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## A review of two decades of research on language in international and multicultural marketing (1997 – 2020) – Supplemental Material

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**A review of two decades of research on language in international and multicultural  
marketing (1997 – 2020) – Supplemental Material**

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## **A review of two decades of research on language in international and multicultural marketing (1997 – 2020) – Supplemental Material**

Abstract: This comprehensive review piece investigates over two decades of research, reflecting on the crucial role of language in international marketing success. In coding and summarizing 181 articles, this work highlights how language has impacted international-marketing-related outcomes across 19 specific content areas. Those content areas are then grouped into seven broad research themes relating to language: Marketing Communications; Linguistics; Branding; Consumer Behavior; Servicescape and Retailing; Internationalization, Supply Chain and Sales; Bilingualism. We synthesize these themes and the common outcomes of the research. From these themes we highlight challenges to the field and explore future research in language in international marketing.

**Keywords:** literature review, language, marketing, communication

**Appendix 1.** Key findings of language-related research in international marketing by area (1997 –2020)

| Primary Theme | Additional Content Area | Year | Journal                                  | Author  | Key Findings  |
|---------------|-------------------------|------|--|---|---|
| Bilingualism  |                         | 2001 | Journal of Consumer Research             | Luna, D., and Peracchio, L. A.                            | Second-language messages are remembered less than first-language messages. Congruency between picture and text can help processing and memory.  |
| Bilingualism  |                         | 2006 | Journal of Business Communication        | Du-Babcock, B.  | In the Cantonese meetings, the Hong Kong bilingual Chinese engaged in a spiral or circular and interactive communication behavior pattern, whereas a linear or sequential discussion pattern was observed when English was the medium of communication. |
| Bilingualism  |                         | 2008 | Journal of Consumer Research             | Luna, D., Ringberg, T., and Peracchio, L. A.              | When language is cued, specific cultural identities are triggered. Frame switching occurs only with biculturals, not with bilinguals who are not bicultural.  |
| Bilingualism  |                         | 2009 | Journal of Consumer Research             | Puntoni, S., De Langhe, B., and Van Osselaer, S. M.       | Ad messages in the native language are perceived as more emotional than messages in a second language. This effect holds true regardless of stereotypes associated to languages or proficiency.   |
| Bilingualism  | Acculturation           | 2010 | Management International Review          | Akkermans, D., Harzing, A. W., and Van Witteloostuijn, A. | A foreign language is a primer for those who have lived in a country where the language is spoken.  |
| Bilingualism  | Acculturation           | 2011 | Asia Pacific Journal of Human Resources  | Lu, Y., Samaratunge, R., and Härtel, C. E.                | Higher levels of English proficiency predicted higher levels of acculturation.  |
| Bilingualism  | Advertising             | 2008 | Journal of Marketing                     | Noriega, J., and Blair, E.                                | The positive effect of native-language ads on self-referent thoughts about family, friends, home, or homeland is moderated by context.  |
| Bilingualism  | Advertising             | 2016 | Journal of Marketing Theory and Practice | Zúñiga, M. A., Torres, I. M., and Niculescu, M.           | In the case of single meaning slogans, comprehension played a limited role for both monolinguals and bilinguals. In the case of polysemous slogans, monolingual (vs. bilingual) consumers are impacted more by comprehension.                           |
| Bilingualism  | Branding                | 1998 | Advances in Consumer Research            | Hung, K., and Heeler, R.                                  | Language influences bilinguals' brand perceptions. Bilinguals shift from their first language to their secondary language when brand perception receives strong international influences.   |

