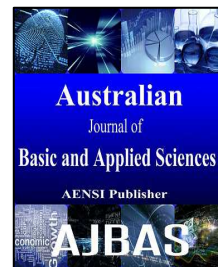




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Language Attitude and Consumer Ethnocentrism in Advertising Communication

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ABSTRACT

The purpose of this paper is to examine the attitudes of Taiwanese consumers towards Chinese products. Specifically, attitudes toward Simplified Chinese and Traditional Chinese print advertisements and the product they advertise, as well as purchase intentions and the degree of consumer ethnocentrism, are analyzed. This paper adopted an experimental design using questionnaires in two written languages (Simplified Chinese and Traditional Chinese) related to two products (tea bags and T-shirts). After exploring demographic differences among the subjects, this study examined whether there was an interaction between the written language used in advertisements and the subjects' levels of ethnocentrism. Finally, this study explored the relationship between advertising communication effectiveness and purchase intentions. The analysis of variance (ANOVA) and multiple regression analysis suggested that gender and ethnicity do not have a statistically significant influence on consumer ethnocentrism. This paper also identified an interaction between written language and levels of consumer ethnocentrism that influenced advertising effectiveness, particularly in the case of attitudes towards the T-shirt product. Language had a significant influence, with most consumers preferring Traditional Chinese. Consumers had higher purchase intentions when they had a positive attitude towards advertisements and products. In conclusion, this research was the first to discuss Taiwanese acceptance of print advertisements in Simplified Chinese as well as purchase intentions towards the products they advertise. The findings of this research have implications for the advertisement designers and domestic manufacturers in the creation of advertising strategies.

INTRODUCTION

Understanding consumer ethnocentrism is essential in the international business environment (Kaynak & Kara, 2002; He & Wang, 2015; Jin *et al.*, 2015). Awareness of consumer ethnocentrism can help marketers predict consumer behaviors, attitudes, and purchase intentions towards products (Fernández-Ferrín, Bande-Vilela, Klein, & Río-Araújo, 2015). Because ethnocentric consumers believe that foreign products will hurt their country's socioeconomic development, employment rate, and domestic production, they are reluctant to purchase such products. Therefore, consumer ethnocentrism could be expected to influence attitudes towards advertisements (A_{ad}), and research has indeed corroborated this (Edell & Burke, 1987).

Supphellen and Gronhaug (2003) showed that low ethnocentric consumers are attracted to global brands, whereas highly ethnocentric consumers respond negatively to international brands. Moreover, they emphasized

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the need to consider ethnocentricity in international marketing. Numerous studies (Schmitt & Zhang, 1998; Ahn & Ferle, 2008) showed that since language is a mediator of cognition, its effects on advertising cannot be ignored. Studies suggesting that language may interact with consumer ethnocentrism to influence the interpretations of individuals are particularly noteworthy (Koslow, Shamdasani, & Touchstone, 1994; Ihemere, 2006).

The current study investigated these ideas; in particular, it examined whether there was consumer ethnocentrism in Taiwan as well as the influence of the written language of advertisements on communication effectiveness. The importance of this study lies in its timeliness, indicated by the current increase in international trade activities, as is elaborated on in the following section. No previous research examines the views of Taiwanese consumers regarding Simplified versus Traditional Chinese and whether these two written forms influence advertising effectiveness.

Globalization has resulted in an increase in international trade activities. The Taiwanese government signed the Economic Cooperation Framework Agreement (ECFA) with China on June 29, 2010, allowing more Chinese products to enter the Taiwanese market. Although the Chinese and Taiwanese governments have been cooperating with each other through their trade policies, distrust remains. Taiwanese consumers still hear of many problematic Chinese products, such as poisoned milk powder and toys made with lead paint, thus giving them negative perceptions and lower purchase intentions towards products labeled 'Made in China.'

Moreover, some Taiwanese consumers are satisfied with domestic products and are suspicious of products that could detract from their recognition. In particular, they believe that consuming products from China could damage the Taiwanese economy. This notion leads to reluctance to purchase Chinese products. In addition, some studies examined the effects of written language on consumer purchase intentions. Although the Taiwanese and Chinese belong to the same culture, they have conflicting political systems, exacerbating the tension caused by their different languages (Gerritsen, Korzilius, Van Meurs, & Gijbbers, 2000).

