



Palestine Polytechnic University

College of Administrative Sciences & Informatics

**Effect of using English language in printed advertisements on
consumer's attitudes and intention to buy.**

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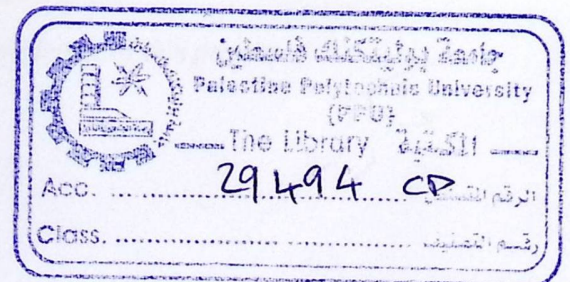
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Contemporary Business Administration at Palestine Polytechnic
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Dedication

To our beloved parents Who set us on the path ..
To every student seeking knowledge to illuminate the path ..
To the souls of our courageous martyrs ..
To those awaiting daybreak anew ..
Our intrepid prisoners ..
To our lasting classmate companions ..
To everyone who participated in the success of this scheme
Dedicate you this research ..

Thanks

Heartiest gratitude & thankfulness

*To all head staff and staff members of the educational faculty
In the College of Administrative Sciences and Information system
In the Palestine polytechnic university*

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*In recognition of her eminent patronage and attentive supervision of the project
And all thanks and appreciation to all
Who supported and contributed to the completion of this project*

Abstract

Using printed advertisement to promote products is popular marketing technique. However, This study aims to examine the effects on consumers' attitudes and intention to buy, by changing the ad's language from Arabic to English among university students in Palestine. This study of a particular significance; since it is a start point to increase the awareness of effects using English language texts in advertisements on consumers' attitudes and intention to buy. The researchers employed causal-effect experiment approach to uncover the changes of consumers' attitude toward the product, the ad itself and intention to buy. The researchers affect their consumers' attitudes toward the product and the ad and intention to buy. Further research is required to obtain a better understanding of English language use within ads effects on consumers attitudes and intention to purchase in Palestine.

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Chapter 1: General Framework of the Study

1.1 Introduction:

A long time ago Peter Drucker, the father of business consulting, made a very profound observation that has been lost in the sands of time: “Because the purpose of business is to create a customer, the business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business.” (Drucker, 1997)

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself. (Drucker, 1997) The term marketing mix is based on understanding how to position your market offering by marketing. The right product in the right place, at the right price, and the right time, and with the right time comes the right promotions and the communication processes with customers. (Borden, 1964)

Therefore, when we talk about a successful company we need to reach a response and actions with the existed and potential customers. That is why we think it is important to learn how to master the use of these marketing methods and communicate effectively with customers.

Communication is the “passing of information, the exchange of idea, or the processes of establishing a commonness or oneness of thought between a sender and the receiver” (Wilbur Schramm, 1955). Recently researchers have found that the communication process is often a very complex process but success depends on factors such as the nature of the message, the audience’s interpretation of it, and the environment in which it is received. The receiver perception of the source and the media used to transmit the message may also effect the ability to communicate, as do many other factors. Words, pictures, sound, colors may have different meaning to different audiences, and people’s perception and interpretation of them vary (Belch and Belch, 2015).

Effective communication is critical to any organization and can help it in many ways. In fact, communication plays a role in product development, customer relations, and employee management - virtually every facet of a business' operations. (Leigh Richards, 2015). “The sales effect refers to the assessment of the capability of advertising to affect the sales volume

and/or the market share, regardless of the possible influence of other variables". As we know the most important thing to profitable companies is to increase their revenues by increasing the sales, and advertising could do such a thing (Batra, 1995).

Marketers must understand the different meanings that words and symbols take on. In addition, they must understand how they influence consumer's interpretation of products and messages used in the communication processes. As we mentioned one element of the marketing mix is promotions and one basic component of promotions is advertising. Advertising uses different mediums to reach customers such as radio, TV, and magazines and newspapers. Printed advertising have the aim of informing and influencing the customer attitudes and behaviors as any other form of advertisements (Kusmaul, 2012).

As far back as Ancient Egypt, advertising has served a critical purpose in the business world by enabling sellers to compete effectively with one another for the attention of buyers. Whether the goods and services companies provide are a necessity, a luxury or just a bit of whimsy, you cannot rely on a one-time announcement or word-of-mouth chatter to keep a steady stream of customers. A strong commitment to advertising is as much an external call to action as it is an internal reinforcement to your sales team (Hamlett, 2015).

With the rapid growth of awareness of the importance of this tool, advertising has shown in the last decade that it now plays a significant role in today's high competitive markets. In fact, it is actually brand building through effective communication and essentially a service industry (Saxena, 2009).

The language of a text used in an advertisement is one of the major barriers to effective communication. While we want to examine the nature of customers' attitude towards a product, we also want to know how the customer will respond to the advertisement itself.

Measuring the impact of foreign language used in the text of an advertisement on respondents, known as identifying relationships between specific controllable variable, the language, and outcomes or response variable, which is the attitude. This approach is known as the cognitive response approach, and has been used for many years by researchers to study the receivers' response to marketing communications (Blech and Blech, 2015). Whorfian

also talked about the importance of language on consumers attitude and argues that languages affects ones interpretation of the world around us (Whorfian, 1991).

In today's dynamic and competitive markets, we need to incorporate the effective use of the advertising science. Advertising researchers argue that it is difficult to find an international measurement of the effectiveness of the advertisement contributions. Some literatures (Moingeon, 1993), were based on basic models for evaluating advertisements effectiveness such as the dichotomous model. The dichotomous model applied mainly in product and brand advertising, tending to isolate and evaluate separately the following: sales effect and communication effect (Corvi and Bonera, 2010).

Advertisers should be concerned with how advertising works and affects consumer's attitude, in order to formulate more effective advertising strategies. The first formal advertising model was probably AIDA (Lewis, 1998). The AIDA Model identifies the cognitive stages an individual goes through during the buying process for a product or service. It is a purchasing funnel, which buyers go through to support them in making the final purchase decision (Hanlon, 2013). Many studies discuss different types related to the hierarchy of effect models made by researchers such as (Bary and Hawward, 1990). Recently, modern researchers have been critical about the hierarchy models (Vakratsas and Ambler, 1999). The implication of these criticisms is that marketers now pay more attention to the experience of cognition and its effect as an important variable that advertising may affect. Moreover, other researchers supported the models saying it is important in order to predict customers' responses despite their limitations. (Peter and Oslon, 2015)

In our case, in Palestine, when we tried to obtain local studies on the effects of using a foreign language in printed advertisements on customers' attitude, we were unable to find any related material. Even though public organizations and private companies here have been using advertising methods through different mediums such as printed advertisements, on the radio and TV, there has not been research into the topic, which makes our study the first of its kind in Palestine or maybe even in the Middle East.

Advertisers should engage in research and analysis to better understand how advertising and other forms of promotion effectiveness (Belch and Belch 2015). We will study the effects of changing an advertisement's language from a local language, in our case Arabic, to

English, on their attitudes and intention to buy. This is hopefully lead to companies making the right and desired marketing communications goals.

We want to investigate what will occur if we change the advertisement's language, from Arabic to English. Will this affect the consumers' attitude toward their intention to purchase? What is the effects on consumers' attitudes towards the product and the advertisement? Will there be gender differences in the outcomes? These are all questions we seek to answer through our research.

1.2 Research Problem:

After understanding the fact that advertising has an impact on consumers' attitudes (Rai, 2013), perception and image to the product (Kirmani, 1990) and intention to buy (Polly and Mittal, 1993) we decided to investigate this further.

We found a high number of papers that study the impact of advertising effects on attitudes in marketing strategies internationally. However, it was difficult to find any related studies in the Palestinian context, which made this topic even more interesting for us to study.

English language in product advertisements in non-English speaking countries in Western Europe is does not affect customers, although Gerritsen et al., mention in their study, that using French language in advertisements gives the product charm in the mind of non-French speaking countries' customers (Gerritsen et al, 2010).

As marketing researchers say, advertisers should not assume a particular sequence of responses but, rather, engage in research and analysis in order to better understand how advertising and other forms of promotion may effect these intermediate variables in various product-market situation (Belch and Belch, 2015).

We are aiming to answer the following questions after finishing with our research:

- Would intention to buy the product will increase if expose an in a language?
- Will consumers' product if they in foreign language?

1.3 Research Objectives:

The current study aims at studying the effect of using English as a foreign language in print advertisements on the attitudes and buying intention of consumers in the local market. More specifically, the current study examine whether using English as a foreign language in advertisements will lead to a change in consumers' attitudes toward the ad itself, the advertised product, as well as their intention to buy it.

