



Zhimin Hu*, Mark X. James, Giorgio Testa and Eduardo Navarrete

“Gusto” or “Taste”? Anglicisms Change Perceived Product Risk and Product Appeal in Italian Print Advertising

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Abstract: This research investigates the influence of anglicisms on the Product Appeal in Italian print advertising. Despite the pervasive use of anglicisms in the Italian advertising industry, little is known about their impact on the precursors to Product Appeal. Two original studies were conducted involving potato chips (convenience product) and stereo speakers (shopping product). The results showed no effect of anglicisms on the relationships between Perceived Product Differentiation, Perceived Price Fairness, Perceived Product Globalness, or Perceived Product Modernity and Product Appeal. However, Anglicisms consistently altered the relationship between Perceived Product Risk and Product Appeal. Specifically, while anglicisms decreased Perceived Product Risk for potato chips, they increased Perceived Product Risk for stereo speakers, suggesting the impact of anglicisms on Perceived Product Risk can operate in an independent mechanism and be product-dependent. This research provides a novel insight on how anglicisms can affect consumer psychology and adds a more nuanced understanding to previous literature regarding language choice in advertising.

Keywords: consumer attitude; anglicism; language choice in advertising; Italian advertising; risk perception

1 Introduction

English has emerged as the dominant global language, surpassing all historical precedents in terms of its widespread usage and global reach (Crystal 2012; Hartmann 1996). Fueled by the dissemination of Anglophone media and the popularity of British

***Corresponding author: Zhimin Hu**, Department of Developmental Psychology and Socialisation, University of Padua, Via Venezia 8, 35131, Padova, Italy, E-mail: zhimin.hu@phd.unipd.it

Mark X. James, Turner College of Business, Columbus State University, Columbus, GA, USA.
<https://orcid.org/0000-0002-1939-2804>

Giorgio Testa, Department of Linguistic and Literary Studies, University of Padua, Padova, Italy.
<https://orcid.org/0000-0002-9190-9433>

Eduardo Navarrete, Department of Developmental Psychology and Socialisation, University of Padua, Padova, Italy. <https://orcid.org/0000-0002-7619-8397>

and American cultures, the linguistic dominance of the English language has led to the proliferation of anglicisms in non-English-speaking countries (Fischer and Pułaczewska 2008), particularly in Southern Europe (Díaz 2019; Sokolova 2020). An anglicism can be broadly defined as any word borrowed from the English language adapted to the linguistic system of English and integrated into its vocabulary, not necessarily having English origin (Filipović 2000, p. 206). For example, although the English word *ketchup* has Chinese origins (/ke² zap¹/, tomato sauce), but when borrowed into Italian, it is normally considered an anglicism rather than a sinicism. While some argue for a narrower definition of an anglicism for it must be accepted as an item in the vocabulary of the receptor language (Görlach 2003, p. 7), e.g. *golf* or *film* in Italian, others acknowledge the ephemeral nature of anglicisms and allow for short-lived and incidental borrowings to also be considered as anglicisms (Pulcini 2023, pp. 204–207), e.g. *wine tasting* or *next opening*. Since Italian has seen a tremendous influx of anglicisms in recent years (Boggio 2017) and that existing dictionaries are only indicative but not definitive in their quantification (Pulcini 2023, p. 139), in this research, we adopt a broader definition of anglicisms.

The presence of anglicisms in non-English-speaking languages can have consequences in people's perception of information. Broadly, the effects of anglicisms stem from the symbolic values associated with the English language, e.g. American and British cultures (Kelly-Holmes 2005) and the psychological feelings English evokes, e.g. modernity and globalness (Martin 2019; Piller 2003). More specifically, while some authors found that anglicisms are perceived as precise, modern, and indicative of societal progress (Algryani and Syahrin 2024; Şimon et al. 2021), others suggest that they can evoke feelings of xenophobia or barbarism due to their phonological or orthographic differences and country-specific associations (Amos 2020; Rüdiger 2018; Walsh 2014). The mixed evidence in the extant literature warrants further investigation of the use of anglicisms.

An important area where anglicisms are gaining popularity is advertising, an ideal setting for studying the interplay between language and consumer psychology (Bathia and Ritchie 2012). Previous research on the effects of language choice in advertising has predominantly compared the use of English versus the local language in advertising (Gerritsen et al. 2007, 2010; Planken, Meurs, and Radlinska 2010; Toffoli and Laroche 2002; Van Hooft and Troung 2012, 2017). However, these studies have mostly reported no differences between English and the local language in perceived product image and price (e.g. Van Hooft, Van Meurs, and Spierts 2017), potentially due to problems in comprehending text in English (Gerritsen et al. 2010). It is unclear whether the same pattern of results could be observed in anglicisms versus local language, as anglicisms by definition would not pose comprehension challenges to most consumers.

Our study thus aims to fill this research gap by examining the effects of anglicisms in print advertising for Italian consumers. The reasons for selecting the Italian market are three-fold. First, the Italian language has experienced a pervasive adoption of anglicisms in both formal and informal contexts (Coffey 2011; Pulcini 2023; Varga et al. 2011). Particularly in advertising, it was estimated that half of the sample used anglicisms, around 8 % were entirely in English, and only one third was in Italian (Vettorel and Franceschi 2019). Second, in contrast with its counterparts in Southern Europe, Italian tends to directly take an English word in its original form, for instance, *jeans* and *computer* would still be *jeans* and *computer* in Italian (also pronounced similarly) but *vaqueros/tejanos* and *ordenador* in Spanish (Marello 2020; Pulcini 2023). Third, while previous research has explored markets such as East Asia (Van Hooft and Truong 2012), the Arab world (Van Hooft, Van Meurs, and Spierts 2017), Western Europe (Gerritsen et al. 2010), and Eastern Europe (Planken, Meurs, and Radlinska 2010), experimental research in the Italian market is scarce. It is worth mentioning that one study tested Italian-English bilinguals in Australia, reporting more favorable consumer attitudes for advertisements in the less dominant language (Santello 2015), one could expect that Italians residing in Italy would show more favorable attitudes towards anglicisms that come from a less dominant language. In sum, the prevalence of anglicisms in the Italy, the peculiar linguistic practice of the Italian language, and the lack of empirical evidence in the Italian market validates the target population of this study.

Using a multidisciplinary approach, we experimentally test whether and how consumer attitudes contribute to product image by manipulating language choice. Specifically, we measure Perceived Product Risk, Perceived Product Differentiation, Perceived Price Fairness, Perceived Product Globalness, and Perceived Product Modernity in predicting Product Appeal in two conditions: print advertising with versus without anglicisms in consumers' local language. This paper is structured as follows: we first discuss language choice in advertising, giving focus on the use of English and anglicisms in printed product advertising. We then develop testable hypotheses, introduce the survey operationalization, data collection process, the statistical approach, and the results. We end by discussing the results, acknowledging the limitations, and providing directions for further research.