The language issue is particularly serious in view of upcoming advertising campaigns. To satisfy the needs of Chinese visitors and students, Taiwanese marketers are seeking more opportunities to enter the large Chinese market; therefore, several marketers are planning to create printed advertising materials in Simplified Chinese, which is prevalent on the mainland. This may cause a negative reaction among the Taiwanese, most of whom speak Traditional Chinese or Taiwanese.

To examine this possibility, this study explored consumer attitudes toward Simplified and Traditional Chinese print advertisements as well as the effectiveness of advertising communication by showing participants print advertisements and using a language scale. It also examined whether the level of consumer ethnocentrism influences attitudes towards products by analyzing the effects of written language on consumer purchase intentions. The goal of the study is to determine whether the level of consumer ethnocentrism and the language of print advertising affect consumer attitudes towards products and advertisements as well as advertising effectiveness.

Research methods:

Research framework:

The research framework includes four components: written language attitude, consumer ethnocentrism, advertising communication effects, and purchase intentions (Figure 1). First, this study explored the causal factors of consumer ethnocentrism, including ethnicity, gender, and preferred political party. It then examined the attitudes of Taiwanese people towards two written languages—Traditional and Simplified Chinese—to explore whether attitude towards written language influence advertising communication effects, including advertising attitude, product attitude, and purchase intention. Finally, the study sought to identify interactions between attitude towards written language and consumer ethnocentrism and determine whether such interactions influence advertising communication effects.

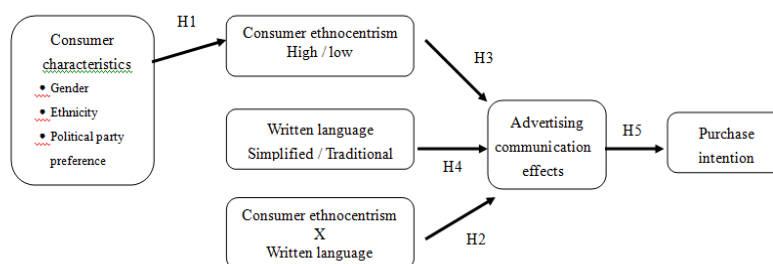


Fig. 1: Research Framework

Research hypotheses:

This study focused on the two written forms of the same language spoken in two different political states, Taiwan and China (Liu & Mizerski, 2002; Luna & Peracchio, 2005; Noriega & Blair, 2008). The study also examined the consumer ethnocentrism of Taiwanese people, as indicated by responses to print advertisements in Traditional and Simplified Chinese, and the effects of ethnocentrism on consumer purchase intentions.

H1: The demographic characteristics of the participants will influence their levels of consumer ethnocentrism.

In general, highly ethnocentric consumers (i.e., those who cannot easily accept foreign products) tend to be older females with lower levels of education and income (Good & Huddleston, 1995; Sharma *et al.*, 1995; Supphellen & Rittenburg, 2001; Bawa, 2004; Güneren & Öztüren, 2008; Hsu & Nien, 2008). Other personal characteristics also influence the degree of consumer ethnocentrism. This study formulated three hypotheses to identify the factors that are significantly correlated with consumer ethnocentrism.

H1a. There is a significant difference between male and female participants with regard to consumer ethnocentrism.

H1b. There are significant differences among participants of different ethnicities with regard to consumer ethnocentrism.

H1c. There are significant differences among participants with different political preferences with regard to consumer ethnocentrism.

Because some Taiwanese consumers oppose China, they may have a more negative attitude towards print advertisements in Simplified Chinese and thus lower purchase intentions (Shimp & Sharma, 1987). This study explored the ethnocentrism of Taiwanese consumers to determine whether a negative attitude towards Simplified Chinese is a causal factor in consumer attitudes towards advertisements. Hypothesis 2 is as follows.

H2. The interaction between a participant's level of ethnocentrism and the language of a print advertisement influences the advertisement's effectiveness.

In the past, Taiwanese people rarely encountered Simplified Chinese because of their different political system. Today, the Internet has provided greater exposure to Simplified Chinese through websites. Lavidge and Steiner (1961) established that the attitudes of consumers towards advertisements influence their purchase intentions. Furthermore, highly ethnocentric consumers usually have more positive attitudes towards domestic products and are more likely to purchase them (Shimp & Sharma, 1987; Lantz & Loeb, 1996). Therefore, this study developed an additional research hypothesis.

H3. Highly ethnocentric participants have more positive (negative) attitudes towards Traditional Chinese (Simplified Chinese) than low ethnocentric participants.

