Title : Consumers' Perceptions on the Use of Code-Switching in Product Advertisements

Author(s) : Nur Najihah Ahmad Nasrulddin

Institution : Faculty of Languages and Communication, University Sultan Zainal Abidin

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CONSUMERS' PERCEPTIONS ON THE USE OF CODE-SWITCHING IN PRODUCT ADVERTISEMENTS

BY:

NUR NAJIHAH AHMAD NASRULDDIN

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Chapter 1: Introduction

1.1 Introduction

This section starts with the background of the study and the problem statement, which describes the purpose of the study related to the perspectives of the consumer on the use of code-switching in product advertisement. This chapter also includes research aims, research questions and the significance of the study.

1.2 Background of Study

In this modern digital era, advertisement has become vast and the advertisers have become more creative in creating more appealing and high-impacted advertisements for the audience. Advertisements are always used in promoting a product, informing the audience on its newly released product, influencing the audience on how good a product can be and many more. As Sajib (2020) mentioned, advertisements have become inseparable parts of human life. They are presented in many forms, virtually or physically, like visual media advertisements, audio advertisements, posters, billboards, the internet, magazines, newspapers, and newspapers.

Rogers (1914, cited in Sajib, 2010) stated that since its introduction in the early 19th century, advertisement poster is also considered as one of the most straightforward channels to connect with mass people. It makes more companies or businesses see the advertisement as the best way to deliver the messages and reach their stakeholders. Hence, to create those kinds of advertisements, some elements must be considered to make sure the advertisements are appealing enough to catch the audience's eyes. Based on Vestergaard and Schrøder (1985, as cited in Zhiganova, 2016), advertisers use language resources to attract people's attention and

persuade them to act as consumers. Thus, it includes using different word choices and word styles, especially code-switching and code-mixing, to achieve its objective, influencing the audience to change their behavior and perspectives. This phenomenon leads the researcher to find out how code-switching has created impressions or perspectives by the consumers.

1.3 Problem Statement

Malaysia is a multi-racial country that has multi races living in this country. Even the Malay language has become the national language in this country. Malaysians from other races like Chinese, Indian, Javanese, and many more mostly use different languages based on each race to speak among them, whether with their family, friends, or relatives. Hence, English language has become the most used language in interracial interactions as English language is the second language that Malaysians mostly used in daily conversation. In conjunction with this situation, when speaking English, most Malaysians use code-switching or code-mixing in their conversations. While other researchers believe that code-switching is a sign of lacking language knowledge, others suggested that code-switching is a supplementary resource for achieving particular interactional goals with other speakers (Ismadi et al., 2021).

As a second language learner who is practicing code-switching in daily life, the researcher has seen an advertisement by Perodua on the billboard and it contains intra-sentential code-switching (*Lagi* Best! *Myvi Baharu Kini di Perodua*.). Regardless the graphic and the color used in the advertisement, the researcher feels like that advertisement attracts the consumers more as the word 'best' is so common in daily conversation among the Malaysians. So, in terms of product advertising, the audience may not be given too much attention as some do not understand the words or are not familiar with the words presented in the advertisement. Hence, the researcher assumes some perceptions that the consumers may have over the code-switched

advertisements from some experiences talking with the researcher's friends; code-switching is helping them in getting the message delivered well. As a result, this study is conducted to determine the consumers' perspectives over these kinds of advertisements.

1.4 Research Aims

This research aims to discover the consumers' perceptions on the use of code-switching in product advertisements and investigate the relationship between code-switching in product advertisements and consumers' attitudes toward it.

1.5   Research Questions

The researcher has produced the research questions to achieve the aim of the research and the research questions are as below:

1.5.1   What are the perceptions of consumers on the use of code-switched product advertisements?

1.5.2   What are the consumers' perceptions on the use of code-switching in product advertisements towards their purchasing behavior?

1.6   Significance of Study

The result from the study hopefully will ease the company and the stakeholders to interact through the advertisement. Plus, the study shall expose everyone to how important code-switching is in making the message delivered effectively. In addition, the researcher hopes that the findings will benefit other researchers who are carrying out the exact scope of the study. The study of consumer perspectives should be from the latest source as time may change one's thoughts and stance and knowing the latest perspectives of the consumers is important to conduct the exact scope of study deeper.