2 Language Choice in Advertising

Consumers today are increasingly recognized as individuals guided by subjective experiences rather than pure rational strategies when making purchasing decisions (Forlani and Pencarelli 2019; Schmitt 1999). This underscores the importance of investigating contextual factors and product attributes that can shape consumer experiences,

leading to alterations of consumers' attitudes towards the product in question. Particularly relevant in marketing is language choice, as languages can create mental associations in people (Harley 2014; Lerman, Morais, and Luna 2017). Marketers thus often make specific choices to sway consumer attitudes and nudge consumer behaviors (Bhatia and Ritchie 2012; Harun et al. 2015; Hornikx, Van Meurs, and Tenzer 2024; Hornikx and Van Meurs 2020; Leclerc, Schmitt, and Dube 1994; Santello 2016). Extant experimental research has predominantly compared local versus foreign language in advertising (Nederstigt and Hilberink-Schulpen 2018; Wagner and Charinsarn 2021), testing mainly bilingual populations and reporting a wide range of mixed effects on consumer attitudes.

Experimental studies in this research line are usually based on three theoretical considerations. The first is language-product congruency, as the two languages in bilinguals' mind could lead to language-specific cultural and psychological associations (Chao and Lin 2017; Luna and Peracchio 2005, 2008). For example, foreign language in advertising can be more effective for congruent, e.g. wine – French, than for incongruent products, e.g. beer – French, for Dutch consumers (Hornikx, van Meurs, and Hof 2013). This could be that foreign languages in advertising often serve as implicit cues of a product's country-of-origin (Hornikx et al. 2020; Hornikx and van Meurs 2017). A second theoretical consideration is that foreign language, particularly English, expresses globalness and prestige (Martin 2019; Piller 2003). For example, English advertisements were more effective for multinational brands and luxury products, enhancing brand perception and ad favorability, but local brands and necessity products saw less impact from the language used in India (Krishna and Ahluwalia 2008), Romania (Micu and Coulter 2010), and Taiwan (Lin and Wang 2016). Similar effects were observed in Ecuador and Chile, where English advertising were reportedly more persuasive in (Alvarez, Uribe, and León De-La-Torre 2017). A third theoretical consideration is that different languages can foment group differentiation (Maass et al. 1989; Ryan, Hewstone, and Giles 1984). For instance, Spanish-language advertising increased U.S. Hispanic consumers' perception of solidarity with the Hispanic community, leading to positive affect toward the advertisements (Koslow et al. 1994). In Mexico, Spanish-language advertisements led to more positive attitudes and higher brand trust compared to using English only for local brands (Alonso García, Chelminski, and González Hernández 2013). In sum, language choices can evoke specific social, cultural, and psychological associations in consumers, but it is worth noting though that these effects can be moderated by language dominance and language use of the bilinguals (Luna and Peracchio 2001; Santello 2015; Van Hooff, Van Meurs, and Braaf 2021).

However, anglicisms in advertising present a unique scenario, different from a foreign language. Although some may consider text with anglicisms a code-switching condition, it is not necessarily the case. Unlike foreign languages that might pose comprehension challenges (Abutalebi 2008; Gerritsen et al. 2010; Volk, Köhler, and

Pudelko 2014), anglicisms are generally understood and used in everyday vocabulary even by monolingual speakers. Pulcini (2023) highlights that English terms have seamlessly integrated into Italian, often being perceived as part of the native lexicon rather than foreign intrusions. Since monolinguals and bilinguals may differ in their responses to language choices in advertising (Lin, Wang, and Hsieh 2017; Lin and Wang 2016), it is unclear whether language choice effects using a different language in advertising can be extended to using anglicisms in the same language. This lack of empirical evidence strongly warrants a more tailored approach for anglicisms to gain a more nuanced understanding of which consumer attitudes are susceptible to change. Findings of this research also complement and expand the current literature on the impacts of language choice on consumer psychology. Furthermore, by better understanding the psychological changes related to anglicisms, marketers can enhance the effectiveness of their advertising campaigns and foster stronger brand connections.

3 Hypothesis Development

The objective of this research is to examine how different consumer attitudes such as Perceived Product Risk, Perceived Product Differentiation, Perceived Price Fairness, Perceived Product Modernity, and Perceived Product Globalness contribute to Product Appeal in two experimental conditions, i.e. advertisements with versus without anglicisms. Adopting a multidisciplinary perspective, this research specifically examines how the inclusion of anglicisms in print advertising influences Product Appeal and consumers' attitudes preceding Product Appeal (see Figure 1 below). In the following section we develop specific testable hypotheses.

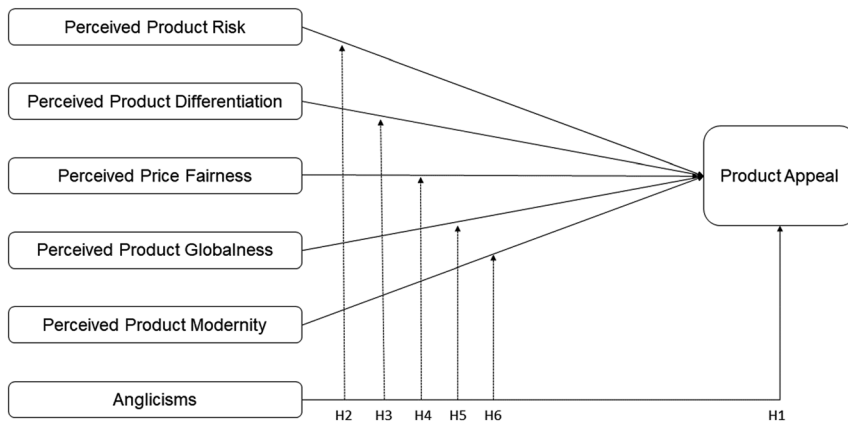


Figure 1: Research model.

3.1 Product Appeal

Product appeal refers to the attractiveness or desirability of a product to consumers. Product Appeal is integral to marketing, as it influences consumer attitudes, preferences, and ultimately, purchasing decisions. Product Appeal is determined by a range of intrinsic and extrinsic product features (Grigaliunaite and Pileliene 2016), such as product design (Bloch 1995) and perceptions of price and quality (Zeithaml 1988). Understanding Product Appeal involves analyzing how different attitudes toward a product resonate with the consumer.