To test Hypothesis 3, two sub-hypotheses were examined to determine whether highly ethnocentric participants would have positive or negative attitudes towards the messages on print advertisements and the products they advertise.

H3a. Highly ethnocentric participants have more positive (negative) attitudes towards Traditional Chinese (Simplified Chinese) advertisements than low ethnocentric participants.

H3b. Highly ethnocentric participants have more positive (negative) attitudes towards products with Traditional Chinese (Simplified Chinese) advertisements than low ethnocentric participants.

Whereas Hypothesis 3 (including 3a and 3b) examined the influence of ethnocentrism on attitudes towards advertisements in Simplified and Traditional Chinese, Hypotheses 4a and 4b focused on the direct impact of these two languages. Attitudes towards advertisements and advertised products were hypothesized to be more positive when the ads were written in Traditional rather than Simplified Chinese.

H4a. Participants have a more positive attitude towards print advertisements written in Traditional rather than Simplified Chinese.

H4b. Participants have a more positive attitude towards products with advertisements written in Traditional rather than Simplified Chinese.

The 'Hierarchy Model of Advertising Effects' suggests that consumer purchase intentions are formed in more than one step (Lavidge & Steiner, 1961). Moreover, attitudes towards advertisements influence the

subjective thoughts and purchase intentions of consumers (Mackenzie *et al.*, 1986; Maxham, 2001). If consumers have positive evaluations of advertisements, their purchase intentions will be higher. The next two hypotheses were formulated to examine this relationship.

H5a. The attitudes of participants towards advertisements significantly influence their purchase intentions.

H5b. The attitudes of participants towards advertised products significantly influence their purchase intentions.

Questionnaires and Measures:

The formal questionnaire included six sections. The questions in the first section focused on identifying the participants' purchase intentions with regard to the products mentioned in print advertisements (Stuart, Shimp, & Engle, 1987; Nagar, 2009). The second section consisted of seven items on attitudes towards print advertisements (Torres *et al.*, 2007; Jae, Delvecchio, & Cowles, 2008; Nagar, 2009). The third section consisted of six items to measure the attitudes of participants towards tea bags and T-shirts (Luna & Peracchio, 2005; Supphellen & Rittenburg, 2001). The fourth section included 10 items from the CETSCALE (Shimp & Sharma, 1987; Lindquist, Vida, Plank, & Fairhurst, 2001; Bawa, 2004; Hsu & Nien, 2008). The fifth section consisted of 19 items that measured the attitudes of participants towards Simplified and Traditional Chinese. The final section contained three questions pertaining to demographic information: gender, ethnicity (Holo, Hakka, Mainlander, or Taiwanese Aborigine) and preferred political party (Kuomintang (KMT), Democratic Progressive Party (DPP), Independent, or other).

To avoid ambiguity, participants were divided into two groups for the formal questionnaire. Simplified Chinese was used in one group and Traditional Chinese was used in the other. Thus, the participants in each group needed to answer questions for two different products (T-shirts and tea bags) using only one written language. This study used four print advertisements (two written languages \times two products), all of which included product pictures and text written in either Simplified or Traditional Chinese.

Data Collection:

According to Douglas, Morrin, & Craig, (1994), students are the consumers of the future; therefore, this study recruited participants between the ages of 19 and 22 from business colleges in Taichung, Taiwan. A review of the literature indicated that demographic factors such as gender, income, level of education, and cultural openness affect consumer ethnocentrism (Good & Huddleston, 1995; Sharma, Shimp & Shin, 1995; Supphellen & Rittenburg, 2001; Bawa, 2004; Güneren & Öztüren, 2008; Hsu & Nien, 2008). In this study, the students had similar ages, incomes, and education levels; therefore, other demographic factors were examined, including gender, ethnicity, and preferred political party.

A total of 805 valid questionnaires were collected from undergraduate business major students between the ages of 19 and 22. Of the sample students, 73.5% ($n = 592$) were female and 26.5% ($n = 213$) were male, and the data were divided roughly into two groups, Traditional Chinese ($n = 405$) and Simplified Chinese ($n = 400$). Among the students who answered the Traditional Chinese questionnaire, 25.9% ($n = 105$) were male and 74.1% ($n = 300$) were female, while among those who answered the Simplified Chinese questionnaire, 27.0% ($n = 108$) were male and 73.0% ($n = 292$) were female.

