effective strategies for enhancing advertising persuasiveness. On the other hand, this study revealed that advertisement comprehension significantly influenced advertisement and product evaluations. When the advertisement content is not fully understood by consumers, they might judge the advertisement or the advertised product on the basis of the language used in the advertisement or cultural stereotypes. Thus, future research should investigate whether (and, if so, how) such stereotypes influence advertisement evaluation.

In this study, the target population was monolinguals, where English is the main foreign language used to communicate global consumer culture positioning and Chinese is used to communicate local consumer culture positioning (Alden, Steenkamp, and Batra 1999). Therefore, our study findings cannot be directly applied to native English speaking populations. To target these populations, marketers need to identify foreign languages that can be used to communicate global consumer culture positioning for that specific population. Moreover, because foreign language proficiency levels vary, consumers prefer different types of brand name translations (Zhang and Schmitt 2004), and they exhibit various levels of perceived emotionality toward marketing messages (Puntoni, de Langhe, and van Osselaer 2009). For example, consumers who are proficient in a foreign language prefer an accurate translation of a foreign language brand name, whereas consumers who are less proficient in a foreign language may prefer a translation that is more meaningful to them, regardless of the actual foreign language brand name. Previous studies have indicated that the local-global identity is likely correlated to foreign language proficiency (Erling 2007; Roger 2010). Thus, future research should investigate whether the local-global identity exerts such similar effects on brand name translation preferences (accurate vs. meaningful).

This study examined the persuasive power in code-switched advertisements by using necessities as the advertised product. However, the product category may be another moderator in the persuasiveness of code-switched advertisements. For example, Krishna and Ahluwalia (2008) suggested that when a foreign company markets necessities, it should use the local language or code-switching in advertisements to enhance advertising effectiveness; however, when a foreign company markets a luxury product, using the local language in a noncode-switched advertisement exerts less persuasive power. This observation is because the local

language is associated with belongingness, whereas the foreign language is associated with sophistication. Belongingness is a critical criterion when evaluating necessities, whereas sophistication is critical when evaluating luxury items. Following this logic, code-switching in advertisements for luxury products is viewed favorably by consumers with an accessible local identity and those with an accessible global identity. Consumers with an accessible local identity likely appreciate the foreign language in the advertisements because they perceive it as being relevant to luxury products, which they associate with sophistication. Therefore, investigating whether our results can be replicated for different product categories would be valuable.

Similarly, researchers can examine the effect of the cultural origin of product category (COPC) and its interaction effect with the brand origin on code-switched advertising effectiveness. COPC refers to consumers' product-culture associations. Consumers usually have stereotypical beliefs that certain products are associated with particular cultural origins (Zhou, Poon, & Wang, 2015). For example, dumplings, steam stuffed bun, herbal tea are perceived as local product categories that are associated with Chinese culture whereas hamburgers, English custard tart, and coffee are perceived as foreign (Western) product categories that are associated with foreign cultures among Chinese consumers (Zhou, Poon, & Wang, 2015). Because of market globalization, the foreign product categories are increasingly accessible to consumers in China and other Asian countries. Future research should investigate the optimal code-switching tactics for global and local brands when advertising products in various COPC.

In addition, previous studies have demonstrated the increasing use of code-switched advertisements in Asian countries, including India, South Korea, and Taiwan (e.g., Ahn and Ferle 2008; Chang 2008; Krishna and Ahluwalia 2008; Lin and Wang 2016). For international marketing purposes, it is recommended that researchers should conduct a cross-country

examination of the use of code-switching tactics in emerging countries, such as Brazil, Russia, India, and China, and developed countries. Such findings will assist marketers in understanding the current trends and the effect of code-switching tactics on advertising persuasion in these countries.

Finally, we did not observe the mediation effect of advertising involvement for the higher local identity respondents in Study 2. Recent studies have examined global identity, adopting the global identity measure, along with national identity (Bartikowski and Walsh 2015; Westjohn, Singh, and Magnusson 2012). However, less attention has been paid to local identity and its measure. Our study is one of the few empirical studies that examined both local and global identities, adopting the local-global identity measure (Tu, Khare, and Zhang 2012). Further research efforts should assess their validity.