Despite having mixed results, a sizeable amount of previous research in non-English-speaking countries have reported more favorable product image for advertisements using English (Alvarez, Uribe, and León De-La-Torre 2017; Hornikx, van Meurs, and de Boer 2010; Krishna and Ahluwalia 2008; Micu and Coulter 2010). Particularly in the Italian context, anglicisms normally enjoy a positive association with a modern and trendy flair (Boggio 2017; Pulcini 2023; Varga et al. 2011). They are naturally preferred in advertising and in texts where the foregrounding power of the exotic word is exploited for stylistic reasons both spoken and written (De Mauro 2019; Vettorel and Franceschi 2019). Based on these insights, we propose the following hypothesis:

H1. The use of Anglicisms in advertising will increase Product Appeal.

3.2 Perceived Product Risk

Perceived Product Risk is consumers' perception that purchasing a product will lead to potential disappointment resulting from unmet expectations, or inferior quality of a purchased product compared to its alternative (Gemünden 1985; Havlena and DeSarbo 1991). Although there are many components in Perceived Product Risk, such as inferior quality, monetary loss, or psychological stress (Kaplan, Szybillo, and Jacoby 1974; Tham et al. 2019), Perceived Product Risk as a whole has been demonstrated to negatively associate with brand credibility and brand prestige (Baek, Kim, and Yu 2010; Chen, Yan, and Fan 2015; Zhang and Yu 2020). Language can interact with the perception of risk (Geipel et al. 2023), in particular, a foreign language seems to reduce the perception of risk (Hayakawa et al. 2019; Keysar, Hayakawa, and An 2012), likely due to a reduced sense of fear for a risky outcome (Geipel, Hadjichristidis, and Klesse 2018, 2022). Despite the interaction between foreign language and risk perception, no study in the language choice in advertising literature has considered this crucial attitude. Based on these insights, we speculate the use of anglicisms may reduce the perception of risk

associated with a product, resulting from sense of inferior product quality, potential monetary loss, and/or frustration of unmet expectations. Therefore, propose the following hypothesis:

H2. The use of Anglicisms in advertising will reduce Perceived Product Risk, leading to higher Product Appeal.

3.3 Perceived Product Differentiation

Perceived Product Differentiation examines the extent to which consumers view a product as distinct or different from its competitors, contributing to consumers' perception of product uniqueness (Root 1972). Research shows that the use of specific packaging elements such as flavor, taste, and smell can differentiate cigarillos from competitors, leading to better appeal (Meernik et al. 2018). In a similar vein, organic products differentiate themselves from other products through perceptions of health and status, thereby increasing purchase intentions (James, Hu, and Leonce 2019). Since anglicisms can create a sense of otherness or a different status (Algryani and Syahrin 2024; Amos 2020; Rüdiger 2018), advertisements with anglicisms may make the product appear different from its counterpart without anglicisms (Díaz 2019). In fact, advertisements with anglicisms tend to get more attention from consumers in non-English-speaking countries (Martin 2002, 2008; Vettorel and Franceschi 2019). These findings collectively underscore the importance of Perceived Product Differentiation in contributing to Product Appeal and anglicisms can serve as a differentiating factor from competing products with just the local language. Drawing upon these insights, we propose the following hypothesis:

H3. The use of Anglicisms in advertising will increase Perceived Product Differentiation, leading to higher Product Appeal.

3.4 Perceived Price Fairness

Perceived Price Fairness of a product is consumers' perception that a product's price is reasonable, fair, or a good value in relation to the benefits it offers (Lewis and Shoemaker 1997). Research has shown that a high Perceived Price Fairness can significantly lead to more customer satisfaction, loyalty, and purchase intentions (El Haddad, Hallak, and Assaker 2015; Susanti 2019). Although advertising research directly testing the effect of anglicisms on Perceived Price Fairness is rare, there is research using a

foreign language showing that the endowment effect can be less prominent in a foreign language versus a native language (Karataş 2020). More specifically, this study showed that sellers decreased monetary evaluation of their product in a foreign language, which would normally be inflated in their native language, suggesting that prices may be perceived more fairly with a non-local language choice. Based on this limited evidence, we propose the following hypothesis:

H4. The use of Anglicisms in advertising will increase Perceived Price Fairness, leading to higher Product Appeal.

3.5 Perceived Product Globalness

Perceived product globalness refers to the extent to which consumers perceive a product or brand as being global, internationally available, or having a worldwide presence (Steenkamp, Batra, and Alden 2003; Swoboda, Pennemann, and Taube 2012). Mental associations with globalness or localness can critically impact critical consumer assessments of the brand (Davvetas and Halkias 2019; Diamantopoulos et al. 2019), such that products perceived as global often result in more favorable product image and higher purchase intentions (Özsomer 2012). English, being a global language, can create perceptions of the information presented to be international and cosmopolitan (Crystal 2012; Pan and Block 2011; Piller 2003). In advertising, English is associated with globalness due to its international presence (Hornikx, van Meurs, and de Boer 2010; Kelly-Holmes 2005), the use of anglicisms in particular may contribute to consumers' perceptions of a product's globalness with no detriment to the local identity (Martin 2007, 2008). Due to the increasing globalization of marketing practices (Diallo, Djelassi, and Kumar 2021), we propose the following hypothesis:

H5. The use of Anglicisms in advertising will increase Perceived Product Globalness, leading to higher Product Appeal.

3.6 Perceived Product Modernity

Perceived Product Modernity is the extent to which consumers perceive a product as modern, up-to-date, and reflective of emerging trends. It focuses on the consumer's perception of the product's design, features, and technological capabilities, as well as its ability to align with the expectations and needs of modern consumers (Blijlevens, Creusen, and Schoormans 2009). English in advertisements

in non-English-speaking countries often elicit a sense of modernity in the product (Gerritsen et al. 2007; Piller 2003; Van Hooft, Van Meurs, and Braaf 2021). Similarly, the increased perception of modernity can be observed in conditions of mixing English with the local language (Bhatia 2019; Lee 2006) and of Anglicisms in TV commercials in Spain targeting young children (Luján-García 2015). The activation of a sense of trendiness or modernity can be more prominent for local brands (Laroche et al. 2022; Micu and Coulter 2010). Based on this evidence, we propose the following hypothesis:

H6. The use of Anglicisms in advertising will increase Perceived Product Modernity, leading to higher Product Appeal.

In the following section, we describe the methodology for product selection, questionnaire construction, statistical approach, and results.