Furthermore, the current study examines whether respondents' attitudes and intention to buy would be affected by their gender.

1.4 Research Importance:

This research project aims to help local marketers who have been already using foreign languages in printed advertisements, to understand the effects of doing so on customers' attitudes towards the advertisement, product and their intention to buy.

By doing the study we will be able to contribute to materials on this subject in the Middle East, increase marketing managers' awareness about the effects of changing an advertisement's language on consumers' attitudes toward the product, as well as investigate the impact of an advertisement on intention to buy. This study will help marketing managers allocate proper budgets to advertising and add value to advertising in Palestine overall.

From our results we hope to highlight the importance of our because of the lack of research studying this subject in the Middle East. Our research is therefore particularly important, as it is the first study of its kind in Palestine and even the Middle East.

We aim to help companies obtain a better understanding of consumers' attitude toward products, the ad and their intention to buy so local marketers will have the ability to use advertising effectively.

1.5 Research boundaries:

Place: Palestine Polytechnic University (Hebron), Hebron university (Hebron) students to survey.

Time: the first and second semester of the year 2015-2016

Human boundaries:

two members on the team and one teacher from Palestine polytechnic university

1.6 Work plan chart:

In the first semester, we are going to finish the first two chapters

-Chapter one: General framework of the study

-Chapter two: Theoretical framework

Then we are going to finish the last three chapters in the second semester

-Chapter three: Method and procedures

-Chapter four: Results

-Chapter five: discuss the findings and recommendation.

The following chapter is discussing the context and theoretical framework to our study.

Chapter2: Theoretical Framework

2.1 What is Marketing?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society (AMA 2013). The Chartered Institute of Marketing (CIM) defines marketing as: 'The management process responsible for identifying, anticipating and satisfying customer requirements profitably.' Marketing is therefore about finding and keeping customers.

Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging values with others. It is the process through which companies create value for customers and build strong customer relationships in order to capture value from customers in return. (Kotler and Armstrong, 2010). Marketing is the management process for identifying, anticipating and satisfying customer requirements profitably (The Chartered Institute of Marketing). The CIM definition of marketing looks at not only identifying customer needs, but also satisfying them in the short-term and anticipating them in the future and long-term retention. The definition also states the importance of the process of marketing and marketing objectives and outcomes. The right perspective is to view content marketing as an important component, one of several, of the third element of marketing mentioned. (CIM, 2012)

As Chief Marketing Officer and marketing leaders look that, companies can be guided by these principles:

- Implement formal and ongoing customer and buyer research to gain a deep and profound understanding needed ???
- Gain the right level of insights needed to be the guiding voice to product and/or service development on how to fulfill the goals and needs of buyers

- Develop a multi-channel communications and information-provisioning plan, which encourages dialogue with buyers and makes the brand fulfillment promises self-evident (Zambito, 2013).

2.1.1 Marketing History and Growth

The history of marketing involves discussing the theories of marketing since the beginning of its establishment as a science, from the ancient world. It is hard for many to believe, but when compared to economics, production and operations, accounting and other business areas, marketing is a relatively young discipline, having only emerged in the early 1900s. Prior to this time most issues that are now commonly associated with marketing were either assumed to fall within basic concepts of economics such as price setting, which was viewed as a simple supply and demand issue. Advertising was developed by 1900 but was simply not explored, as well as topics like customer purchase behavior and the importance of distribution partners.

Led by marketing scholars from several major universities, the development of marketing was in a large part motivated by the need to dissect in detail the relationships and behaviors that existed between sellers and buyers. In particular, the study of marketing led sellers to recognize that adopting certain strategies and tactics could significantly benefit the seller/buyer relationship. In the early days of marketing, before the 1950s, this often meant identifying strategies and tactics for simply selling more products and services with little regard for what customers really wanted. Often this meant companies embraced a "sell as much as we can" philosophy with little concern for building relationships for the long term. Starting in the 1950s, companies began to see that the old ways of selling were wearing thin with customers. As competition grew stiffer across most industries, organizations looked to the buyer side of the transactions to find ways to improve. What they found was an emerging philosophy, which suggested that the key factor in successful marketing understands the needs of customers. This now famous marketing concept suggests that marketing decisions should flow from firstly knowing the right customer, and what he wants, and only then should a company initiate the process of developing and marketing products and services. The

marketing concept continues to be at the root of most marketing efforts, though the concept does have its own problems, a discussion of which is beyond the scope of this study. Overall, marketers have learned they can no longer limit their marketing effort just get customers to purchase more. They must have an in-depth understanding of who their customers are and what they want (Knowthis.com, 2016).

Robert A Bartels 1988 in 'The History of Marketing Thought' categorized the development of marketing theory decade by decade from the beginning of the 20th century:

1900s: The discovery of the basic concepts and their exploration.

1910s: Conceptualization, classification and definition of terms.

1920s: Integration based on principles.

1930s: Development of specialization and variation in theory.

1940s: Reappraisal in the light of new demands and a more scientific approach.

1950s: Reconceptualization in the light of managerialism, social development and quantitative approaches.

1960s: Differentiation on bases such as managerialism, holism, environmentalism, systems, and internationalism.

1970s: Socialization; the adaptation of marketing to social change.

(Bartels, 1988).

Marketing is commonly believed to be progressed through seven different eras so far. Subdivides marketing history as follows:

- Production orientation era.
- Product orientation era.
- Sales orientation era.
- Market orientation era.
- Customer orientation.

- Relationship orientation.
 - Social/mobile marketing orientation.
- (Kotler and Keller, 2006)

2.1.2 Marketing Purposes and Objectives

This definition of marketing by Peter Drucker is a simple sentence but profound in being the guiding purpose on the role of marketing.

There are three major points, which serve as a compass as Zambito classifies

1. Understand your customer so well: to gain a “so well” understanding of customers means the role of marketing is to research and gain deep, profound insights into buyers and customers.
2. The product or service fits: a guiding purpose of marketing is to identify the specific goals and needs of customers and to guide the creation of products or services to fulfill them.
3. Let product or service to sell itself: marketing must be able to communicate as well as provide information, which enables buyers or customers to make informed decisions in such a way.

Zambito (2013).

Therefore, marketing is supposed to do three things to a company:

- Capture the attention of the target market (prospects). Although this seems straight forward, there are right and wrong ways to do this.
- Facilitate the prospect's decision-making process by teaching and training people how to make the best purchasing decision. Give them enough information to facilitate their decision-making and buying what you have to sell.

- Give your customers a specific, low-risk, easy-to-take action that further facilitates their ability to make a good decision and lower the risk of taking the next step in the buying process so you can further educate them.

2.1.3 Marketing Mix:

The term “marketing mix” first coined by Neil H. Borden in 1964 in his article ‘The Concept of Marketing Mix’, Explains that several strategic analysts over the years believe that the marketing mix can make or break the firm. Having the right marketing mix at the start of the marketing plan is essential. Over time, the concept of marketing mix has provided a steady platform from which to launch a new product or business.

- **Product:** A product seen as an item that satisfies consumer demands. It is a tangible good or an intangible service. Tangible products are those that have an independent physical existence.
- **Place:** Refers to providing the product at a place, which is convenient for consumers to access.
- **Price:** The amount a customer pays for the product.
- **Promotions:** All of the methods of communication that a marketer may use to provide information to different parties about the product. Promotion comprises elements such as advertising, public relations, sales organization and sales promotion.
(Borden, 1964).

Advertising covers any communication that is paid for, from cinema commercials, radio and Internet advertisements to print media and billboards. Public relations is where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. This kind of promotion creates the phenomenon known as word-of-mouth, which is an apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth (Needham and Dave, 1996).

2.1.4 Promotional Mix

As Belch and Belch mentioned the marketing program includes promotions to both the trade and final consumers. Marketers use the various promotional mix elements advertising, sales promotion, direct marketing and public relations to inform consumer about their products, their price, and places where the product are available (Belch and Belch, 2015). Of course, our research focuses on the element of promotions, which is advertising, and here is the promotional mix elements as we collect from this researcher's (Boone et al, 2011).

Advertising is the paid presentation and promotion of ideas, goods, or services by an identified sponsor in a mass medium. Examples include print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, mobile apps, motion pictures, web pages, banner ads, emails, Personal selling. is the process of helping and persuading one or more prospective buyer to purchase a good or service or to act on any idea through the use of oral presentation, often in a face-to-face manner or by telephone. Examples include sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing. Sales Promotion is media and non-media marketing communication used for a pre-determined limited time to increase consumer demands, stimulate market demand or improve product availability. Examples include coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions. Public relations or publicity is information about a firm's products and services carried by a third party in an indirect way. This includes free publicity as well as paid efforts to stimulate discussion and interest. It can be accomplished by planting a significant news story indirectly in the media, or presenting it favorably through press releases or corporate anniversary parties. Examples include newspaper and magazine articles, TVs and radio presentations, charitable contributions, speeches, issue advertising, seminars (Kaych, 2014).