CONCLUSION

According to the identity-accessibility effect, this study demonstrated the moderating role of the local-global identity and mediating role of advertising involvement in code-switched advertising effectiveness among monolinguals. The congruence between code-switching and the local-global identity enhances code-switched advertising persuasion, and advertising involvement serves as a mediator. This study contributes to the literature on code-switched advertising by identifying the moderating role of the local-global identity in code-switched advertising persuasion. In addition, this study contributes to the literature on branding and international marketing by demonstrating that the local-global identity of the target population should be considered in international marketing efforts. This study also provides managerial implications to practitioners for developing marketing strategies (e.g., languages used in the advertisement) to target monolinguals.

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TABLE 1A
Study 2: Results of Regression Analysis for Advertisement Evaluation

	β	t	p	VIF
Model 1				
Ad comprehension	.34	5.51	.00	1.00
Regression MS =20.89; Residual MS=20.89; $F=30.381$; $R^2=.12$; $p<.001$				
Model 2				
Ad comprehension	.33	4.60	.00	1.39
LI	.19	2.74	.01	1.22
GI	.07	.96	.34	1.31
BO	.05	.80	.43	1.01
CS	.10	1.50	.14	1.28
Regression MS =6.15; Residual MS=.66; $F=9.37$; $R^2=.17$; $p<.001$ $\Delta R^2 = .05$, $p<.001$				
Model 3				
Ad comprehension	.20	3.11	.00	1.53
LI	.23	3.71	.00	1.36
GI	.07	1.16	.25	1.43
BO	.06	1.12	.26	1.10
CS	.04	.68	.50	1.35
CS x LI	-.46	-7.43	.00	1.40
BO x LI	.07	1.08	.28	1.33
CS x GI	.34	5.46	.00	1.35
BO x GI	.07	1.11	.27	1.44
CS x BO	.09	1.63	.11	1.21
CS x BO x LI	-.03	-.48	.64	1.40
CS x BO x GI	.03	.49	.63	1.42
CS x BO x LI x GI	-.10	-1.48	.14	1.48
Regression MS =5.45; Residual MS=.49; $F=11.06$; $R^2=.40$; $p<.001$ $\Delta R^2 = .23$, $p<.001$				

Note: LI = local identity, GI = global identity, BO = brand origin, CS = code-switching

TABLE 1B
Study 2: Results of Regression Analysis for Product Evaluation

	β	t	p	VIF
Model 1				
Ad comprehension	.22	3.42	.00	1.00
Regression MS =14.46; Residual MS=1.24; $F=11.67$; $R^2=.05$; $p<.001$				
Model 2				
Ad comprehension	.26	3.43	.00	1.39
LI	.10	1.47	.14	1.22
GI	.08	1.08	.28	1.31
BO	.07	1.16	.25	1.01
CS	.19	2.57	.01	1.28
Regression MS =6.22; Residual MS=1.19; $F=5.24$; $R^2=.11$; $p<.001$ $\Delta R^2= .06$, $p<.01$				
Model 3				
Ad comprehension	.13	1.88	.06	1.53
LI	.17	2.65	.01	1.36
GI	.09	1.45	.15	1.43
BO	.10	1.70	.09	1.10
CS	.14	2.15	.03	1.35
CS x LI	-.49	-7.71	.00	1.40
BO x LI	.07	1.10	.27	1.33
CS x GI	.41	6.48	.00	1.35
BO x GI	.11	1.62	.11	1.44
CS x BO	.09	1.47	.14	1.21
CS x BO x LI	-.07	-1.13	.26	1.40
CS x BO x GI	.06	.90	.37	1.42
CS x BO x LI x GI	-.03	-.40	.69	1.48
Regression MS =8.53; Residual MS=.89; $F=9.93$; $R^2=.38$; $p<.001$ $\Delta R^2= .27$, $p<.001$				

Note: LI = local identity, GI = global identity, BO = brand origin, CS = code-switching