4 Methods

4.1 Material Selection

Selecting the right type of product is crucial in marketing research, particularly when considering the subtle effects of language choice in print advertising. Product classification is the process of categorizing products based on their inherent attributes and is a fundamental component of marketing research (Kiang et al. 2011). Based on whether consumers can assess the goods or their characteristics before finalizing a purchase, goods can fall into three main types: search, experience, and credence products (Girard, Silverblatt, and Korgaonkar 2002; Girard and Dion 2010). Consumer attitudes may differ depending on the product type, for instance, perceptions of risk may be lower in search products compared to other product types (Girard and Dion 2010; Pascual-Miguel, Agudo-Peregrina, and Chaparro-Peláez 2015). In this research, we focus on search products due to their wider availability and better shared experience. Search products can be further classified as convenience products, i.e. products that a customer buys frequently, with little comparison, low buying effort, and low emotional involvement, and shopping products, i.e. products that are purchased less often, more durable, and more expensive, and requiring more commitment before purchase (Holton 1958; Murphy and Enis 1986). Following a review of our research team of various high-involvement and low-investment products (Miliopoulou 2019), we identified potato chips and stereo speakers as good representatives of convenience goods and shopping goods, respectively, in the current Italian market, covering two common

themes: food and technology. The inclusion of two search products in our research provides a more comprehensive and nuanced understanding of the effects of anglicisms in print advertising.

A diverse array of images and texts were collected by our research team to construct the experimental stimuli. These images varied across several parameters including style, color, shape, and product features. Following a meticulous selection process, our research team collectively agreed upon the most representative and generic image for each product. Additionally, the image colors were adjusted to ensure visual harmony and consistency. Each advertisement featured a slogan adjacent to the product, composed of eight words. In the native language condition, the advertising slogan was entirely in Italian and in the anglicism condition, three semantic units of the advertising slogan were replaced with anglicisms. These three semantic units were highlighted in bold to better capture respondents' attention. The products also came with brand names, which were identical in both conditions, not being identifiable with any specific region. A price tag also appeared alongside the product in each advertisement, reflecting the average market price for similar products in the Italian market during the study's time frame. The final images of the two products in both conditions are presented in Figures 2–5.



Figure 2: Potato chips advertisement in Italian with anglicisms.



Figure 3: Potato chips advertisement in Italian only.



CASSA B80

un **sound**
waterproof
per le tue gite
outdoor

59,99€

Tanba

Figure 4: Stereo speakers advertisement in Italian with anglicisms.



CASSA B80

un **suono**
impermeabile
per le tue gite
all'aperto

59,99€

Tanba

Figure 5: Stereo speakers advertisement in Italian only.

4.2 Questionnaire Construction

The survey instrument comprised 24 survey items plus six demographic information questions. For all measurements, both for the independent and the dependent variables, we used 7-point Likert scales (1 = Strongly Disagree, 7 = Strongly Agree), containing one multi-item construct to measure the dependent variable Product Appeal and five multi-item constructs to measure the independent variables. An examination of the Cronbach's alphas for the scales showed a high internal consistency for both studies. The Cronbach's alphas coefficient ranged from .75 to .90 for Study 1 (see Table 3) and .74 to .94 for Study 2 (see Table 8). The survey instrument for this research was originally developed in English, translated into Italian by an Italian-English bilingual and proof-read by another native Italian-speaker.

4.3 Dependent Variable

4.3.1 Product Appeal

Product Appeal was measured using four items adapted from Holbrook and Batra (1987) and Kim, Gupta, and Koh (2011). The average of the values was used, and higher values indicate greater Product Appeal ratings.

4.4 Independent Variables

4.4.1 Perceived Product Risk

Perceived Product Risk was measured using four items adapted from Choi and Geistfeld (2004) and Zhang and Yu (2020). The average of the values was used, with higher values indicating greater Perceived Product Risk.

4.4.2 Perceived Product Differentiation

Perceived Product Differentiation was measured using four items adapted from Bearden and Netemeyer (2024) and Shams et al. (2015). The average of the values was used, and higher values indicate greater Perceived Product Differentiation.

4.4.3 Perceived Price Fairness

Price Fairness was measured using four items adapted from Konuk (2019). The average of the values was used, with higher values indicating greater Perceived Price Fairness.

4.4.4 Perceived Product Globalness

Perceived Product Globalness was measured using four items adapted from Steenkamp, Batra, and Alden (2003) and Özsomer (2012). The average of the values was used, with higher values indicating greater Perceived Product Globalness.

4.4.5 Perceived Product Modernity

Product Modernity was measured using four items adapted from Blijlevens, Creusen, and Schoormans (2009). The average of the values was used, with higher values indicating greater Perceived Product Modernity.

Age. Age was measured using a single item question asking the respondents their age.

Gender. Gender was measured using a single item. Respondents were asked to indicate their gender, coded as follows: 1 = Male; 2 = Female; 3 = Transgender; 4 = Non-Binary; 5 = Other.

Education. Education was measured using a single item asking the respondent to identify the highest level of education they have attained. The education responses were then divided into seven categories: No education = 1; Elementary School = 2; Middle School = 3; High School = 4; Bachelor's degree or other similar degree = 5; Master's degree or other similar degree = 6; PhD or other similar degree = 7.

Income. Income was measured using a single item asking the respondents to identify their monthly income level. Seven income bands were identified: 0 to 1,000 Euros = 1; 1,001 to 2,000 Euros = 2; 2,001 to 3,000 Euros = 3; 3,001 to 4,000 Euros = 4; 4,001 to 5,000 Euros = 5; Greater than 5,001 Euros = 6.

English Level. This variable was measured by asking respondents to indicate their English proficiency level according to the CEFR (Common European Framework of Reference for Languages) scale (Europarat 2010), comprising the following categories: A0 or No Knowledge = 1; A1 or Beginner = 2; A2 or Elementary = 3; B1 or Intermediate = 4; B2 or Upper Intermediate = 5; C1 or Advanced = 6; C2 or Native Speaker = 7. This measure serves as a criterion to screen native (C2) or advanced (C1) English-speakers from analyses.

Native Language. This was added as a control to ensure all respondents are native Italian speakers.

4.5 Participants and Data Collection

Two separate studies were conducted, one for potato chips and one for speakers. To facilitate comparison between the two products, the surveys in the two studies were identical. The studies' participants were recruited from a combination of the crowd-sourcing pool Prolific (<https://www.prolific.co/>) and snowball sampling. The pre-screening criteria for the participants called for adult Italian citizens with residency in Italy and speaking Italian as their native language. This study was conducted in accordance with the Declaration of Helsinki (Ashcroft 2008) and all participants provided informed consent. Data of both studies are available in the designated OSF repository (osf.io/ckdwt).

5 Analyses and Results

5.1 Study 1: Potato Chips

The potato chips study had an initial sample of 157 respondents. Seventy-three respondents with native (C2) or advanced (C1) English proficiency were excluded from the data analysis, resulting in 84 respondents in the final data set. Conducting a post hoc power analysis, using the assumptions of anticipated size effect of 0.25, desired statistical power level = 0.8, number of predictors = 10, and a probability level of 0.05, the minimum sample size is 75. Therefore, we conclude that our sample size is adequate. There were no statistically significant differences between the two conditions for Gender, Education, Age, and Income, validating the comparison between the two groups. See Table 1 for the demographic profile of the respondents of Study 1.