Although the data were collected at the business colleges in Taichung, Taiwan, the students came from everywhere in Taiwan, enabling the study to explore students' ethnicities to determine whether this factor influences ethnocentrism. Most of the students who answered the Traditional Chinese questionnaire were Holo (66.2%, $n = 268$), followed by Hakka (13.3%, $n = 54$) and other (13.3%, $n = 54$). Similarly, most of the students who took the Simplified Chinese questionnaire were Holo (75.0%, $n = 300$), with the second-largest group being Hakka (12.8%, $n = 51$).

The final demographic question addressed the preferences of participants regarding political parties. In the Traditional Chinese sample, 73.8% ($n = 299$) took a neutral position and 17.0% ($n = 69$) preferred the KMT. In the Simplified Chinese sample, 71.0% ($n = 284$) took a neutral position and 16.8% ($n = 67$) preferred the KMT.

Reliability analysis:

This study used reliability analysis to ensure that all questions were internally consistent. All the results were higher than 0.70, indicating high reliability. The CETSCALE, the 10-item measure of consumer ethnocentrism, achieved high reliability both in the Traditional Chinese ($\alpha=0.90$) and Simplified Chinese ($\alpha=0.88$) questionnaires. With regard to the 19 question items on language attitude, Cronbach's α were 0.90 and 0.93 for the Traditional Chinese and Simplified Chinese questionnaires, respectively.

Questions regarding advertising effectiveness addressed attitudes towards advertisements and products. For the two chosen products (tea bags and T-shirts), seven items were used to test attitudes towards their respective advertisements. The reliability result for the T-shirt advertisements was 0.94 in the Traditional Chinese sample and 0.93 in the Simplified Chinese sample, while it was 0.94 for the tea bag advertisements in both language samples. The reliability result for attitude towards the T-shirt product was 0.86 in the Simplified Chinese sample.

and 0.90 in the Traditional Chinese sample, while for the tea bag product it was 0.84 in the Traditional Chinese sample and 0.89 in the Simplified Chinese sample.

The last questionnaire consisted of four items addressing consumer purchase intentions. The reliability result for the T-shirt product was 0.93 in the Traditional Chinese sample and 0.92 in the Simplified Chinese sample, while for the tea bag product it was 0.91 in the Traditional Chinese sample and 0.92 in the Simplified Chinese sample. Thus, all questionnaires in this study had high internal consistency in relation to the research.

Results:

ANOVA of demographic questions and consumer ethnocentrism:

The F-test was used to examine the relation between the three different demographic variables and consumer ethnocentrism.

3.1.1 Gender:

The results showed that gender has no effect on consumer ethnocentrism ($p = 0.15$), possibly because all our participants were students with many opportunities to obtain Simplified Chinese information through the Internet. Moreover, many Chinese students study in Taiwan and Taiwanese students can more easily befriend them, thus reducing their animosity towards China and possibly explaining why gender had no significant impact on consumer ethnocentrism.

3.1.2 Ethnicity:

According to the F-test, ethnicity had no effect on consumer ethnocentrism ($p = 0.12$). As previously mentioned, all of our subjects were students who may not have a strong concept of ethnicity distribution. Although most of our participants were Holo ($M = 3.90$) and Hakka ($M = 3.84$), this could not have influenced their responses because all participants had similar levels of consumer ethnocentrism. Therefore, ethnicity made no difference to consumer ethnocentrism in this study.

3.1.3 Political party preference:

The results showed that political party preference had a statistically significant effect on consumer ethnocentrism. Because the subjects' average ages were between 19 and 22, most of them already had the right to vote in political elections. The results indicated that they had also formed stable opinions.

Taiwan has two large political parties with different political platforms—the DPP and the KMT. The former supports domestic Taiwanese products and culture and is unwilling to cooperate with China. Members of the DPP have higher levels of ethnocentrism than those of other parties. The KMT party encourages Taiwan to cooperate with China in making agreements, such as the ECFA, and supports the idea of providing more Chinese students with the opportunity to study in Taiwan. As expected, this study showed that DPP participants ($M = 4.40$) had higher levels of ethnocentrism than KMT participants ($M = 3.80$).

In addition, participants who took a neutral position, which was the majority, often preferred the KMT over the DPP when asked to choose ($M = 3.81$). The KMT is still the largest political party in Taiwan.