2.2 Integrated Marketing Communication

We must not forget to use all the elements of marketing while establishing the marketing plan in order to assure goals are reached by the company and they aim to deliver, by applying the new concept of IMC.

The American Association of Advertising Agencies (4A's) in 1989, defined IMC as "an approach to achieving the objectives of a marketing campaign through a well-coordinated use of different promotional methods that are intended to reinforce each other"

The American Marketing Association defines Integrated Marketing Communications (IMC) as "a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time." To this point, we have discussed the various elements of the marketing plan that serves as the basis of IMC program. Let us now focus on advertisements as a science.

2.3 Advertisement: What is it?

The word advertising originates from the Latin word advertise, which means to turn to. The dictionary meaning of the term is "to give public notice or to announce publicly" (Francis, 2015).

"Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media"(Bovee and Arens, 1992).

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and intended to inform or influence people who receive them (Advertising Association UK, 2014).

Advertising and promotions are an integral part of our social and economic systems, in our complex society. Advertising has evolved into a vital communication system for both consumer and business. The ability of advertising and other promotional methods to deliver

a carefully prepared message to target audience has given them a major role in the marketing programs of most organization. Companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decision (Belch and Belch, 2003).

Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through, It does this via television, print (newspapers, magazines, journals etc.), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people (Triutamijune, 2013)

2.3.1 The History of Advertising

The last decade was characterized by the rapid development of areas such as sales promotion, direct marketing, and public relation, which began challenging advertising's role as the dominant form of market communication (Randy 2011). Archaeologists have found evidence of advertising dating back to the 3000s BC, among the Babylonians. One of the first known methods of advertising that archaeologists have uncovered are signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and another advertisement was found painted on a wall in Pompeii, which calls the attention of travelers to a tavern situated in another town (marwah, 2010).

Although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the movable-type printing press by German printer Johannes Gutenberg in around the year 1450. This invention made the mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 in the form of a handbill announcing a prayer book for sale. Two hundred years later, the first newspaper ad was published, offering a reward for the return of 12 stolen horses. In the American colonies, the Boston News-Letter, the first regularly published newspaper in

America, began carrying ads in 1704, and about 25 years later Benjamin Franklin made ads more readable by using large headlines (Batra et al, 1996).

2.3.2 Growth of Advertising and Promotion

The first regularly published newspaper in America began carrying ads in 1704, and about 25 years later Benjamin Franklin made ads more readable by using large headlines.

The types and classification of ads made by MSG refer to management study guide 2016 and they are a team which comprises of experienced faculty and professionals who develop the content for the portal.

1. **Print Advertising** - Print media has been used for advertising for a long time. Newspapers and magazines are popular modes of advertising for different companies all over the world. Using print media, companies can also promote their products through brochures and fliers. The newspaper and magazines sell the advertising space and the cost depends on several factors.
2. **Broadcast Advertising** - This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. Ads on television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad will appear.
3. **Outdoor Advertising** - Outdoor advertising makes use of different tools to gain customer's attention. Billboards, kiosks, events and trade shows are an effective way to convey the message of a company. Billboards are present all around cities but the content should be in such that it attracts the attention of the customer. Therefore, outdoor advertising is an effective advertising tool.
4. **Covert Advertising** - this is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial
5. **Public Service Advertising** - Evident from the title itself, this type of advertising is for public causes. There are hosts of important matters such as AIDS, political integrity, so on all of which need more awareness as far as general public is concerned.

2.3.3 Advertising Objectives and Purpose

Advertising is at the front of delivering the proper message to customers and prospective customers. “The purpose of advertising to convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salespeople's individual messages, draw customers to the business, and to hold existing customers” (Taylor, 1978).

Jantsch, the creator of the Duct Tape Marketing System and Duct Tape Marketing Consulting Network, has been called the ‘World’s Most Practical Small Business Expert’. He has stated that effective advertising is an essential part of the mix because of these reasons:

1. Advertising is the only medium you can control – if you want your message to hit on the day a product launches or event is about to happen, this is the only vehicle you control completely.
2. Advertising allows you to target the ideal customers only – when you match a very personal message to a very select audience, you get far greater connection.
3. Advertising creates awareness for your content. The force that drives a great deal of conversation and trust building these days is educational content such as eBooks, seminars and blog posts. Advertising is a great way to help get that content found and consumed once you’ve gone to the effort to produce it.
4. Advertising ads credibility to your message – Do not ask me why this is exactly, but every time I run advertising people comment that business must be going well. ARE the perception that you can afford advertising is often enough to sell and resell prospects and makes it easier to get attention for your entire message.
5. Advertising amplifies everything else you are doing. When you are using advertising to create awareness for your content you automatically create more awareness for everything you are doing. Journalists find companies that advertise, referral sources remember companies that advertise, people fan, follow, and friend from ads, and employees can point to well-placed ads as a source of pride in place they work (Jantsch, 2010).

2.3.4 The Effect of Advertisements on Consumers' Beliefs, Attitudes and Behavior.

To assure that we reach the right prospective customers, marketers often turn to producing different advertisements for a single product around a central theme (Nettelhorst and Youmans, 2012), a technique called 'advertisement variation' (Schumann, Petty and Clemons, 1990).

Advertisement variation is thought to be effective because it prevents consumers from losing interest in product marketing (Axelrod, 1980), and because advertising campaigns with variation have been shown to be more memorable and more persuasive to audiences than equal exposure to repetition of the same advertisement (Unnava and Burnkrant, 1991).

With most product lines, advertisement variation can be achieved in two principle ways: substantive changes can made in the information that the messages contain, and cosmetic changes unrelated to content can made (Schumann, 1990).

In any given advertising campaign, both substantive and cosmetic information can be altered, but the impact of these changes has found to depend in part on the characteristics of the audience (Nettelhorst and Youmans, 2012). For example, in the 90's Schumann found that substantive changes result in attitudes that are more positive when an audience's motivation to learn about the product is high, while cosmetic variations result in attitudes that are more positive when an audience's motivation is low (Schumann, 1990).

This message-audience link is part of a broader model of attitude change called the Elaboration Likelihood Model (ELM). It addresses the differences in the ways customers process and respond to persuasive message such as ads (Petty and Cacioppo, 1986). According to this model, the attitude formation or change process depends on the amount and nature of elaboration, or processing of relevant information that accrues in response to persuasive message. High elaboration means the receiver engages in carefully concerted thinking and evaluation of the information or arguments contained in the message. Low elaborating accrues when the receiver dose not engage in active communication processing and thinking but rather makes inferences about the position being advocated in the message on the paces of simple positive or negative cues (Blech and Blech, 2015).

One of the most widely used methods for examining consumers' cognitive processing of advertising message is assessment of their cognitive response approach. This is generally measured by having consumer write down or verbally report their reaction to the message. Its focus has been to determine the types of responses evoked by an advertising message and how these responses relate to attitude toward the ad, brand attitude, and purchase intentions. (Blech and Blech, 2015).

The cognitive response approach also have three basic categories it identify as following (Greenwald, 1968):

- 1- Product/message thoughts comprises of those directed at the product or service and/or the claims made in the communication.
- 2- Source-oriented thoughts are those thought directed at the source of the communication.
- 3- Ad execution consists of the individual's thought about the ad itself.

This approach is one of the hierarchical response models and was for many year the primary focus of approaches for studying the receivers' responses to marketing communication. Attention centered on identifying relationships between specific construable variables such as source and message factors, and outcomes or response variables such as behavior and attitude. Researchers began trying to understand the nature of cognitive reactions to persuasive messages (Belch, Belch, 2015). Wilkie in the 90's defined consumer behavior as "the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires" (Wilkie, 1994). This study was conducted to find out the effects of advertisement on consumer behavior of university students (N = 150). A self-explanatory questionnaire, which used to measure the effects of the advertisement. The sample was comprised of university students from the University of Sargodha. Their ages ranged from 18 – 24. Six brands were used as FMCG's unit and inquiries made with relevance to their advertisements. For results formulation chi-square, frequency and binomial test analysis were use and presented in tabular, bar graph, and pie chart form. The results revealed that advertisements persuades the consumer to buy the product once in a lifetime. Personality used in commercial influenced the consumers more as compare to keyword / caption. Results

revealed that consumers considered advertisement as a reliable source of knowledge compared to others sources such as friends, neighbors, or reference group's opinions. Advertisements can affect any income group, but expensive products and repetition of advertisements did not affect the purchasing attitude. The most preferred brand was Lux and the second preferred brand was Safeguard. Consumers were influenced by the appeal and personality used in the specific brand advertisements. This study was conducted to find out the effects of advertisement on consumer behavior of university students. A self-explanatory questionnaire was used to measure the effects of advertisement (Bashir and Malik, 2009).