Table 1: Study 1 Potato chips. Demographics of respondents.

	<i>N</i>	Percentage
Gender		
Male	37	44
Female	<u>47</u>	<u>56</u>
Total	84	100 %
Education		
No education/schooling	0	0
Elementary school	0	0
Middle school	3	3.5
High school diploma	31	37
Bachelor's degree	31	37
Master's degree	16	19
PhD	<u>3</u>	<u>3.5</u>
Total	84	100 %
Age		
Average age	31	
Monthly income		
0 or less than 1,000	44	53
1,001 to 2,000 Euros	13	16
2,001 to 3,000 Euros	17	20
3,001 to 4,000 Euros	6	7
4,001 to 5,000 Euros	2	2
5,001 or more Euros	<u>2</u>	<u>2</u>
Total	84	100 %

5.1.1 Model Validation

Using SPSS, a principal component analysis with a Varimax rotation was performed on the data. Using a cut-off of 1 for the eigenvalues, five components emerged from the factor analysis. An examination of the factor loadings indicated high cross-loadings on one question from the risk construct. The cross-loading question was deleted, leaving 19 questions in five constructs measuring the five independent variables. Table 2 shows the factor loading for the dependent and independent variables.

5.1.2 Correlation Table

Means, standard deviations, correlations, and Cronbach's alphas (shown on the diagonal) were calculated and are reported in Table 3. Correlations between the continuous variables were calculated using the Pearson correlation coefficient. Correlations between the categorical variables and the categorical and continuous variables were calculated using Spearman's correlation coefficient.

5.1.3 Regression Model

Separate regression models were created and the results are reported in Table 4. Model 1 shows the regression with Product Appeal as the dependent variable, six independent variables (1. Anglicisms in Advertisements, 2. Perceived Product Risk, 3. Perceived Product Differentiation, 4. Perceived Price Fairness, 5. Perceived Product Globalness, and 6. Perceived Product Modernity), and four control variables (1. Age, 2. Gender, 3. Income, and 4. Education). Models 2–6 are the separate regressions which examine the interaction effect of the use of Anglicisms in the print advertisements and the five independent variables. For models 2–6, the interaction terms are shown, but the main effects are not included in Table 4.

5.1.4 Anglicism in Advertisements

Hypothesis 1 predicted that the use of Anglicisms in advertisements will increase Product Appeal. Hypothesis 1 was not significant ($\beta = 0.01$, $\rho = 0.86$). The use of Anglicisms did not have a statistically significant impact on Product Appeal of the potato chips.

5.1.5 Interaction Terms

Testing Hypotheses 2–6, we created a series of interaction terms. Coding the data for the regression analysis, the dependent variable was multiplied by the experimental

Table 2: Study 1 Potato chips. Factor analysis.

Dependent Variable	
Product appeal	
This product is appealing to me	0.89
This product has an enticing offer and sparks my interest	0.92
The presentation of this product makes me curious to learn more about it	0.88
The value proposition of this product is intriguing and compelling	0.83
Independent variables	
Perceived product differentiation	
This product differentiates itself from others in its category	0.89
The features of this product set it apart from the competition	0.90
The innovation of this product is superior to that of other similar products	0.70
This product offers unique benefits that are not found in competing products	0.71
Perceived product risk	
I have the impression that this product will not meet my expectations	0.78
I think this product's quality will be inferior to other similar products	0.74
I suspect the actual product will not match the provided description	0.70
Perceived price fairness	
I believe the value for money of this product is advantageous	0.87
The price of this product seems competitive compared to similar products	0.88
The cost of this product is reasonable based on the benefits it provides	0.87
The price of this product aligns with my expectations	0.76
Perceived product globalness	
I think this product is valued in many countries	0.81
This product is popular among consumers in various countries	0.80
I consider this product to be widely available in many international markets	0.86
I feel this product has a strong global appeal	0.83
Perceived product modernity	
I consider this product to be up-to-date and reflective of emerging trends in its industry	0.79
I think this product stands out from others based on its modern appearance	0.77
I think this product aligns with the expectations of modern consumers	0.80
I appreciate how this product easily adapts to current needs and lifestyles	0.64

condition Anglicism in the advertisement: 0 for No Anglicism and 1 for Anglicism. We created a series of interaction terms by multiplying the independent variable English words in advertising by the five other independent variables: Perceived Product Risk,

Table 3: Study 1 Potato chips. Means, SDs, correlations, and Cronbach's alphas on the diagonal.

Variable	Avg.	SD	1	2	3	4	5	6	7	8	9	10	11
1 Product appeal	4.2	1.4	(0.90)										
2 Product differentiation	3.8	1.3	0.66***	(0.86)									
3 Product risk	3.6	0.73	-0.39***	-0.28***	(0.75)								
4 Price fairness	4.5	1.3	0.40***	0.30**	0.33***	(0.90)							
5 Globalness	4.2	1.3	0.47***	0.40***	-0.17	0.36***	(0.88)						
6 Modernity	4.4	1.2	0.65***	0.54***	-0.36***	0.43***	0.58***	(0.84)					
7 Age	31	11	0.22*	0.23*	-0.14	-0.05	0.04	0.13	NA				
8 Gender	1.6	0.56	0.24*	0.15	-0.06	0.19	0.10	0.29**	-0.14	NA			
9 Education	4.8	0.91	0.09	-0.07	-0.03	0.08	0.11	0.11	0.11	0.07	NA		
10 Income	2.7	1.5	0.19	0.23*	-0.23*	0.03	0.14	0.19	0.38***	-0.26**	0.15	NA	
11 English level	4.4	0.82	-27***	0.28**	0.12	-0.10	-0.35***	-0.25***	-0.23*	-0.11	0.21*	0.03	NA
12 Anglicism	0.45	0.50	0.09	0.06	-0.07	0.02	-0.01	0.06	0.10	0.16	-0.11	-0.08	-0.11

N = 84, *p < 0.05, **p < 0.01, ***p < 0.001.

Table 4: Study 1 Potato chips. Standardized beta coefficients. Dependent variable = Product Appeal.

Model 1 independent variables	Standardized beta coefficients
Anglicism in advertising (H1)	0.01
Perceived product risk	-0.32***
Perceived product different	0.35***
Perceived fair price	0.30***
Perceived globalness	0.07
Perceived modernity	0.15
Age	0.10
Gender	0.06
Income	-0.04
Education	0.05
Separate MODELS using interaction terms with only the interaction terms reported	
Model 2	0.86*
Anglicism X product risk (H2)	
Model 3	0.21
Anglicism X product differentiation (H3)	
Model 4	0.38
Anglicism X price fairness (H4)	
Model 5	-0.21
Anglicism X product globalness (H5)	
Model 6	-0.38
Anglicism X product modernity (H6)	

$N = 84$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$. Adj. $R^2 = 0.66$, $F = 11.7$ ***.