TABLE 2
 Study 2: Moderated Mediation Analysis Results Using Bootstrapping*

Conditional indirect effect(s) of X on Y at Values of the Local and Global Identities on Ad Evaluation					
	Identity	Effect	Boot SE	Boot LLCI	Boot ULCI
Global identity					
Lower global identity (at 1SD below mean)	-3.43	-.01	.03	-.07	.06
Moderate global identity (at mean)	.00	.03	.02	-.02	.08
Higher global identity (at 1SD above mean)	3.43	.07	.03	.01	.13
Local identity					
Lower local identity (at 1SD below mean)	-3.68	.05	.03	-.01	.11
Moderate local identity (at mean)	.00	.04	.03	-.01	.09
Higher local identity (at 1SD above mean)	3.68	.03	.04	-.04	.10
Conditional indirect effect(s) of X on Y at Values of the Local and Global Identities on Product Evaluation					
	Identity	Effect	Boot SE	Boot LLCI	Boot ULCI
Global identity					
Lower global identity (at 1SD below mean)	-3.43	-.01	.04	-.09	.08
Moderate global identity (at mean)	.00	.04	.03	-.02	.11
Higher global identity (at 1SD above mean)	3.43	.09	.05	.01	.18
Local identity					
Lower local identity (at 1SD below mean)	-3.8	.06	.04	-.02	.16
Moderate local identity (at mean)	.00	.05	.03	-.01	.13
Higher local identity (at 1SD above mean)	3.68	.04	.05	-.05	.14

*With 5,000 bootstrapped samples

FIGURE 1A
Study 1: Interaction Effect between Code-Switching and Consumers' Local-Global Identity on Advertisement Evaluation

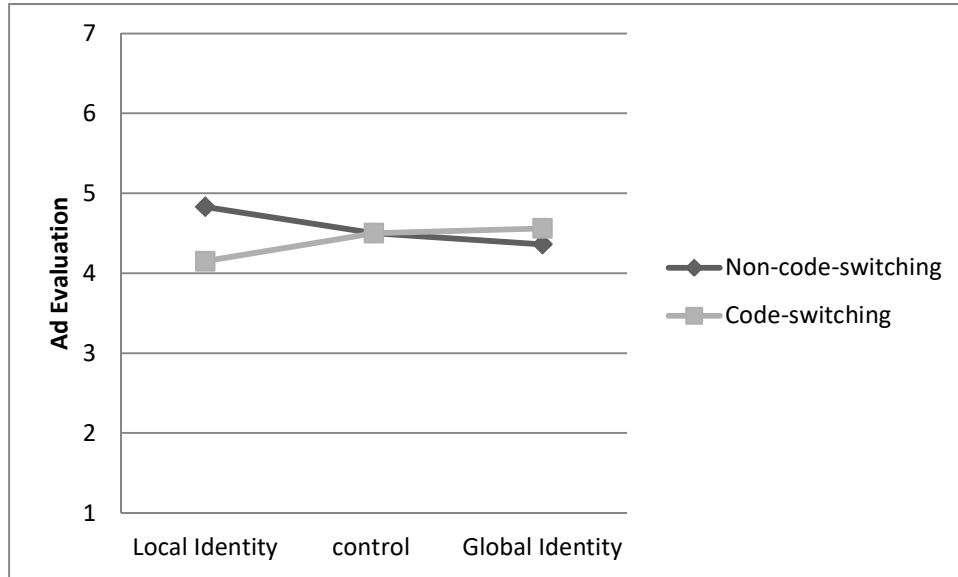


FIGURE 1B
Study 1: Interaction Effect between Code-Switching and Consumers' Local-Global Identity on Product Evaluation