Chapter 2: Literature Review

2.1   Introduction

This section discusses about the definition of terms, the past studies' reviews related to the topic, as well as the theoretical framework.

2.2   Code-Switching

2.2.1   Definition

According to Grosjen (1982, in Ismadi et al., 2021), code-switching is the use of two or more linguistic varieties in the conversation which is in bilingual community. The change of two or more languages can be seen in the daily conversation of bilingual community. It is a process in which the speakers, who are in bilingual community shift from one language into another language with the same setting. Code-switching or inter-sentential code-alternation can also happen when a bilingual speaker uses more than one language in a single utterance above the clause level to appropriately convey his/her intents (Monica, 2009, ac cited in Saputra 2018).

2.2.2   Types of Code-Switching

Saputra (2018) relates the types of code-switching in the article with the three types of code-switching that are suggested by Poplack (1980). Poplack describes three main types of code-switching, which are tag-switching, inter-sentential and intra-sentential code-switching. As it is written in Saputra, tag-switching is simply the insertion of a tag in a language during an utterance which is fully in another language. For instance, 'you know, kan?' This tag, because it

is syntactic nature of tags, it can be placed in many different place in an utterance without damaging the syntactic order.

The second type of code-switching is inter-sentential code-switching which it happens when the switching involves at sentential boundaries where one clause or sentence is in one language and the next clause or sentence is in one language and the next clause or sentence is in the other (Al Heeti & Al Abdely, 2016). In the article, Al Heeti and Al Abdely (2016) also highlight the example of inter-sentential code-switching between Malay and English – *Itula. Mama dah agak dah. Adik ni demam ni.* Pity you. Your voice also different already. In this example, it shows on how inter-sentential code-switching is used by the speaker, in which one clause or sentence is in one language and the next clause and sentences is in other language.

Lastly, another type of code-switching is intra-sentential code-switching. It works when the code-switching occurs inside the same clause or sentence that contains elements of both languages (Poplack, 1980, as cited in Saputra, 2018). An example of intra-sentential code-switching can be cited by the one given by Poplack (Al Heeti & Al Abdely, 2016): Sometimes I will start a sentence in English **Y termino en espanol** (translation: sometimes I'll start a sentence in English and finish it in Spanish).

2.3   Advertisements

2.3.1 Types of Advertisements

Shoukat (2019) finds advertising in Pakistan has started since the independence in 1947. During that time, there had been very few mediums of advertising for local population only. He states that the advertising industry in Pakistan that were available at that time were mostly newspapers, magazines and digests. In 1655, word advertising has been used for the first time in the Bible in

the printed form or oral. The most essential method used by media in advertising the advertisings through print ads by word and images. In another research, Saputra relates types of advertisements in television, radio, newspapers, magazines, print ads, and product ads. Television-mediated political campaign ads and commercial advertising also have become a part of our everyday lives and affects our behavior (Saputra, 2018).

2.4 The Use of Code-Switching in Advertisements

Code-switching has been examined its functions through linguistic perspectives as it has many reasons for how it is used. Not only code-switching is used in the conversation, it has also been used in the media, especially in advertising industry. In many past researches, the researcher finds that the functions of code-switching can be examined through the functions of code-switching proposed by Appel and Musyken functional model of code-switching (2006) and functions of code-switching. Appel and Musyken (2006) state that code-switching is used to achieve different functions in social interactions and they also have suggested that there are six functions of code-switching as listed below:

- Referential

- Directive

- Expressive

- Phatic

- Metalinguistic

- Poetic

Meanwhile, Malik (1994) has listed ten reasons of the use of code-switching in his theory and some of the reasons of code-switching is used and relate to the present work are to address different audience, to show identity with a group, to amplify and emphasize a point and also to attract the audience's attention. Thus, Hoffamn (1991, as cited in Al Heeti & Al Abdely, 2016) suggest that the biggest reason for code-switching is to obtain effective communication between the speaker and the audience. Hence, Al Heeti & Al Abdely (2016) conclude that people code-switch from a language to another language in various purposes, depending the situation within the purpose as well.