Perceived Product Differentiation, Perceived Price Fairness, Perceived Product Globalness, and Perceived Product Modernity. In the Perceived Product Risk \times Anglicism (1) condition, all the observations were positive numbers (the product of the two variables), and in the Perceived Product Risk \times No Anglicism (0) condition, all the observations were zero (the product of the two variables). Then a series of multiple regressions models was created to evaluate the influence of the interaction terms on Product Appeal.

5.1.5.1 Perceived Product Risk

Hypothesis 2 predicted the use of anglicism in advertising would reduce perceived Product Risk leading to higher Product Appeal. Hypothesis 2 was significant ($\beta = 0.86$, $\rho = 0.02$). The use of Anglicisms changed the relationship between Perceived Product Risk and Product Appeal for potato chips. An examination of the main effects for Perceived Product Risk (Table 4) shows a significant negative relationship (-0.32***)

Table 5: Study 1 Potato chips. Mean values for Hypothesis 2.

	Perceived product risk	Perceived product appeal
Anglicism in advertisement coded 1, $N = 38$	3.52	4.38
No Anglicism in advertisement coded 0, $N = 46$	3.62	4.12
No Anglicism X risk	0	4.12
Total sample $N = 84$	3.57	4.24

between Perceived Product Risk and Product Appeal, indicating that for the total data set, as Perceived Product Risk increases, Product Appeal decreases. Table 5 shows the mean values for each condition. In the potato chip data, the use of Anglicisms in the advertisement decreased Perceived Product Risk from 3.62 to 3.52, and it led to an increase in Product Appeal from 4.12 to 4.38. Interpreting the interaction coefficient can be confusing, but in the recoded data, the No Anglicisms observations are 0, and in the Anglicisms condition observations are positive. In other words, as Perceived Product Risk increases, Product Appeal increases from 4.12 to 4.38, resulting in a positive standardized beta coefficient of 0.86 with a p -value of 0.02.

5.1.5.2 Perceived Product Differentiation

Hypothesis 3 was not significant ($\beta = 0.21$, $\rho = 0.43$). The use of Anglicisms did not change the relationship between Perceived Product Differentiation and Product Appeal.

5.1.5.3 Perceived Price Fairness

Hypothesis 4 was not significant ($\beta = 0.38$, $\rho = 0.19$). The use of Anglicisms did not change the relationship between Perceived Price Fairness and Product Appeal.

5.1.5.4 Perceived Product Globalness

Hypothesis 5 was not significant ($\beta = -0.21$, $\rho = 0.45$). The use of Anglicisms did not change the relationship between Perceived Product Globalness and Product Appeal.

5.1.5.5 Perceived Product Modernity

Hypothesis 6 was not significant ($\beta = -0.38$, $\rho = 0.21$). The use of Anglicisms did not change the relationship between Perceived Product Modernity and Product Appeal.

5.2 Study 2: Stereo Speakers

The stereo speaker's study had an initial sample of one hundred 65 respondents. Fifty-nine respondents with native (C2) or advanced (C1) English proficiency were

Table 6: Study 2 Stereo speakers. Demographics of respondents.

Gender	N	Percentage
Male	61	58
Female	<u>45</u>	<u>42</u>
Total	106	100 %
Education		
No education/schooling	0	0
Elementary school	0	0
Middle school	4	4
High school diploma	41	39
Bachelor's degree or other similar degree	32	30
Master's degree or other similar degree	25	23
PhD or other similar degree	<u>4</u>	<u>4</u>
Total	106	100 %
Age		
Average age	35	
Monthly income		
None or less than 1,000 Euros	48	45
1,001 to 2,000 Euros	21	20
2,001 to 3,000 Euros	23	21
3,001 to 4,000 Euros	9	9
4,001 to 5,000 Euros	4	4
5,001 or more Euros	<u>1</u>	<u>1</u>
Total	106	100 %

excluded from further data analysis, resulting in one hundred and six respondents in the final data set. Conducting a power analysis, using the assumptions of anticipated size effect of 0.25, desired statistical power level = 0.8, number of predictors = 10, and a probability level of 0.05, the minimum sample size is 75. We conclude the sample size in this study is adequate. There were no statistically significant differences between the two conditions for Gender, Education, Age, and Income, validating the comparison between the two groups. See Table 6 for the demographic profile of the respondents of Study 2.

5.2.1 Model Validation

Using SPSS, a principal component analysis with a Varimax rotation was performed on the data. Using a cut-off of 1 for the eigenvalues, five components emerged from

the factor analysis. An examination of the factor loadings indicated cross loading on one question from the Perceived Product Risk. The cross-loading question was

Table 7: Study 2 Stereo speakers. Factor analysis.

Dependent variable	
Product appeal	
This product is appealing to me	0.87
This product has an enticing offer and sparks my interest	0.91
The presentation of this product makes me curious to learn more about it	0.82
The value proposition of this product is intriguing and compelling	0.77
Independent variables	
Perceived product differentiation	
This product differentiates itself from others in its category	0.88
The features of this product set it apart from the competition	0.85
The innovation of this product is superior to that of other similar products	0.86
This product offers unique benefits that are not found in competing products	0.84
Perceived product risk	
I have the impression that this product will not meet my expectations	0.72
I think this product's quality will be inferior to other similar products	0.83
I suspect the actual product will not match the provided description	0.86
Perceived price fairness	
I believe the value for money of this product is advantageous	0.85
The price of this product seems competitive compared to similar products	0.84
The cost of this product is reasonable based on the benefits it provides	0.87
The price of this product aligns with my expectations	0.87
Perceived product globalness	
I think this product is valued in many countries	0.69
This product is popular among consumers in various countries	0.61
I consider this product to be widely available in many international markets	0.79
I feel this product has a strong global appeal	0.85
Perceived product modernity	
I consider this product to be up-to-date and reflective of emerging trends in its industry	0.65
I think this product stands out from others based on its modern appearance	0.62
I think this product aligns with the expectations of modern consumers	0.81
I appreciate how this product easily adapts to current needs and lifestyles	0.77

deleted, leaving 19 questions in five constructs measuring the independent variables. Table 7 shows the factor loading for the dependent and independent variables.

5.2.2 Correlation Table

Means, standard deviations, correlations, and Cronbach's alphas (shown on the diagonal) were calculated and are reported in Table 8. Correlations between the continuous variables were calculated using the Pearson correlation coefficient. Correlations between the categorical variables and the categorical and continuous variables were calculated using Spearman's correlation coefficient.