This study analyzed whether the personal characteristics of participants influenced their levels of consumer ethnocentrism. Hypotheses 1a and 1b, which tested the influence of gender ($p = 0.15$) and ethnicity ($p = 0.12$), were rejected, while hypothesis 1c, which tested the influence of political party preference ($p = 0.00$), was supported (See Table 1).

Table 1: Influence of demographic characteristics on consumer ethnocentrism

Demographic Questions		M	F	P
Gender	Female	3.90	2.11	0.15
	Male	3.77		
	Holo	3.90		
	Hakka	3.84		
Ethnicity	Mainlander	3.51	1.63	0.12
	Taiwanese Aborigine	3.50		
	Others	3.84		
	KMT	3.80		
Political Party	DPP	4.40	6.33	0.00*
	Neutral	3.81		
	Other	4.11		

3.2 Factorial design of consumer ethnocentrism level and written language:

3.2.1 Interaction of consumer ethnocentrism and written language:

This study found an interaction between the level of consumer ethnocentrism and the examined written languages ($P = 0.03$). Simplified Chinese aroused a higher level of consumer ethnocentrism than Traditional Chinese. At the same time, the interaction significantly influenced attitudes towards the T-shirts ($p = 0.00$). Students pay a lot of attention to their appearance and want to wear fashionable and comfortable clothing. Most

Taiwanese students prefer clothing from Japan or Korea because of its high quality. They usually believe that products from China have poor quality, particularly when advertised with a Simplified Chinese slogan. Moreover, people with high levels of ethnocentrism usually oppose China and Chinese products in particular. Thus, hypothesis 2, which addressed the interaction between ethnocentrism and written languages, was supported ($p = 0.03$).

3.2.2 Consumer ethnocentrism level and communication effectiveness:

The statistical results indicate that the level of consumer ethnocentrism did not significantly influence communication effectiveness (T-shirt, $A_{ad} = 0.41$, $A_p = 0.93$; tea bag, $A_{ad} = 0.33$, $A_p = 0.90$). Recently, an increasing number of Chinese students have come to Taiwan, and Taiwanese students have begun to learn about Chinese culture; thus, they do not have strong animosity towards China and have also begun to accept Simplified Chinese advertisements and the products they advertise. For this reason, the level of consumer ethnocentrism did not significantly influence the communication effectiveness of the advertisements.

Attitudes towards the products and advertisements written in the two languages showed similar levels of consumer ethnocentrism. The mean value for attitude towards the T-shirt advertisement was 4.27, whereas that for the product itself was 4.36. The Traditional and Simplified Chinese samples (A_{ad} , $M = 4.20$ and A_p , $M = 4.05$) did not differ significantly. The results were similar for attitudes towards the tea bag product and advertisement. There were no significant differences attributable to consumer ethnocentrism between the Simplified Chinese (A_{ad} , $M = 4.80$ and A_p , $M = 4.56$) and Traditional Chinese samples (A_{ad} , $M = 4.88$ and A_p , $M = 4.57$), showing that the level of consumer ethnocentrism does not significantly affect advertising communication effectiveness. Thus, hypothesis 3 is rejected.

3.2.3 Written languages and communication effectiveness:

People judge product qualities from advertising texts, particularly when the texts indicate where the product was made. This study presented Traditional and Simplified Chinese texts in experimental print advertisements. Subjects shown the Simplified Chinese texts were led to assume that the products were made in China. Moreover, the written language aroused their consumer ethnocentrism and knowledge of China. In this way, written language significantly influenced communication effectiveness (T-shirts, $A_{ad} = 0.00$, $A_p = 0.00$; tea bags, $A_{ad} = 0.00$, $A_p = 0.00$). Moreover, the effect of written language may be integrated with the level of consumer ethnocentrism to influence communication effects.

The results of this study showed that in the Traditional Chinese sample, the mean attitude towards the T-shirt advertisement was 4.51 and that towards the product itself was 4.36; the mean attitude towards the tea bag advertisement was 5.11 and that towards the product was 4.81. In the Simplified Chinese sample, the mean attitude towards the T-shirt advertisement was 3.96 and that towards the product itself was 3.73; the mean attitude towards the tea bag advertisement was 4.56 and that towards the product itself was 4.30. These results demonstrate that the Traditional Chinese sample had a higher level of consumer ethnocentrism than the Simplified Chinese sample, thus supporting hypothesis 4.

These results imply that Taiwanese marketers need to consider the language they use in advertisement texts. Although the Taiwanese students in this study did not have a high level of consumer ethnocentrism, advertising information was very important to them when making purchase decisions. This study suggests that Traditional Chinese is the preferred language for product advertisements in Taiwan.