In this study, the researcher will focus on the use of code-switching in advertisements while referring to the past studies from other authors. Generally, advertisements are presented to catch the eyes of the audience so that they will give their attention to what media want to convey to them. Based on Gocheco (2013, quoted by Saputra, 2018), the use of code-switching in television-mediated political campaign ads (TPCA) can be concluded as a deliberate action to enable the strategy of a political discourse. It is to construct social identities the audience can with voters in favor of the candidate. Another view from Dayag (1999) in Saputra's study, through its observation on print ads with code-switching, Dayag finds that English dominated the print media while Filipino has greatly conquered in broadcast media. There is also an involvement of the syntactic-pragmatic feature of code-switching in print ads in the national broadsheets.

Hence, by utilizing other linguistics elements like code-switching in the advertisements, it will be more eye-catching and attract the audience's attention more as there is a difference in one's advertisement among the other and this, has made the code-switched advertisement looks trendier. As Leung (2010, as cited in Hsu, 2013) opinionates, mixing simple English vocabulary

is regarded as a trendy fashion that appeals to trendy fashion that appeals to young people and that conveys a sense of cuteness, loveliness and originality. Mixing English for global advertising strategy is seemed to be more appealing among the young people in Hong Kong, Germany, and Japan.

2.5   Past Studies on Consumers' Perspectives on the Use of Code-Switching in Advertisements

The researcher has reviewed previous literature that relate to perspectives on code-switching used in the advertisements. Five previous studies include Zhiganova (2015), Sajib (2020), Mainake (2021), Sulaiman et al. (2013) and Hsu (2013).

First, the study from Zhiganova is about the increasing role of code-switching to English in the context of global transformations and focuses on its symbolic usage in German advertising discourse. The findings of this study has shown that code-switching to English is considered a complex phenomenon that contains positive and negative views. The survey in this study has revealed that the general perception of the English-inserted element in the advertisement is negative. Majority of the respondents opinionate that it is possible to use their native language to convey the same meaning without shifting the words into another language or code-switching.

Another study from Sajib (2020) highlights the purposes of code-switching in advertisement posters. From the sociolinguistic perspectives, the researcher tries to explore the relationship between language choice in the poster advertisements and the consumers' attitudes toward it. From the findings of this research, it shows that the purposes of Bangla-English code-switching are varied and these include the communication, lack of terminologies and drawing consumers' attention purposes. In the study, it also states that most of the participants agree that

the use of code-switching in posters for product advertisements is a successful communication among the manufacturer, supplier and its other stakeholders.

Moving on to the third study, which is written by Mainake (2021). Mainake's study is highlighting the public perspective on code-switching in food advertisements and the impacts towards the public interest of purchasing the products. The author also reveals on how important code-switching in ensuring the efficacy of code-switching in TV advertisements for English as a foreign language learners' vocabularies acquisition and sustainment. Through the findings, it reveals that its result supports the previous study by Da Silva (2014) and Sintya (2017) as to acknowledge that code-switching is one of the contributions to the current status of English language as a global language and a language of prestige in marketing field.

Meanwhile, in the study that has been conducted by Sulaiman et al. (2013), it discusses about the attitude of local students towards the code-switched advertisements, the reasons behind the perceptions and the impact of this kind of advertisements on its persuasion level. From the results, it shows that the respondents give positive perceptions towards code-switched advertisements. It also stated that code-switching in advertisements is a good marketing skill as it has the persuasive element and it is seen as effective, influential and creative idea. This can be proved by the statistical data obtained from the results, which states that majority of the respondents agree with the mentioned statement.

Lastly, a study that Hsu (2013) carries out is related to the investigation on public's attitudes towards English mixing in advertisement through socio-psychological views. The data has been collected by the questionnaire survey and its results indicate that English-mixed advertising copy are received in a positive way and the mixed-language copy is more acceptable

than monolingual English copy. This statement can be proved with the high percentage of the respondents' acceptability towards the mixed-language in the advertisements.

2.6 Theoretical Framework

To study the perspectives of the consumers on the use of code-switching in advertisements and its influence towards their purchasing behavior, Giles and Ogay's communication approach theory constructed the theoretical framework for this study. The researcher uses this theory as its rationale is to explore the various ways in which people accommodate the communication, whether to create, sustain or decrease social distance in interaction. As it is stated in the theory, language remains a central focus of the theory but other communicative symbols and linguistics features that people use to signal their identities can also be understood from CAT (Giles & Ogay, 2007).