5.2.3 Regression Model

Separate regression models were created, and the results are reported in Table 9. Model 1 shows the regression with Product Appeal as the dependent variable, six independent variables (1. Anglicisms in Advertising, 2. Perceived Product Risk, 3. Perceived Product Differentiation, 4. Perceived Price Fairness, 5. Perceived Product Globalness, and 6. Perceived Product Modernity), and four control variables (1. Age, 2. Gender, 3. Income, and 4. Education). Models 2–6 are the separate regressions which examine the interaction effects of the use of Anglicisms in the print advertisement with the five independent variables. For models 2–6 the interaction terms are shown, but the main effects are not included in Table 9.

5.2.4 Anglicism in Advertising

Hypothesis 1 predicted that the use of Anglicisms in advertising will increase Product Appeal. Hypothesis 1 was not significant ($\beta = 0.07$, $\rho = 0.38$). The use of Anglicisms did not have a statistically significant impact on the Product Appeal of the speakers.

5.2.5 Interaction Terms

Testing Hypotheses 2–6, we created a series of interaction terms. Coding the data for the regression analysis, the dependent variable was multiplied by the experimental condition Anglicism in the Advertisement: 0 for No Anglicism and 1 for Anglicism. We created a series of interaction terms by multiplying the independent variable Anglicisms in advertisement by the five other independent variables: Perceived Product Risk, Perceived Product Differentiation, Perceived Price Fairness, Perceived Product Globalness, and Perceived Product Modernity. In the Perceived Product Risk \times Anglicism (1) condition, all the observations were positive numbers (the product of the two variables), and in the Perceived Product Risk \times No Anglicism (0)

Table 8: Study 2 Stereo speakers. Means, SDs, correlations, and Cronbach's alphas on the diagonal.

Variable	Avg.	SD	1	2	3	4	5	6	7	8	9	10	11
1 Product appeal	4.8	1.2	(0.86)										
2 Product differentiation	4.0	1.5	.53***	(.94)									
3 Product risk	2.9	1.1	-0.11	-0.14	(0.78)								
4 Price fairness	4.3	1.3	0.52***	0.56***	-0.10	(0.93)							
5 Globalness	4.9	0.98	0.32***	0.17	-0.19*	0.36***	(0.76)						
6 Modernity	4.8	0.96	0.55***	0.50***	-0.24**	0.47***	0.44***	(0.74)					
7 Age	35	13	0.23**	0.31***	-0.10	0.22*	0.08	0.27**	NA				
8 Gender	1.4	0.56	0.20*	0.23*	-0.03	0.12	0.10	0.17	0.18	NA			
9 Education	4.9	0.95	-0.02	-0.01	-0.03	0.08	0.11	0.11	0.11	0.07	NA		
10 Income	2.7	1.5	0.08	0.13	-0.04	0.09	0.12	-0.01	0.37***	-0.07	0.30**	NA	
11 English level	4.3	0.85	-0.15***	0.16	0.11	0.10	0.11	-0.18	-0.48***	-0.20*	0.21*	0.01	NA
12 Anglicism	0.50	0.50	0.00	-0.08	0.18	-0.10	0.01	-0.13	0.00	0.02	0.10	-0.11	-0.15

N = 106, *p < 0.05, **p < 0.01, ***p < 0.001.

Table 9: Study 2 Stereo speakers. Standardized beta coefficients. Dependent variable = Product Appeal.

Independent variables	Std. beta coefficients
Anglicism in advertising (H1)	0.09
Perceived product risk	0.02
Perceived product differentiation	0.21*
Perceived fair price	0.27**
Perceived globalness	0.06
Perceived modernity	0.29**
Age	-0.06
Gender	0.07
Income	0.08
Education	-0.03
MODELS using interaction terms With only the interaction terms reported	
Anglicism X product risk (H2)	-0.61**
Anglicism X product differentiation (H3)	0.05
Anglicism X price fairness (H4)	0.03
Anglicism X product globalness (H5)	0.22
Anglicism X product modernity (H6)	0.27

$N = 106$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$. Adj. $R^2 = 0.45$, $F = 6.9***$.

condition, all the observations were zero (the product of the two variables). Then a series of multiple regressions was created to evaluate the influence of the interaction terms on Product Appeal.

5.2.5.1 Perceived Product Risk

Hypothesis 2 predicted the use of anglicism in advertising would reduce Perceived Product Risk leading to higher Product Appeal. Hypothesis 2 was significant ($\beta = -0.61$, $p = 0.02$) but in the opposite direction than it was expected. The use of anglicisms increased Perceived Product Risk but had not significant effect on the speakers' Product Appeal. An examination of the main effects for Perceived Product Risk (Table 9) shows no main effect ($\beta = 0.02$) between Perceived Product Risk and Product Appeal, indicating that for the total data set, as Perceived Product Risk increases, there is no impact on Product Appeal. Table 10 shows the mean values for each condition. In the stereo speaker data, the use of Anglicisms in the advertisement increased Perceived Product Risk from 2.74 to 3.13 but produced no significant change in Product Appeal, which increased marginally from 4.84 to 4.85. Interpreting the interaction coefficient can be confusing, but in the recoded data, the No Anglicism condition observations are 0, and the Anglicism condition observations are positive.

Table 10: Study 2 Stereo speakers. Mean values for Hypothesis 2.

	Perceived product risk	Perceived product appeal
Anglicism in advertisement coded 1, $N = 53$	3.13	4.85
No Anglicism in advertisement coded 0, $N = 53$	2.74	4.84
No Anglicism X risk	0	4.84
Totals	2.93	4.85

In other words, although Perceived Product Risk increased, Product Appeal was virtually unchanged, resulting in the negative standardized beta coefficient ($\beta = -0.61$, $\rho = 0.02$). This result is opposite that of the potato chips study, which showed a positive relationship.

5.2.5.2 Perceived Product Differentiation

Hypothesis 3 was not significant ($\beta = 0.05$, $\rho = 0.83$). The use of Anglicisms did not change the relationship between Perceived Product Differentiation and Product Appeal.

5.2.5.3 Perceived Price Fairness

Hypothesis 4 was not significant ($\beta = 0.03$, $\rho = 0.90$). The use of Anglicisms did not change the relationship between Perceived Price Fairness and Product Appeal.

5.2.5.4 Perceived Product Globalness

Hypothesis 5 was not supported ($\beta = 0.22$, $\rho = 0.62$). The use of Anglicisms did not change the relationship between Perceived Product Globalness and Product Appeal.

5.2.5.5 Perceived Product Modernity

Hypothesis 6 was not supported ($\beta = 0.27$, $\rho = 0.52$). The use of Anglicisms did not change the relationship between Perceived Product Modernity and Product Appeal.