Schumann found that substantive changes result in attitudes that are more positive when an audience's motivation to learn about the product is high, while cosmetic variations result in attitudes that are more positive when an audience's motivation is low (Schumann, 1990).

The results of the study revealed that attitude changes about the automobile were greatest when participants with low need for cognition exposed to advertisements with cosmetic variations. It suggests that changing initial public attitudes about an ongoing series of advertisements, public service announcements, or other media might be made most effective by making changes to those features that correspond to the intended audiences estimated need for cognition (Nettelhorst and Youmans 2012).

The latest study by Source Dynamic Logic through a survey on the consumer behavior to different types of advertisements for products including Television, Online and Magazines, revealed that advertisements have modified the consumer behavior in such a way so that they only go for brand favorability despite of ad awareness in every type of media. Surveys show that magazine advertisements provide great impact on purchasing behavior of consumers (Source Dynamic Logic, 2009).

The findings of a study made by Naveen is that advertisements influence the behavior and attitude formation of consumers not only in India but also worldwide. The consumers of durable products have their motivational sources, which are advertisements, and study revealed that advertisements motivate them to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behavior is influenced by variety of advertisements, which cover product evaluation and brand recognition (Rai, 2013).

The results showed that metaphors parse seem to have little power to shift belief under conditions of moderately incidental advertising exposure. However, a highly figurative metaphor is able to shift beliefs across the subject population under these circumstances. Moreover, it appears that there is a sub-population of individuals with a high degree of ability to process metaphors, who are responsive to incidental advertising exposure to metaphors generally. Finally, this differentially sensitive sub-population is affect to an even greater degree when the exposed metaphor is highly figurative (Phillips and Quarrie, 2009).

Chandrima Dutta conducted a survey measuring the effect of advertisement on customers' perception of a product, and the respondents asked if their perception had changed about a product after seeing the advertisement. 14% respondents said that their perception of a product had changed after seeing the advertisement, 35% said that it had not changed, 39% said that it had somewhat changed and 12% said that it is rarely changed (Dutta, 2015).

2.3.5 Advertising Strategy

An advertising strategy is a plan to reach and persuade a customer to buy a product or a service. In effect, this means that aims must be clear, the environment must be understood, the means must be ranked, and choices must be made based on available resources. The basic elements of the plan are four target customer, positioning statement, key messages, and communication media. The communication media has five major channels (Stafford et al, 2004):

Communication Media

Once the product and its environment are understood and the target consumer has been specified, the routes of reaching the consumer must be assessed and the media of communication. Five major channels are available to the business owner:

- Print—primarily newspapers (both weekly and daily) and magazines.
- Audio—FM and AM radio.
- Video—Promotional videos, infomercials.
- Digital.
- Outdoor advertising—Billboards, advertisements on public transportation cabs and buses.

Each of these channels has its advantages, disadvantages, and cost patterns. A crucial stage in developing the advertising strategy, therefore, is the fourth point made at the outset: how to choose the optimum means, given budgetary constraints, to reach the largest number of target consumers with the appropriately formulated message (Gordon & Kim, 2003).

When developing an effective marketing strategy, all plans have essentially the same four steps. Depending on the organization, these steps may be broken into smaller segments, but all lead you to the same result (Creamer, 2014).

2.3.6 Measuring Ads Effectiveness

One of the most challenging business decisions that companies must make to achieve success is deciding how to market a product. There are few straightforward and reliable means for estimating rates of return on marketing expenses (Rossi and Allenby, 2003; Rust et al., 2004) and expenditures of capital related to marketing often cannot be recovered when a company has already made large investments towards a campaign (Pindyck, 1991).

With as many as half of all products that are brought to market failing each year, marketers are under intense pressure to maximize the chances of an advertising message reaching the widest possible audience (Sivadas and Dwyer, 2000).

2.4 Related studies:

As we have mentioned, many researchers have discussed the subject of advertising communication methods with customers and the issue of foreign language use within an advertisement. Local researchers in the Middle East, to our knowledge, still have a shortage of studies addressing the issue of changing Arabic language to English language in advertisement effects on Arab customers' attitudes.

A study made on foreign languages called An Empirical Study of Readers' Associations with Multilingual Advertising: The Case of French, German and Spanish in Dutch Advertising. They believe that a foreign language is often used for symbolic purposes. In non-

French-speaking countries, for instance, French is thought to be associated with charm, style, and that association transfers to the product in an advertisement. Hornikx et al. surveyed Dutch people and tested their response to the advertisement using foreign languages. Participants' appreciation of a foreign language advertisement results showed that the different languages evoked partly different associations. Participants preferred the highest number of positive association, and the lowest number of negative association (Hornikx et al., 2007).

Our study is related to what they did, except in our case we want to test the association of the English language as a foreign language in the Palestinian youths' minds.

'English Language in Product Advertisements in Non-English Speaking Countries in Western Europe: Product Image and Comprehension of the Text' by Gerritsen mention that English language has been used in advertisements in countries where the native language is not English. However, there is no studies discussing the effects of the English language on a product in Western Europe. By testing if there are different responses towards local ads and English ones, they found that there is no effect from using English phrases in a product's advertisement, but that it does affect the text comprehension. This article is related to our study in the first degree, as we want to a similar study and examine if there will be any change in the response of participants' attitude to a local advertisement and English advertisement (Gerritsen et al., 2010)

A study carried out in Jordan by Alshomary, looked at code switching in print advertisements in Jordan. She discussed the use of code switching between English and Arabic within their local ads. They analyzed some advertisements, which were published by companies using the two languages, and surveyed respondents to see what they thought about it. The results showed that Jordanian printed advertisements are using code switching in the heading and the body of the ad. Results also showed that Jordanian people preferred ads where both English and Arabic languages been used. This research looked at the subject from a linguistic point of view, which differs from our study, that focuses on the English language association in respondents' minds. However, Alshomary's study helped us understand that local companies have already been using English language in their ads, and that customers

prefer it. The study didn't however, have a clear understanding of the real effects of using English phrases within an advertisement (alshomary, 2011)

The cultural and language effects on Chinese bilinguals' and Canadians' responses to advertising (Toffoli and Laroche, 2002) was researched in order to examine how two different respondents - based on cultural differences - differed in their perceptions of the honesty and the forcefulness of a message source in informational advertising. The second objective of the study was to explore the reaction of bilingual subjects to an advertisement and questionnaire administered in either in their native language or in their second language. The results showed that the former perceived significantly greater source of honesty and less forcefulness in the ad compared to the latter group who were exposed to the advertisement in their native language. This comparison between the second language and native language treatment for subjects revealed that the former perceived significantly greater source honesty, significantly less perception of forcefulness on the part of the source, and developed significantly greater attitudes towards the brand than the latter. We want to investigate the effect of foreign languages on the respondents' attitude; also, we are measuring differences between respondents based on gender differences.

A meta-analysis of humor in advertising and the effects it has on the brand and the source of the advertisement was researched by Eisend. He mentioned that there already existed correlations on the effects of humor in advertising, but there is no evidence that prove whether it had a positive or negative effect. Their findings clarify some ambiguous prior conclusions: humor significantly reduces source credibility, enhances positive affect and the intention to purchase a product. This enables us to better understand the idea of Meta analytics they made by finding the relationship between input in the cosmetics of the advertisement and the attitudes toward the humor factor (Eisend, 2008).

2.5 Conclusion

From the related literature we reviewed, we can say that to our knowledge we do not have any local studies addressing the subject we are discussing. There is, however, a large number of international journals that include articles which examine the response of customers toward foreign language use in advertisement.

Chapter3: Research Methodology

In our research, we wanted to explore the impacts, if any; a text in foreign or local language written in an advertisement, might have on consumers' attitude towards the advertisement, the product, and intention to buy. As this study was carried out in Palestine, the local language used was Arabic and the foreign language was English.

3.1.1 Methodology

In our study we used experimental research, casual-effect, which involves finding the effect of one thing on another and more specifically, the effect of one variable on another. This type of research is used to measure what impact a specific change will have on existing norms (DJS Research Ltd, 2014). This type of investigation explore the cause-and-effect relationship of an issue, topic or variable on another. For example, causal research may be used in a business environment to quantify the effect that a change to its present operations will have on its future production levels to assist in the business planning process (BusinessDictionary.com, 2014). We chose this method based on what Gerritsen, did in a similar study in Western Europe, exploring consumers' attitude by testing if there were different responses to ads written in the local vernacular and ads written in English (Gerritsen et al., 2010).