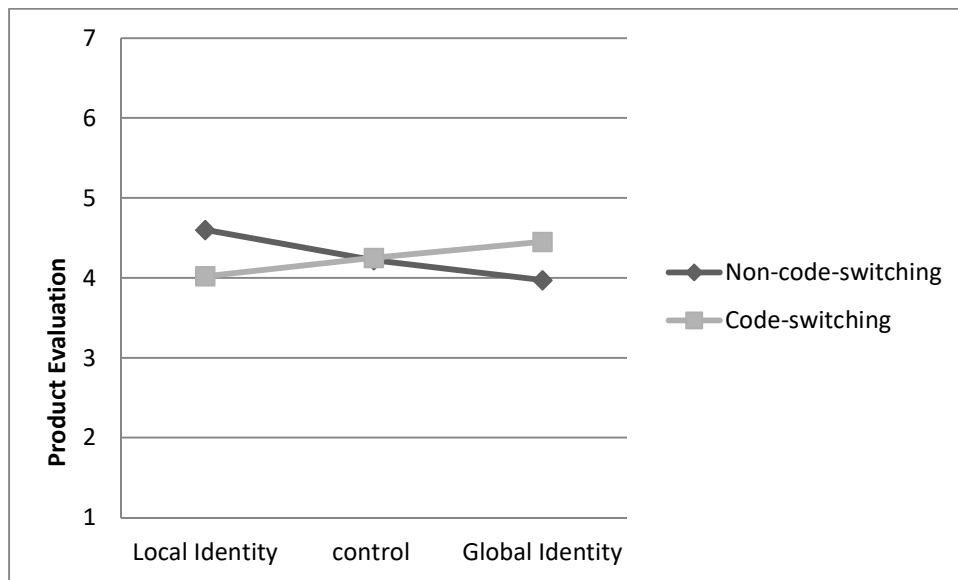


FIGURE 2A

Study 2: Interaction Effect between Code-Switching and Consumers' Local Identity on Advertisement and Product Evaluations

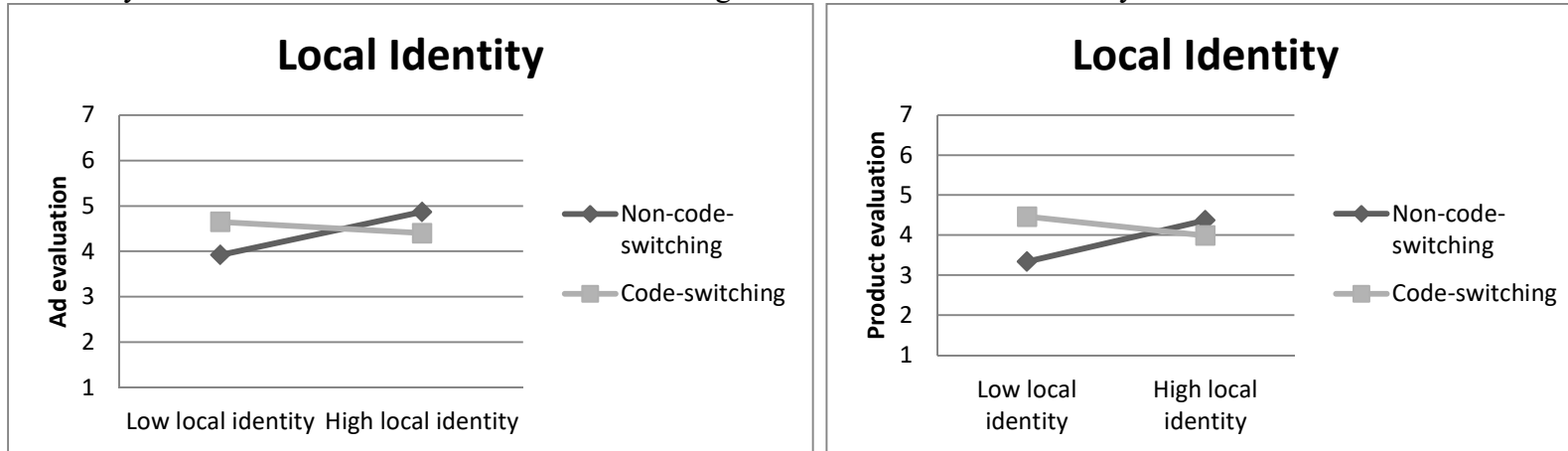
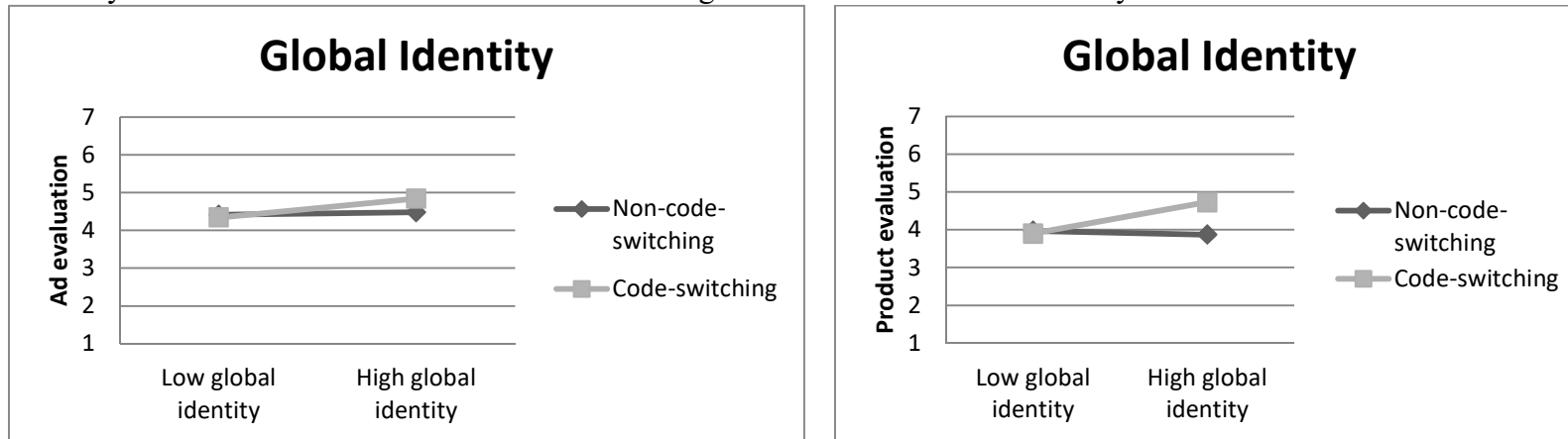