Table 2: Level of consumer ethnocentrism and written language

			F	P	M		
Interaction	T-shirt	A_{ad}	2.60	0.11	Simplified	3.99	3.92
					Traditional	4.41	4.61
		A_p	8.50	0.00 [*]	Simplified	3.84	3.63
					Traditional	4.24	4.47
	Tea bag	A_{ad}	0.13	0.71	Simplified	4.54	4.59
					Traditional	5.06	5.17
Written language	T-shirt	A_{ad}	45.87	0.00 [*]	Simplified	4.32	4.29
					Traditional	4.79	4.84
		A_p	68.53	0.00 [*]	Simplified	3.96	3.96
					Traditional	4.51	4.51
	Tea bag	A_{ad}	47.76	0.00 [*]	Simplified	3.73	3.73
					Traditional	4.36	4.36
Level of consumer ethnocentrism	T-shirt	A_{ad}	48.01	0.00 [*]	Simplified	4.56	4.56
					Traditional	5.11	5.11
		A_p	48.01	0.00 [*]	Simplified	4.30	4.30
					Traditional	4.81	4.81
	Tea bag	A_{ad}	0.62	0.41	Simplified	4.20	4.20
					Traditional	4.27	4.27
	A_p	0.01	0.93	Simplified	4.05	4.05	
				Traditional	4.05	4.05	
	Tea bag	A_{ad}	0.97	0.33	Simplified	4.80	4.80

				Traditional	4.88
				Simplified	4.56
				Traditional	4.57
	A _p	0.02	0.89		

Note: A_p = Attitude towards product; A_{ad} = Attitude towards advertisement

3.2.4 Multiregression of advertising communication effectiveness on purchase intentions:

This study explored the relationship between communication effectiveness and consumer purchase intentions. The dependent variable was purchase intentions while the independent variables were attitudes towards products and advertisements.

The results showed that the explanatory power of purchase intention was 66% in the Traditional Chinese sample and 57% for both the T-shirts and tea bags ($R^2 = 0.66$ and $R^2 = 0.57$, respectively). Again, in this sample, the statistics for attitude towards the T-shirt and tea bag advertisements were $t = 10.50$ ($\beta = 0.55$) and $t = 10.72$ ($\beta = 0.57$), respectively; the statistics for the attitudes towards the T-shirt and tea bag products were 5.55 ($\beta = 0.22$) and 4.16 ($\beta = 0.29$), respectively. Based on these results, the study concludes that attitudes towards advertisements and products are positively related to purchase intentions and that attitude towards advertisements has a stronger influence than attitude towards products.

The explanatory power of purchase intention in the Simplified Chinese sample was 66% ($R^2 = 0.66$) for both products. The t-statistics for attitude toward the T-shirt advertisement and product were 11.67 ($\beta = 0.57$) and 5.67 ($\beta = 0.28$), respectively, while the t-statistics for attitude towards the tea bag advertisement and product were 10.30 ($\beta = 0.50$) and 7.27 ($\beta = 0.35$), respectively. This study also found that communication effectiveness was positively related to purchase intention ($p = 0.00$), and that attitudes towards the two advertisements were highly influenced by the written language (Traditional Chinese, $\beta = 0.55$, $\beta = 0.57$; Simplified Chinese, $\beta = 0.57$, $\beta = 0.50$). Attitude towards the advertisements had a greater impact on the level of purchase intentions than attitude toward the products for both the Traditional and Simplified Chinese advertisements.

The results showed that communication effectiveness strongly influences consumer purchase intentions ($p = 0.00$). According to the effective steps related to communication, attitude was formed prior to purchase intention. In brief, this study showed that subjects interested in the products or those who liked the advertisements had higher purchase intentions. Thus, hypothesis 5 is supported, as shown in Table 3 ($p = 0.00$). Finally, the results suggest that marketers should pay attention to consumer attitudes towards advertisements and products when selecting their advertising strategies (See Table 3).