3.1.2 Manipulation

In order to make sure that our advertisement was successfully manipulated,Arabic which consumers never heard of in the advertisementEnglish

we created an advertisement for a product that does not in fact actually exist and made sure participants stated they had never used the product before by asking such in our questionnaire. We then asked respondents about their English language proficiency, to ensure that they would be able to understand the English language advertisement's text.

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3.1.3 The setting

A critical variable that was manipulated in the study was consumers' attitudes. Participants in each university were divided into two groups and were told that they were involved in a study to do with a promotional campaign for a juice product. Then in the divided groups, half were given an advertisement with local Arabic language text and the second were given the same advertisement with foreign English language text. We controlled the environmental conditions as much as possible which could have had an impact on participant's mood, which could lead to respondent's positive or negative attitude to our product, advertisement and intention to buy. The researchers controlled factors such as the room's lighting and background noises. Respondents were free to take part in the experiment at a time that was suitable for each individual participant.

3.1.4 Questionnaire

We used questionnaire that written in local language of participants (Arabic). The respondents who saw the ads were given the questionnaire to answer an 11 questions which can measure and evaluate their attitude toward the ads they saw. The answers choices were on a 5 level scale of agreement on what we asked him/her about.

The participants answered three most important questions that measures and test the participants' attitude toward:

The product advertised (H1):

We asked them whether if they like the product or not?

The ad itself (H2):

We asked them whether if they like the ad itself or not?

Their intention to buy the product (H3):

We asked them whether if they have the intention to buy after being exposed to the ad.

Also we asked them about what grabs their attention in the advertisement and gave them an open answer section to explain what grabbed their attention

Answering questions that explore the buying attitude changes, as a result of foreign and local ads has been displayed for them but with keeping the brand of our product unknown. Of them ever tried it.

3.1.5 Research Sample and Sampling Procedure

A probability sample designed to be representative of the population we are studying, the key benefit of probability sampling method is that it guarantees that the sample chosen is representative of the population. This ensures that the statistical conclusions will be valid (stattrek.com, 2015). We worked on a probability stratified sampling method that works best with a heterogeneous population, split into homogeneous groups. Stratified sampling is possible when it makes sense to split the population into groups based on factors that may influence the variable that is being measured.

Our study was carried out in the West Bank city of Hebron with a sample of 120 students, containing equally both male and female students from Palestine Polytechnic University and Hebron University. We choose these two particular universities because they teach bachelor degree in English, and the wide variations in English language proficiency among students. We decided on 120 as the number of participants because a similar amount was sampled in related studies and based on a statistical power of 0.99, a medium effect size of 0.25, and an alpha of .05 (cf. Cohen, 1992). Based on most of related literatures, we used two universities to represent the population although researchers usually use only one university (Kong, Zhang, 2012)

In each university, we obtained a simple random sample ensuring that fifty percent were male and the other 50% female. We randomly choose students from three majors: business administration, accounting and information technology equally. We decided not to choose any linguistic students in order to keep the English language proficiency level the same.

Experiments in each university were performed with two groups: the first group exposed to foreign language texts ad designed for an unknown product and not existed brand-see graph (4.2)-. The second group exposed to the exact same ad but in a local language texts-see graph (4.1)-.

We designed a printed advertisement of a brand of a juice product called "Sama" in both English and Arabic. This juice brand is of our creation and does not actually exist.

3.1.6 Data Analysis

The researchers collected data from each sampling unit that randomly sampled from each university. We analyzed the answers using a statistical program (SPSS). Also the researchers analyzed the open answer question about what grabs their attention in the ad.

The results of this data are shown in chapter 4

Chapter4: Research Results and Discussion

4.1 Research Results

From our observation of the Palestinian market, we noticed that marketers are actually using both foreign and local languages in their businesses' printed ads. However, do they really understand what the effects of using a foreign or local language are within an ad? Which language affects consumers' attitude toward his/her intention to buy the product, and the product and advertisement itself. This chapter shows the findings of our research.

The researchers gathered and analyzed all the information obtained from the conducted questionnaire given to participants.

Table (4.1), (4.2) and (4.3) shows the results of the 120 participants toward the product, advertising and intention to buy, were divided into two groups. The first group, which combined the participants who has been exposed to the advertising in English language from both universities. The second one combined the ones who has been exposed to the advertisement in local language Arabic.

A chi-squares (4.1.1), (4.2.1), (4.3.1) and cross tables of the statistical results shows, that 11% out of all the participants –see table (4.1) - had positive attitude toward the juice product

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advertised in Arabic. 8% of them showed positive attitude toward the ad itself –see table (4.2) - . And 8% said that they have the intention to buy the product–see table (4.3) -.

Also the results shows that 38% out of all the participants had positive attitude –see table (4.1) - toward the juice product advertised in English. 32% of them showed positive attitude –see table (4.2) - toward the ad itself. And 35% said that they have the intention to buy the product –see table (4.3) -.

The participants who were shown the advertisement in the local language showed statistical analysis as follow: –see graph (4.1)-.

We found that 68% had a negative attitude towards the product in the local group –see table (4.4)-.

sex * liked the product Crosstabulation

			liked the product					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	1	3	8	11	7	30
		Expected Count	.5	2.0	10.0	11.0	6.5	30.0
		% within sex	3.3%	10.0%	26.7%	36.7%	23.3%	100.0%
		% within liked the product	100.0%	75.0%	40.0%	50.0%	53.8%	50.0%
		% of Total	1.7%	5.0%	13.3%	18.3%	11.7%	50.0%
	female	Count	0	1	12	11	6	30
		Expected Count	.5	2.0	10.0	11.0	6.5	30.0
		% within sex	0.0%	3.3%	40.0%	36.7%	20.0%	100.0%
		% within liked the product	0.0%	25.0%	60.0%	50.0%	46.2%	50.0%
		% of Total	0.0%	1.7%	20.0%	18.3%	10.0%	50.0%
Total		Count	1	4	20	22	13	60
		Expected Count	1.0	4.0	20.0	22.0	13.0	60.0
		% within sex	1.7%	6.7%	33.3%	36.7%	21.7%	100.0%
		% within liked the product	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.7%	6.7%	33.3%	36.7%	21.7%	100.0%

Table (4.4)

And 50% had a negative attitude towards the advertisement –see table (4.5)-.

sex * liked the ad Crosstabulation

			liked the ad					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	2	3	7	12	6	30
		Expected Count	1.0	4.5	9.5	10.5	4.5	30.0
		% within sex	6.7%	10.0%	23.3%	40.0%	20.0%	100.0%
	female	Count	0	6	12	9	3	30
		Expected Count	1.0	4.5	9.5	10.5	4.5	30.0
		% within sex	0.0%	20.0%	40.0%	30.0%	10.0%	100.0%
Total	male	% within liked the ad	100.0%	33.3%	36.8%	57.1%	66.7%	50.0%
		% of Total	3.3%	5.0%	11.7%	20.0%	10.0%	50.0%
		Count	2	9	19	21	9	60
	female	Expected Count	2.0	9.0	19.0	21.0	9.0	60.0
		% within sex	3.3%	15.0%	31.7%	35.0%	15.0%	100.0%
		% within liked the ad	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	3.3%	15.0%	31.7%	35.0%	15.0%	100.0%		

Table (4.5)

In both cases, half of them were males and the other half were females. Also 65% of respondents gave a negative response when asked if they had an intention to buy the product -see table (4.6)-.

sex * do you have the intention to buy Crosstabulation

			do you have the intention to buy					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	1	6	4	10	9	30
		Expected Count	1.0	4.5	5.0	9.0	10.5	30.0
		% within sex	3.3%	20.0%	13.3%	33.3%	42.9%	100.0%
	female	Count	1	3	6	8	12	30
		Expected Count	1.0	4.5	5.0	9.0	10.5	30.0
		% within sex	3.3%	10.0%	20.0%	26.7%	40.0%	100.0%
Total	male	% within do you have the intention to buy	50.0%	66.7%	40.0%	55.6%	15.0%	50.0%
		% of Total	1.7%	10.0%	6.7%	16.7%	20.0%	50.0%
		Count	2	9	10	18	21	60
	female	Expected Count	2.0	9.0	10.0	18.0	21.0	60.0
		% within sex	3.3%	15.0%	16.7%	30.0%	35.0%	100.0%
		% within do you have the intention to buy	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	3.3%	15.0%	16.7%	30.0%	35.0%	100.0%		

-Table (4.6)-.