2.6.1. Communicative Approach Theory

This theory introduced by H. Giles and T. Ogay to provide a wide-ranging framework that is used to predict and describe many of the adjustments individual made to build, sustain or reduce social distance in interaction. Giles, Mulac, Bradac, & Johnson (1987) also stated that this theory, CAT, has undergone several conceptual refinements and theoretical explanations that related to speech and also the nonlinguistic elements. For this study, the researcher will analyze the data by relating this framework to answer the second research question.

2.7 Summary

By looking into the previous literature on the perspectives of the use of code-switching in the product advertisement, the researcher opinionates that the perspectives of the consumers will be a great issue to study and discuss on. Hence, the researcher hopes that this study will be benefited to other researchers to explore and dive into this issue deeper.

Chapter 3: Research Methodology

3.1 Introduction

In this chapter, it contains the methodology that the researcher will use for the study. It consists the research design, sampling type and research method, research procedure, data analytic approach and ethical issues. The aim of the study is to discover the consumers' perceptions on the use of code-switching in product advertisements. The research questions are 1) What are the perceptions of consumers on the use of code-switched product advertisements? and 2) What are the consumers' perceptions on the use of code-switching in product advertisements towards their purchasing behavior? Hence, to answer these questions, the researcher decides to use quantitative as the research approach through a survey.

3.2 Research Design

This study will use quantitative approach and the research will utilize survey as the research design.

A survey is a systematic method to collect information from a sample for the purposes of constructing quantitative descriptors of the attributes of the larger population of which the entities are members (Groves et al., 2011). Survey research design involves the use of

standardized questionnaires or interviews that aims to gather the data regarding people, their demography background, thought, and behaviors in such a systematic order. Looking back a little bit into the history of how survey has been conducted, survey was pioneered as a formal research method in t930-40s by a sociologist name Paul Lazarsfeld. During that time, survey has been used to examine the effects of the radio on political opinion formation of the United States. Since then, this method has become a very popular method for quantitative research in the social sciences.

For this study, the researcher has looked at one of the related studies as her reference. The study that has been done by Jia-Ling Hsu (2013) on English Mixing in Advertising in Taiwan: A Study of English-literate Readers' Attitudes. In that study, Hsu has utilized the survey on the participants to see the attitudes and the acceptance of the participants on the use of English mixing in the advertisements. The corpus data of this study has drawn by distributing the survey through the form of questionnaires. Hence, for this study, as the researcher wants to focus on the perspectives on the use of code-switching in advertisements, survey is deemed to be the best research design for this study to answer the questions on the perspectives of the consumers towards the use of code-switching in the product ads.

3.3   Sampling

3.3.1   Convenience Sampling

For the sampling, the participants will be selected through convenience sampling, which it can be defined as the method that the researchers will collect the research data from a simple available pool of respondents. This sampling is common used by the researchers as it is simple, which is uncomplicated and economical. Based on QuestionPro website, it is said that in many cases,

members are readily approachable to join as the sample. In probability sampling, each element in the population has a known nonzero chance of being selected through the use of a random selection procedure (Lavrakas, 2008).

For this study, the researcher intends to choose convenience sampling as the researchers will target to choose the students from Bachelor of English with Communication as the students are the researcher's friends which it means the data can be obtained conveniently. It is estimated that 70 participants will be chosen as a target sample for this study. Even so, the researcher will gather 10 participants extra for the backup participants if there is any withdrawal from the reserved participants.

3.4   Research Method

Research method is the tools that will be utilized to get the data or information for the study. There are many examples of research method and 3 most common methods are interviews, questionnaire and observation. To get the data for this study, the researcher will use questionnaire that will consist two different types of questions which are multiple choice questions and Likert scale questions.

3.4.1   Questionnaire

This study engages with a questionnaire that contains several types of questions. By using the questionnaire, it can cover a large group, thus it fits the research approach of this study which is quantitative. The researcher will select the participants who are the research classmates to answer the questionnaire. However, before that, the participants will be required to sign the consent from that will be prepared by the researcher. The researcher will utilize Google form to create the consent form and the questionnaire and the link will be distributed through the social media

which the researcher can reach the participants. The language of the questionnaire will be in both languages, English and Malay languages.