Table 3: Impact of communication effectiveness on purchase intentions

		t	p	β	R^2
T-shirt	A _{ad}	10.50	0.00	0.55	0.66
	A _p	5.55	0.00	0.29	
Tea bag	A _{ad}	10.72	0.00	0.57	0.57
	A _p	4.16	0.00	0.22	
Simplified Chinese					
		t	p	β	R^2
T-shirt	A _{ad}	11.67	0.00	0.57	0.66
	A _p	5.67	0.00	0.28	
Tea bag	A _{ad}	10.30	0.00	0.50	0.66
	A _p	7.27	0.00	0.35	

Note: A_p = Attitude towards product; A_{ad} = Attitude towards advertisement

Discussion and conclusion:

4.1. Theoretical implications:

Most previous studies discussed the effects of consumer ethnocentrism on consumer purchase intentions. This study used two different written languages and consumer ethnocentrism to examine consumer purchase intentions related to print advertisements. Because of ECFA, an increasing number of students and visitors from China are coming to Taiwan. To increase their business opportunities, marketers could potentially use simplified Chinese to present products and advertisements in the future. Thus, this study aimed to explore the impact of print advertisements written in simplified versus traditional Chinese in Taiwan.

Previous research suggested that a high level of consumer ethnocentrism is found among older, female, and less well-educated persons (Good & Huddleston, 1995; Sharma, Shimp & Shin, 1995; Supphellen & Rittenburg, 2001; Kaynak & Kara, 2002; Bawa, 2004; Güneren & Öztüren, 2008; Hsu & Nien, 2008). The results of this study, in contrast, showed that consumer gender and ethnicity had no significant influence on ethnocentrism. However, females scored relatively higher on consumer ethnocentrism than males. Most participants belonged to the Holo ethnicity and were female; additionally, most participants did not express a political preference. Subjects belonging to the DPP were more highly ethnocentric than the others, suggesting that DPP supporters tend to be more highly ethnocentric than supporters of other political parties.

4.1.1 Interaction of ethnocentrism and written language in advertising communication effectiveness:

This study explored whether there was an interaction between the level of consumer ethnocentrism and the language of print advertisements. Moreover, it sought to determine whether such an interaction influences advertising communication effectiveness. The results showed that there is an interaction and that it significantly affects advertising communication effectiveness. Subjects preferred Traditional Chinese to Simplified Chinese, particularly in advertisements for T-shirts.

Furthermore, the study also discussed individual effectiveness. The p-value did not show that the level of consumer ethnocentrism significantly influenced advertising communication effectiveness. However, the written language of the advertisement significantly influenced its communication effectiveness. This study found that subjects prefer Traditional Chinese in print advertisements, suggesting that in Taiwan, written language plays an important role in consumer attitudes towards advertisements and products.

4.1.2 Advertising communication effectiveness and purchase intentions:

This study explored whether attitudes towards advertisements and products influence consumer purchase intentions. Some research suggested that consumers have higher purchase intentions when their attitude towards advertisements and products is positive (Mackenzie *et al.*, 1986; Walker & Dubitsky, 1994; Maxham, 2001). In this study, consumers' purchase intentions were significantly related to their attitudes towards both advertisements and products, which were positively related to each other. Additionally, this study found that attitude towards advertisements strongly influences purchase intentions. In other words, a positive attitude towards an advertisement facilitates a higher purchase intention. Thus, the results of this study confirmed the conclusions of previous studies.

4.2. Managerial implications:

Many Taiwanese consumers believe that the quality of products produced in Taiwan is better than that of products from mainland China. Although the KMT, which is associated with a lower level of ethnocentrism, is the largest political party in Taiwan, the population of DPP supporters, who are most likely to purchase domestic products over Chinese products, is increasing. According to the study's results, people still prefer traditional Chinese over simplified Chinese. Therefore, marketers in Taiwan cannot ignore the choice of the written language used for products and advertisements, because participants made judgments about the quality of advertised products based on the employed written language. Moreover, advertising communication effectiveness was positively related to purchase intentions. Thus, the choice of written language in advertisements cannot be overlooked. Marketers who target Taiwanese consumers should pay more attention to the written language used in their advertising strategies.

Limitations and future research:

This study has three main limitations. First, the study used students as a sample, and students' attitudes do not accurately reflect the attitudes of all consumers in Taiwan. Second, the two products used by the study, T-shirts and tea bags, tend to be purchased by young consumers, and thus the choice of these products also represented a limitation. Future studies should use different consumers and products to conduct a similar analysis. Third, this study did not include product country of origin in its exploration of consumer ethnocentrism and the language of print advertisements. Future researchers should include this information to gain more insight into the factors that influence advertising effectiveness. Finally, it is suggested that future researchers use advertisements already presented on TV or in other media when designing similar research.

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