Again, there was no significant gender differences in responses

Participants who were shown an advertisement in a foreign language showed statistical analysis as follow: –see graph (4.2)-.

76% of participants had a positive attitude towards the product in the foreign group, half of them were males and the other half were females–see table (4.7)-.

sex * liked the product Crosstabulation

			liked the product					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	15	7	7	1	0	30
		Expected Count	12.0	11.0	6.0	.5	.5	30.0
		% within sex	50.0%	23.3%	23.3%	3.3%	0.0%	100.0%
		% within liked the product	62.5%	31.8%	58.3%	100.0%	0.0%	50.0%
		% of Total	25.0%	11.7%	11.7%	1.7%	0.0%	50.0%
	female	Count	9	15	5	0	1	30
		Expected Count	12.0	11.0	6.0	.5	.5	30.0
		% within sex	30.0%	50.0%	16.7%	0.0%	3.3%	100.0%
		% within liked the product	37.5%	68.2%	41.7%	0.0%	100.0%	50.0%
		% of Total	15.0%	25.0%	8.3%	0.0%	1.7%	50.0%
Total		Count	24	22	12	1	1	60
		Expected Count	24.0	22.0	12.0	1.0	1.0	60.0
		% within sex	40.0%	36.7%	20.0%	1.7%	1.7%	100.0%
		% within liked the product	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	40.0%	36.7%	20.0%	1.7%	1.7%	100.0%

Table (4.7)

65% of respondents noted a positive attitude towards the advertisement, again half of them were males and the other half were females –see table (4.8)-.

sex ^ liked the ad Crosstabulation

			liked the ad					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	8	13	3	5	1	30
		Expected Count	9.5	10.0	7.0	3.0	.5	30.0
		% within sex	26.7%	43.3%	10.0%	16.7%	3.3%	100.0%
		% within liked the ad	42.1%	65.0%	21.4%	83.3%	100.0%	50.0%
		% of Total	13.3%	21.7%	5.0%	8.3%	1.7%	50.0%
	female	Count	11	7	11	1	0	30
		Expected Count	9.5	10.0	7.0	3.0	.5	30.0
		% within sex	36.7%	23.3%	36.7%	3.3%	0.0%	100.0%
		% within liked the ad	57.9%	35.0%	78.6%	16.7%	0.0%	50.0%
		% of Total	18.3%	11.7%	18.3%	1.7%	0.0%	50.0%
Total		Count	19	20	14	6	1	60
		Expected Count	19.0	20.0	14.0	6.0	1.0	60.0
		% within sex	31.7%	33.3%	23.3%	10.0%	1.7%	100.0%
		% within liked the ad	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	31.7%	33.3%	23.3%	10.0%	1.7%	100.0%

Table (4.8)

We found that a significant percentage of respondents, 70% had a positive intention to buy –see table (4.9)-.

sex ^ do you have the intention to buy Crosstabulation

			do you have the intention to buy					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	9	13	3	4	1	30
		Expected Count	9.5	11.5	5.0	2.5	1.5	30.0
		% within sex	30.0%	43.3%	10.0%	13.3%	3.3%	100.0%
		% within do you have the intention to buy	47.4%	56.5%	30.0%	80.0%	33.3%	50.0%
		% of Total	15.0%	21.7%	5.0%	6.7%	1.7%	50.0%
	female	Count	10	10	7	1	2	30
		Expected Count	9.5	11.5	5.0	2.5	1.5	30.0
		% within sex	33.3%	33.3%	23.3%	3.3%	6.7%	100.0%
		% within do you have the intention to buy	52.6%	43.5%	70.0%	20.0%	66.7%	50.0%
		% of Total	16.7%	16.7%	11.7%	1.7%	3.3%	50.0%
Total		Count	19	23	10	5	3	60
		Expected Count	19.0	23.0	10.0	5.0	3.0	60.0
		% within sex	31.7%	38.3%	16.7%	8.3%	5.0%	100.0%
		% within do you have the intention to buy	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	31.7%	38.3%	16.7%	8.3%	5.0%	100.0%

Table (4.9)

In all of these cases, there was no gender differences in responses.

What is the consumers' attitude toward the ad language in a foreign and local language?

Their attitude when they were exposed to the ad in a foreign language toward the product, the ad and intention to buy they responded more positive. And their attitude when they were exposed to the ad in a local language is more negative.

Would the intention to buy the product will increase if consumers' expose an ad in a foreign language?

Yes, 70% of participants had more positive respond in their attention to buy when there were exposed to it in a foreign language.

Will consumers' going to like the product if they see the ad in foreign language?

Yes, 76% of participants had more positive respond toward the product when there exposed to it in a foreign language.

Will consumers' going to like the ad itself if they see the ad in foreign language?

Yes, 65% of participants had more positive respond toward the ad when there exposed to it in a foreign language.

4.1.1 Hypotheses Test

H1: attitude toward the product:

The results shows significant different effects on attitude of consumer toward the product when it advertised in a foreign or a local language. 76% within the foreign group liked the product, and 8% within the local group only liked the product.

Also results showed regarding gender –table (4.3) - that 38% out of all the participants had positive attitude toward the juice product advertised in English.

			Crosstab					Total
			liked the product					
			strongly agree	agree	neutral	disagree	strongly disagree	
ad's language	English ad	Count	24	22	12	1	1	60
		% within ad's language	40.0%	36.7%	20.0%	1.7%	1.7%	100.0%
	% within liked the product	96.0%	84.6%	37.5%	4.3%	7.1%	50.0%	
	% of Total	20.0%	18.3%	10.0%	8%	8%	50.0%	
	Arabic ad	Count	1	4	20	22	13	60
		% within ad's language	1.7%	6.7%	33.3%	36.7%	21.7%	100.0%
	% within liked the product	4.0%	15.4%	62.5%	95.7%	92.9%	50.0%	
	% of Total	.8%	3.3%	16.7%	18.3%	10.8%	50.0%	
Total		Count	25	26	32	23	14	120
		% within ad's language	20.8%	21.7%	26.7%	19.2%	11.7%	100.0%
		% within liked the product	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	20.8%	21.7%	26.7%	19.2%	11.7%	100.0%

Table (4.1)

Thus, H1 was rejected.

H2: attitude toward the advertisement:

The results shows significant different effects on attitude of consumer toward the ad when it advertised in a foreign or a local language. 65% within the foreign group liked the advertisement, and 17% within the local group only liked the advertisement.

Also results regarding gender showed –table (4.3) - that 32% out of all the participants had positive attitude toward the advertisement itself in English language.

			Crosstab					Total
			liked the ad					
			strongly agree	agree	neutral	disagree	strongly disagree	
ad's language	English ad	Count	19	20	14	6	1	60
		% within ad's language	31.7%	33.3%	23.3%	10.0%	1.7%	100.0%
	% within liked the ad	90.5%	69.0%	42.4%	22.2%	10.0%	50.0%	
	% of Total	15.8%	16.7%	11.7%	5.0%	8%	50.0%	
	Arabic ad	Count	2	9	19	21	9	60
		% within ad's language	3.3%	15.0%	31.7%	35.0%	15.0%	100.0%
	% within liked the ad	9.5%	31.0%	57.6%	77.8%	90.0%	50.0%	
	% of Total	1.7%	7.5%	15.8%	17.5%	7.5%	50.0%	
Total		Count	21	29	33	27	10	120
		% within ad's language	17.5%	24.2%	27.5%	22.5%	8.3%	100.0%
		% within liked the ad	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	17.5%	24.2%	27.5%	22.5%	8.3%	100.0%

Table (4.2)

H2 lean to be rejected.

H3: intention to buy

The results shows significant effect consumer's intention to buy when it advertised in English rather than local language. 70% within the foreign group had intention to buy the product, in local case 18% only had intention to buy.

Also results regarding gender showed that -table (4.3) - 35% out of all the participants said that they have the intention to buy the product when advertised in English.

Crosstab

			do you have the intention to buy					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
ad's language	English ad	Count	19	23	10	5	3	60
		% within ad's language	31.7%	38.3%	16.7%	8.3%	5.0%	100.0%
	% within do you have the intention to buy	90.5%	71.9%	50.0%	21.7%	12.5%	50.0%	
	% of Total	15.8%	19.2%	8.3%	4.2%	2.5%	50.0%	
Arabic ad	Arabic ad	Count	2	9	10	18	21	60
		% within ad's language	3.3%	15.0%	16.7%	30.0%	35.0%	100.0%
	% within do you have the intention to buy	9.5%	28.1%	50.0%	78.3%	87.5%	50.0%	
	% of Total	1.7%	7.5%	8.3%	15.0%	17.5%	50.0%	
Total	Total	Count	21	32	20	23	24	120
		% within ad's language	17.5%	26.7%	16.7%	19.2%	20.0%	100.0%
	% within do you have the intention to buy	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	17.5%	26.7%	16.7%	19.2%	20.0%	100.0%	

Table (4.3)

H3 rejected the findings of studies made in Western Europe case.