6 Discussion

In Italy, the pervasive adoption of anglicisms in daily life (Boggio 2017; Coffey 2011; Pulcini 2023; Varga et al. 2011) and particularly the extensive use of anglicisms in advertising (Raedts et al. 2015; Vettorel 2013; Vettorel and Franceschi 2019) may affect consumers' product evaluations. Comparing Italian consumers' attitudes toward two search products in conditions of print advertisements with or without anglicisms, we found that anglicisms significantly altered the relationship between Perceived

Product Risk and Product Appeal for the two products examined, but in opposite directions. For potato chips, a convenience product, the use of Anglicisms in advertising decreased Perceived Product Risk, increasing Product Appeal. In contrast, for stereo speakers, a shopping product, the use of Anglicisms in advertising increased Perceived Product Risk, without changing Product Appeal.

One explanation for these divergent results could lie in the search product type. Convenience goods are typically inexpensive, quickly consumed, routinely purchased, low risk purchases, with minimal time commitment required for the purchase decision (Holton 1958; Solomon 2018). In contrast, shopping goods are purchased less frequently, involve higher investment and more extensive decision-making processes, and are riskier product purchase decisions (Kotler and Keller 2012; Murphy and Enis 1986). Such a distinction suggests that while anglicisms in advertisements may decrease the perception of risk for convenience products that are low-investment, e.g. potato chips, they may increase the perception of risk for shopping products that usually require higher investment, e.g. stereo speakers. This contrast could be attributed to the inherent level of convenience risk in different products that refers to consumers' perception that they need to spend relatively more time and effort to accustom and adjust to the product prior to its usage (Chang and Chen 2008). Thus, anglicisms could reduce even further the convenience risk of ready-to-consume products, but exacerbate such perception for products that require more convincing. Nevertheless, since product risk comprises several different components, such as financial risk, product quality risk, return policy risk etc. (Kaplan, Szybillo, and Jacoby 1974; Tham et al. 2019), future research can further distinguish which specific type of product risk anglicism might have an effect on.

An alternative explanation may be related to cultural specificity. To explicate, Italians cross-generationally place a profound emphasis on food, which is central to social interactions (Harper and Faccioli 2010). This cultural peculiarity may create positive affective reactions in the face of a commonly consumed product, i.e. potato chips, in gatherings amongst friends and family, the use of anglicisms could potentially foment more of such positive associations by reducing psychological risks related to unmet expectations of the product. However, the attitudes towards technology might present significant generational differences and can be highly individual (Zambianchi, Rönnlund, and Carelli 2019). For example, a study revealed that Italian consumers view mobile phones not just as communicative tech products but rather as a way to express identity and social belonging (Petruzzellis 2010), suggesting that inserting anglicisms in tech products such as stereo speakers could impact the affective connections with the tech product or brand. However, this alternative explanation is only a speculation, further research may better control for the cultural, individual, and affective factors for a more nuanced understanding.

There are concerns regarding whether comprehension of anglicisms could affect the results of language choice in consumer attitudes, as it can be the case in studies using a foreign language (Gerritsen et al. 2010; Hornikx, van Meurs, and de Boer 2010; Van Hooft, Van Meurs, and Braaf 2021). However, we argue that it is unlikely in the case of this research using anglicisms, for anglicisms are words that are incorporated in the daily vernacular without posing comprehension issues even to monolingual nonnative-speakers of English (Filipović 2000; Fischer and Pułaczewska 2008; Sokolova 2020). Also, even if comprehension of anglicisms were an issue, we would have observed a general difference between the two advertising conditions of with and without anglicisms, but this is not the case in this research specifically. Nonetheless, we do acknowledge that comprehension of anglicisms in non-English-speaking consumers might be a potential issue, we encourage future research to better control this factor.

Regarding the other dependent variables, we hypothesized anglicisms in advertisements would alter the relationship between Perceived Product Differentiation, Perceived Price Fairness, Perceived Product Globalness, Perceived Product Modernity and Product Appeal. Contrary to our initial predictions, the results of the two studies involving potato chips and stereo speakers showed no significant effects of anglicisms on those variables. While these results may be in misalignment with some previous research comparing English versus local language in advertising (Hornikx, van Meurs, and de Boer 2010; Micu and Coulter 2010; Santello 2015), they do seem to align with others that reported no significant differences of language choice (Gerritsen et al. 2010; Van Hooft, Van Meurs, and Spierts 2017; Van Hooft and Troung 2012). There could be several reasons why we did not observe effects for these variables, the first could relate to the integrated nature of anglicisms in the local language, making the linguistic contrast less stark compared to using a different language. A second speculation might be that these variables are moderated by broader perceptions of quality (Zhao et al. 2022), which render them more stable from product feature changes in advertisements. A third reason might be due to specificity of the Italian consumer market, which has rarely been explored by previous studies on language choice. Nevertheless, the null results of anglicisms on these variables but not Perceived Product Risk indicate that their effect on risk may operate in an independent mechanism, factoring out influences from price, modernity etc. We suggest future research to build upon this research either within Italy, considering regional differences as well as a wider range of products, or expand our findings to other less explored markets around the world.

7 Implications

The findings of this study offer both theoretical and practical implications for the field of marketing and consumer psychology. Theoretically, it underscores the importance of language choice in advertising. More specifically, the insertion of anglicisms in print advertisements can alter perceptions of risk, leading to variations, depending on product type, of evaluations of product appeal for Italian consumers. The finding that anglicisms in print advertising can alter consumers' risk perception is consistent with the broader psycholinguistic literature on how perceived risk is susceptible to linguistic manipulations such as changing the modality of language (Geipel et al. 2023), using artificially voiced language (Hasan, Shams, and Rahman 2021), and comparing native and foreign languages (Hayakawa et al. 2019; Keysar, Hayakawa, and An 2012). Practically, these insights are valuable for marketing strategies, emphasizing the need for marketers to consider linguistic nuances and product-specific characteristics when incorporating language choice into advertising. For both local and global brands, this means tailoring their advertising content to resonate with the cultural and linguistic sensibilities of different markets. Conclusively, this study not only broadens our understanding of the complex dynamics in advertising but also serves as a critical reminder of the power of language in marketing.

8 Conclusions

This study investigated influence of anglicisms in print advertising on consumer attitudes in Italy, focusing on two search product, i.e. potato chips (convenience product) and stereo speakers (shopping product). Our findings reveal an intriguing interplay between anglicisms and consumer attitudes, particularly Perceived Product Risk. Such interaction can depend on product type, i.e. while for a convenience product, the use of anglicisms decreased Perceived Product Risk, increasing Product Appeal, for a shopping product, anglicisms increased Perceived Product Risk, without affecting Product Appeal. The null interactions between anglicisms and other attitudes such as Perceived Product Differentiation, Perceived Price Fairness, Perceived Product Globalness, and Perceived Product Modernity suggest an independent mechanism between language choice and risk perception in marketing. Further research is strongly encouraged to build upon and extend these findings by adopting a wider range of products and markets.

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