The questionnaire will be divided into three parts:

i) Demographic information of participants

ii) The perception of the consumers towards the use of cod-switching in the product advertisement shown in the questionnaire.

iii) The consumers' perceptions on the use of code-switching in product advertisements towards their purchasing behavior.

The first section will be about the participants' demographic questions such as their gender, age, level of education, occupation, and dialects spoken at home. The second section will find out what are the perspectives of the participants when they see the advertisements that contain code-switching. Then, the third part aims to see the perceptions the consumers on the influence of code-switching in the ads towards their purchasing behavior. Also, in order to obtain the data on their perceptions towards code-switched advertisements, this study is suggested to be based on the Markedness Model proposed by Myer-Scotton (1998).

3.5 Research Procedure

This study will be carried out for 14 weeks. This particular period is chosen as it will cover one full semester in an academic year.

In preparing the questionnaire, the researcher will collect three product advertisements that use code-switching from the Internet and television. The researcher will carefully choose the advertisements that only contain code-switching to relate the research aim of the study. As similar as in the past research from Jia-Ling Hsu (2013) on English Mixing in Advertising in

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Taiwan: A Study of English-literate Readers' Attitudes, in each section of the questionnaire, there will be ten questions composed to find out the perspectives of the participants when they are given the pictures of ads. Before the participants answer the questions in the questionnaire, they will be given three pictures of ads, along with the questionnaire. They will have to look at the pictures and compare among the pictures to answer the questions provided.

However, to carry on this questionnaire, the participants will be asked for their consent to allow the researcher to use their information for research purposes. If they agree, the researcher will let them to answer the questionnaire in the Google form stated previously. To start answer the questions in the questionnaire, there will be some information related to this study and the researcher and the duration for the questionnaire is available will be stated at the beginning of the questionnaire. The participants will be approached by the researcher through the message that will be sent by the researcher in the Whatsapp's group. Even the link is distributed in the Whatsapp's group, the survey will be conducted on a personal basis, in which the respondent will have to answer the questionnaire individually.

Each participant will be given three days from the day the questionnaire is distributed to them and the participants who send the questionnaire will be recorded while for the participants who are no submitting their response, the researcher will directly reach them to get the data from them. If there is any participant decline to give the cooperation to answer the questionnaire, the researcher will respect their decision and will delete the data if they have provided. All of the questions in the Google form will be set as required questions to be answered so, the participants will not miss any question in the questionnaire. During the distribution of the questionnaire, if the participants do not understand the questions asked, they are allowed to contact the researcher

for detail explanation. After the distribution of the questionnaire, the data will be analyzed and will be presented through a statistical analysis.

3.6   Data Analytic Approach

The analysis of the data in this study is a survey study design or quantitative approach. This study utilizes statistical analysis in its data analytic approach. According to Ali & Bahskar (2016), statistical methods involved in investigating a study which includes planning, designing, collecting the date, analyzing the data, giving out meaningful interpretation and disclosing the findings of the research. The researcher will analyze the questionnaire using statistical analysis based on Communication Approach Theory (CAT) to analyze the consumers' perceptions on the use of code-switching in product advertisements and the relationship between code-switching in product advertisements and consumers' attitudes toward it.

3.7   Ethical Issues

To conduct a research, one must take ethical issues as essential matter as if a researcher does not take it seriously, the researcher may violate the trust from the participants and the ethics of research. Thus, according to Committee on Publication Ethics (COPE), good research must be appropriately designed and ethically approved. This can be relate with the ethic of research which is to make sure all contributors including the participants of the research agree to give out their information and will be used in conducting this research. As the researcher adopts survey through a questionnaire, it is an obligation for the researcher to ask the participants their permission to utilize the obtained data for the study purpose.

3.8   Conclusion

In a nutshell, this study is a quantitative study that adopts survey as the research design and will utilize questionnaire as the tool of gathering the data. Plus, the research procedures and data analytic approach have been mentioned and the ethical issues in this study has been highlighted.

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