FIGURE 2B

Study 2: Interaction Effect between Code-Switching and Consumers' Global Identity on Advertisement and Product Evaluations



APPENDIX 1
Advertisement Content

Study 1: Advertisement Content				
Contents	Local brand Non-code-switched	Local brand Code-switched	Global brand Non-code-switched	Global brand Code-switched
Brand name	黑人	Darlie	高露潔	Colgate
Bold headline	清新、自然、好口氣	Freshness, Nature, Nice breath	清新、自然、好口氣	Freshness, Nature, Nice breath
Subheadline	清新上市	清新上市	清新上市	清新上市
Product visual	Actual Darlie product image (brand name)黑人 (attribute)天然草本	Actual Darlie product image (brand name)Darlie (attribute)天然草本	Actual Colgate product image (brand name)高露潔 (attribute)草本	Actual Colgate product image (brand name)Colgate (attribute)草本
Study 2: Advertisement Content				
Contents	Local brand Non-code-switched	Local brand Code-switched	Global brand Non-code-switched	Global brand Code-switched
Brand name	台灣酷麗思	Taiwan Coolest	美國酷麗思	USA Coolest
Bold headline	清新、自然、好口氣	Freshness, Nature, Nice breath	清新、自然、好口氣	Freshness, Nature, Nice breath
Subheadline	清新上市	清新上市	清新上市	清新上市
Product visual	Prototype image (brand name)酷麗思 (attribute)快速美白	Prototype image (brand name)Coolest (attribute)Whitening Expressions	Prototype image (brand name)酷麗思 (attribute)快速美白	Prototype image (brand name)Coolest (attribute)Whitening Expressions

APPENDIX 2

Study 1: Priming Tasks for Local Identity, Global Identity, and Control Conditions

	Local Identity Prime	Global Identity Prime	Control condition Prime
1	The community local I belong to	The world whole I belong to	The natural environment I belong to
2	I a citizen am local	I a citizen am global	I an citizen am environmental
3	Try locally to think I	Try globally to think I	Try environmentally to think I
4	I viewpoint local hold a	I viewpoint global hold a	I viewpoint environmental hold a
5	Try to I a perspective understand local	Try to I a perspective understand global	Try to I an perspective understand environmental
6	The sky blue is	The sky blue is	The sky blue is
7	He found lost his wallet	He found lost his wallet	He found lost his wallet
8	He to school drives	He to school drives	He to school drives
9	The boy his mother hugs	The boy his mother hugs	The boy his mother hugs