4.2 Research Discussion and Recommendations

Effects of changing the language of printed advertisement on consumers' attitudes and intention to purchase are complex. This study unravels some of that complexity through an examination of English advertisement effects on consumers' attitude toward the product, advertisement itself and intention to buy.

Few companies use English printed advertisements in local market, there is now scientifically approved facts about the effects could an English advertisement have on consumers' attitude toward if whether they going to like the product, or liking the advertisement itself and if they will have an intention to buy the product. However, local companies seems to be increasingly using the English language in their advertisements.

Our results show that respondents who were given the advertisement in English were more likely to like the product (H1) compared to those who have been shown the advertisement in the Arabic. This means that the language of an advertisement determines whether participants like the product or not.

We also found that participants who were shown the advertisement in English language were more likely to like the advertisement itself (H2) compared to those who have been shown the advertisement in the local language. This means that the language of an advertisement determines whether participants like the advertisement or not.

Participants who were the advertisement in English language, noted a greater intention to buy the juice (H3) . When we showed our advertisement in the local language to students, their intention to buy was lower compared to those who seen it in a foreign language. That means the intention to buy a product will increase when the text of an advertisement is written in English.

In addition, we noticed that what grabs the participants' attention in the foreign advertisement is the language used in the advertisement and the design of the advertisement and product. The researchers did not notice any differences in the answers based on gender.

In summary, the results of cognitive response analyses provide insight in to the effects in consumers' attitudes and intention to purchase when changing the language of an

advertisement from Arabic to English texts. The result of this study showed significant support to the positive effects on consumers' attitude to the product – table (4.1) - the advertisement – table (4.2) - and intention to buy –table (4.3)-. Which would possibly help local marketing managements to decide whether if it is worthy to invest in English language printed advertisements, so they can affect the consumers' attitudes and intention to purchase positively.

4.2.1 Future Studies

This study is one of the first studies investigating the effect of English language in printed advertisement on consumers' attitudes and intention to purchase in West Bank. For that reason, it has number of limitations and recommended future studies

Future studies

- Study If English language itself could have a special impact on consumers' attitude, or for example to study the effect of using French as a foreign language.
- Use a different type of product, our product we choose based on the level of involvement in consumer's purchasing process.
- Conducting the study on older participants. Rather than the youth of universities' students made the experiment on, a future study could be conducted on older people to measure if there is a difference in results
- Our study could be developed in the future by investigating if the brand itself has an effect on consumers' attitude by making the brand once known and then unknown in both cases foreign and local language advertisements.
- We could also research the same topic but using a different sample in Palestine such Ramallah or Bethlehem to investigate if a difference in results would occurs.
- Changing the medium used to deliver the message, by using radios or TV, then changing the language used from Arabic to English and test the effect on consumers' attitude and comparing it with the results of our study. This could also be a future study.

Graphs and tables:

Crosstab

		liked the product					Total	
		strongly agree	agree	neutral	disagree	strongly disagree		
ad's language	English ad	Count	24	22	12	1	1	60
		% within ad's language	40.0%	36.7%	20.0%	1.7%	1.7%	100.0%
		% within liked the product	96.0%	84.6%	37.5%	4.3%	7.1%	50.0%
		% of Total	20.0%	18.3%	10.0%	.8%	.8%	50.0%
	Arabic ad	Count	1	4	20	22	13	60
		% within ad's language	1.7%	6.7%	33.3%	36.7%	21.7%	100.0%
		% within liked the product	4.0%	15.4%	62.5%	95.7%	92.9%	50.0%
		% of Total	.8%	3.3%	16.7%	18.3%	10.8%	50.0%
Total		Count	25	26	32	23	14	120
		% within ad's language	20.8%	21.7%	26.7%	19.2%	11.7%	100.0%
		% within liked the product	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	20.8%	21.7%	26.7%	19.2%	11.7%	100.0%

Table (4.1)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.081 ^a	4	.000
Likelihood Ratio	77.861	4	.000
Linear-by-Linear Association	58.971	1	.000
N of Valid Cases	120		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.00.

Table (4.1.1)

Crosstab

		liked the ad					Total		
		strongly agree	agree	neutral	disagree	strongly disagree			
ad's language	English ad	Count	19	20	14	6	1	60	
		% within ad's language	31.7%	33.3%	23.3%	10.0%	1.7%	100.0%	
		% within liked the ad	90.5%	69.0%	42.4%	22.2%	10.0%	50.0%	
		% of Total	15.8%	16.7%	11.7%	5.0%	.8%	50.0%	
		Arabic ad	Count	2	9	19	21	9	60
			% within ad's language	3.3%	15.0%	31.7%	35.0%	15.0%	100.0%
		% within liked the ad	9.5%	31.0%	57.6%	77.8%	90.0%	50.0%	
		% of Total	1.7%	7.5%	15.8%	17.5%	7.5%	50.0%	
Total		Count	21	29	33	27	10	120	
		% within ad's language	17.5%	24.2%	27.5%	22.5%	8.3%	100.0%	
		% within liked the ad	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
		% of Total	17.5%	24.2%	27.5%	22.5%	8.3%	100.0%	

Table (4.2)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.425 ^a	4	.000
Likelihood Ratio	37.130	4	.000
Linear-by-Linear Association	32.693	1	.000
N of Valid Cases	120		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.00.

Table (4.2.1)

Crosstab

			do you have the intention to buy					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
ad's language	English ad	Count	13	23	10	5	3	60
		% within ad's language	31.7%	38.3%	16.7%	8.3%	5.0%	100.0%
		% within do you have the intention to buy	90.5%	71.9%	50.0%	21.7%	12.5%	50.0%
	% of Total	15.8%	19.2%	8.3%	4.2%	2.5%	50.0%	
	Arabic ad	Count	2	9	10	18	21	60
		% within ad's language	3.3%	15.0%	16.7%	30.0%	35.0%	100.0%
		% within do you have the intention to buy	9.5%	28.1%	50.0%	78.3%	87.5%	50.0%
	% of Total	1.7%	7.5%	8.3%	15.0%	17.5%	50.0%	
	Total	Count	21	32	20	23	24	120
% within ad's language		17.5%	26.7%	16.7%	19.2%	20.0%	100.0%	
% within do you have the intention to buy		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
% of Total		17.5%	26.7%	16.7%	19.2%	20.0%	100.0%	

Table (4.3)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.735 ^a	4	.000
Likelihood Ratio	45.227	4	.000
Linear-by-Linear Association	39.717	1	.000
N of Valid Cases	120		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.00.

Table (4.3.1)



Graph (4.1)

^ liked the product Crosstabulation

			liked the product					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	1	3	8	11	7	30
		Expected Count	.5	2.0	10.0	11.0	6.5	30.0
		% within sex	3.3%	10.0%	26.7%	36.7%	23.3%	100.0%
		% within liked the product	100.0%	75.0%	40.0%	50.0%	53.8%	50.0%
		% of Total	1.7%	5.0%	13.3%	18.3%	11.7%	50.0%
	female	Count	0	1	12	11	6	30
		Expected Count	.5	2.0	10.0	11.0	6.5	30.0
		% within sex	0.0%	3.3%	40.0%	36.7%	20.0%	100.0%
		% within liked the product	0.0%	25.0%	60.0%	50.0%	46.2%	50.0%
		% of Total	0.0%	1.7%	20.0%	18.3%	10.0%	50.0%
Total	Count	1	4	20	22	13	60	
	Expected Count	1.0	4.0	20.0	22.0	13.0	60.0	
	% within sex	1.7%	6.7%	33.3%	36.7%	21.7%	100.0%	
	% within liked the product	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.7%	6.7%	33.3%	36.7%	21.7%	100.0%	

Table (4.4)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.877 ^a	4	.579
Likelihood Ratio	3.315	4	.507
Linear-by-Linear Association	.075	1	.785
N of Valid Cases	60		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .50.

sex ^ liked the ad Crosstabulation

			liked the ad					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	2	3	7	12	6	30
		Expected Count	1.0	4.5	9.5	10.5	4.5	30.0
		% within sex	6.7%	10.0%	23.3%	40.0%	20.0%	100.0%
		% within liked the ad	100.0%	33.3%	36.8%	57.1%	66.7%	50.0%
		% of Total	3.3%	5.0%	11.7%	20.0%	10.0%	50.0%
	female	Count	0	6	12	9	3	30
		Expected Count	1.0	4.5	9.5	10.5	4.5	30.0
		% within sex	0.0%	20.0%	40.0%	30.0%	10.0%	100.0%
		% within liked the ad	0.0%	66.7%	63.2%	42.9%	33.3%	50.0%
		% of Total	0.0%	10.0%	20.0%	15.0%	5.0%	50.0%
Total	Count	2	9	19	21	9	60	
	Expected Count	2.0	9.0	19.0	21.0	9.0	60.0	
	% within sex	3.3%	15.0%	31.7%	35.0%	15.0%	100.0%	
	% within liked the ad	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	3.3%	15.0%	31.7%	35.0%	15.0%	100.0%	

Table (4.5)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.744 ^a	4	.219
Likelihood Ratio	6.573	4	.160
Linear-by-Linear Association	1.003	1	.317
N of Valid Cases	60		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is 1.00.

sex ^ liked the ad Crosstabulation

			liked the ad					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	2	3	7	12	6	30
		Expected Count	1.0	4.5	9.5	10.5	4.5	30.0
		% within sex	6.7%	10.0%	23.3%	40.0%	20.0%	100.0%
		% within liked the ad	100.0%	33.3%	36.8%	57.1%	66.7%	50.0%
		% of Total	3.3%	5.0%	11.7%	20.0%	10.0%	50.0%
	female	Count	0	6	12	9	3	30
		Expected Count	1.0	4.5	9.5	10.5	4.5	30.0
		% within sex	0.0%	20.0%	40.0%	30.0%	10.0%	100.0%
		% within liked the ad	0.0%	66.7%	63.2%	42.9%	33.3%	50.0%
		% of Total	0.0%	10.0%	20.0%	15.0%	5.0%	50.0%
Total	Count	2	9	19	21	9	60	
	Expected Count	2.0	9.0	19.0	21.0	9.0	60.0	
	% within sex	3.3%	15.0%	31.7%	35.0%	15.0%	100.0%	
	% within liked the ad	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	3.3%	15.0%	31.7%	35.0%	15.0%	100.0%	

Table (4.5)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.744 ^a	4	.219
Likelihood Ratio	6.573	4	.160
Linear-by-Linear Association	1.003	1	.317
N of Valid Cases	60		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is 1.00.

sex * do you have the intention to buy Crosstabulation

			do you have the intention to buy					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	1	6	4	10	9	30
		Expected Count	1.0	4.5	5.0	9.0	10.5	30.0
		% within sex	3.3%	20.0%	13.3%	33.3%	30.0%	100.0%
		% within do you have the intention to buy	50.0%	66.7%	40.0%	55.6%	42.9%	50.0%
		% of Total	1.7%	10.0%	6.7%	16.7%	15.0%	50.0%
	female	Count	1	3	6	8	12	30
		Expected Count	1.0	4.5	5.0	9.0	10.5	30.0
		% within sex	3.3%	10.0%	20.0%	26.7%	40.0%	100.0%
		% within do you have the intention to buy	50.0%	33.3%	60.0%	44.4%	57.1%	50.0%
		% of Total	1.7%	5.0%	10.0%	13.3%	20.0%	50.0%
Total		Count	2	9	10	18	21	60
		Expected Count	2.0	9.0	10.0	18.0	21.0	60.0
		% within sex	3.3%	15.0%	16.7%	30.0%	35.0%	100.0%
		% within do you have the intention to buy	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	3.3%	15.0%	16.7%	30.0%	35.0%	100.0%

Table (4.6)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.051 ^a	4	.726
Likelihood Ratio	2.075	4	.722
Linear-by-Linear Association	.586	1	.444
N of Valid Cases	60		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.00.



Graph (4.2)

sex ^ liked the product Crosstabulation

			liked the product					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	15	7	7	1	0	30
		Expected Count	12.0	11.0	6.0	.5	.5	30.0
		% within sex	50.0%	23.3%	23.3%	3.3%	0.0%	100.0%
		% within liked the product	62.5%	31.8%	58.3%	100.0%	0.0%	50.0%
		% of Total	25.0%	11.7%	11.7%	1.7%	0.0%	50.0%
	female	Count	9	15	5	0	1	30
		Expected Count	12.0	11.0	6.0	.5	.5	30.0
		% within sex	30.0%	50.0%	16.7%	0.0%	3.3%	100.0%
		% within liked the product	37.5%	68.2%	41.7%	0.0%	100.0%	50.0%
		% of Total	15.0%	25.0%	8.3%	0.0%	1.7%	50.0%
Total		Count	24	22	12	1	1	60
		Expected Count	24.0	22.0	12.0	1.0	1.0	60.0
		% within sex	40.0%	36.7%	20.0%	1.7%	1.7%	100.0%
		% within liked the product	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	40.0%	36.7%	20.0%	1.7%	1.7%	100.0%

Table (4.7)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.742 ^a	4	.150
Likelihood Ratio	7.600	4	.107
Linear-by-Linear Association	.510	1	.475
N of Valid Cases	60		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .50.

sex * liked the ad Crosstabulation

			liked the ad					Total
			strongly agree	agree	neutral	disagree	strongly disagree	
sex	male	Count	8	13	3	5	1	30
		Expected Count	9.5	10.0	7.0	3.0	.5	30.0
		% within sex	26.7%	43.3%	10.0%	16.7%	3.3%	100.0%
		% within liked the ad	42.1%	65.0%	21.4%	83.3%	100.0%	50.0%
		% of Total	13.3%	21.7%	5.0%	8.3%	1.7%	50.0%
	female	Count	11	7	11	1	0	30
		Expected Count	9.5	10.0	7.0	3.0	.5	30.0
		% within sex	36.7%	23.3%	36.7%	3.3%	0.0%	100.0%
		% within liked the ad	57.9%	35.0%	78.6%	16.7%	0.0%	50.0%
		% of Total	18.3%	11.7%	18.3%	1.7%	0.0%	50.0%
Total	Count	19	20	14	6	1	60	
	Expected Count	19.0	20.0	14.0	6.0	1.0	60.0	
	% within sex	31.7%	33.3%	23.3%	10.0%	1.7%	100.0%	
	% within liked the ad	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	31.7%	33.3%	23.3%	10.0%	1.7%	100.0%	

Table (4.8)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.512 ^a	4	.033
Likelihood Ratio	11.461	4	.022
Linear-by-Linear Association	.550	1	.458
N of Valid Cases	60		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .50.

sex * do you have the intention to buy Crosstabulation

		do you have the intention to buy					Total	
		strongly agree	agree	neutral	disagree	strongly disagree		
sex	male	Count	9	13	3	4	1	30
		Expected Count	9.5	11.5	5.0	2.5	1.5	30.0
		% within sex	30.0%	43.3%	10.0%	13.3%	3.3%	100.0%
		% within do you have the intention to buy	47.4%	56.5%	30.0%	80.0%	33.3%	50.0%
		% of Total	15.0%	21.7%	5.0%	6.7%	1.7%	50.0%
female		Count	10	10	7	1	2	30
		Expected Count	9.5	11.5	5.0	2.5	1.5	30.0
		% within sex	33.3%	33.3%	23.3%	3.3%	6.7%	100.0%
		% within do you have the intention to buy	52.6%	43.5%	70.0%	20.0%	66.7%	50.0%
		% of Total	16.7%	16.7%	11.7%	1.7%	3.3%	50.0%
Total		Count	19	23	10	5	3	60
		Expected Count	19.0	23.0	10.0	5.0	3.0	60.0
		% within sex	31.7%	38.3%	16.7%	8.3%	5.0%	100.0%
		% within do you have the intention to buy	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	31.7%	38.3%	16.7%	8.3%	5.0%	100.0%

Table (4.9)

Chi-Square Tests

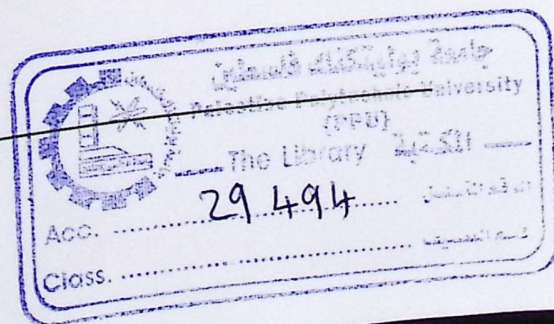
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.177 ^a	4	.383
Likelihood Ratio	4.358	4	.360
Linear-by-Linear Association	.000	1	1.000
N of Valid Cases	60		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.50.

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