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| Primary Theme | Additional Content Area | Year  | Journal  | Author                                     | Key Findings   |
|---------------|-------------------------|-------|--|--|--|
| Bilingualism  | Branding                | 2017  | Journal of Consumer Marketing                                | Moriuchi, E., and Jackson, P. R.           | Biculturals perceive a product to be of higher quality when it is written in the first (vs. second) language. Felt ethnicity influences attitude toward brand names  |
| Bilingualism  | Code-Switching          | 2005  | Journal of Consumer Research                                 | Luna, D., Lerman, D., and Peracchio, L. A. | Extends Myers-Scotton's (1995) model of code switching. Breaking the linguistic rules of code-switching results in less persuasive messages, but only when consumers process ads in a highly data-driven mode.   |
| Bilingualism  | Code-Switching          | 2005a | Journal of Advertising                                       | Luna, D., and Peracchio, L. A.             | If the language a slogan switches to possesses positive (negative) associations, consumers engage in positive (negative) elaboration, resulting in higher (lower) evaluations.   |
| Bilingualism  | Code-Switching          | 2005b | Journal of Consumer Research                                 | Luna, D., and Peracchio, L. A.             | The impact of code-switching depends on the direction of the code-switch. Majority-language slogans that switch to the minority language were less persuasive than minority-language slogans that switch to the majority language.   |
| Bilingualism  | Code-Switching          | 2008  | Advances in Consumer Research                                | Bishop, M., and Peterson, M.               | When the embedded text does not match the language of the medium in which the ad appears, recall is higher than when the embedded text matches the language of the medium. Recall of matrix (non-code-switched) elements is lower when their language matches that of the medium language. |
| Bilingualism  | Code-Switching          | 2010  | Advances in Consumer Research                                | Bishop, M.                                 | Involvement was lower when the language of the ad differed from that of the medium (the magazine article that followed the ad). By keeping the main language of a code-switched ad the same as that of its medium, cognitive and affective ad involvement can be increased.                |
| Bilingualism  | Code-Switching          | 2010  | Journal of Advertising                                       | Bishop, M., and Peterson, M.               | When a code-switched ad primarily written in Spanish (English) was placed within an all-Spanish (all-English) medium, ad recall and perceptions of advertiser cultural sensitivity increased, leading to greater cognitive ad involvement and persuasion.                                  |
| Bilingualism  | Code-Switching          | 2011  | Journal of Advertising Research                              | Bishop, M., and Peterson, M.               | Investigates how the direction of code-switching and the placement of a code-switched ad in an English or Spanish medium influence bilinguals' attitudes toward code-switching (Acs) and how Acs influence common advertising objectives.  |
| Bilingualism  | Code-Switching          | 2013  | International Journal of Integrated Marketing Communications | Banerji, A., Khan, M. I., and Wani, M. A.  | Code-mixing between English and Hindi (Hinglish) has become a common advertising strategy in metropolitan cities in India.   |
| Bilingualism  | Code-Switching          | 2016a | Journal of Advertising                                       | Lin, Y. C., and Wang, K. Y.                | The congruence between code-switching and the consumer's local-global identity enhances persuasiveness. Advertising involvement mediates this effect.  |

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| Primary Theme | Additional Content Area | Year  | Journal  | Author   | Key Findings  |
|---------------|-------------------------|-------|--|--|---|
| Bilingualism  | Consumer Behavior       | 2005  | Journal of Consumer Psychology                 | Briley, D. A., Morris, M. W., and Simonson, I. | The language used to communicate to bicultural consumers affected their use of particular decision guidelines and their choices.  |
| Bilingualism  | Consumer Behavior       | 2008a | Advances in Consumer Research                  | Gopinath, M., and Glassman, M.                 | Highly ethnocentric consumers evaluate a product in a bilingual package less favorably than the same product in an English-only package.  |
| Bilingualism  | Consumer Behavior       | 2008b | Psychology and Marketing                       | Gopinath, M., and Glassman, M.                 | Both ethnocentrism and prejudice affect evaluations of a product in a bilingual package in a peripheral processing situation, but not in a central processing situation.  |
| Bilingualism  | Consumer Behavior       | 2016  | China Economic Review                          | Wang, H., Cheng, Z., and Smyth, R.             | Proficiency in Mandarin has a positive effect on consumption expenditure in China.  |
| Bilingualism  | Linguistics             | 2002b | Psychology and Marketing                       | Luna, D., and Peracchio, L. A.                 | Second-language (L2) messages result in inferior memory because processing an L2 message at a conceptual level is less likely than processing an L1 message conceptually.   |
| Bilingualism  | Translation             | 2004  | Journal of Consumer Research                   | Zhang, S., and Schmitt, B. H.                  | Proficient bilingual consumers prefer sound translation when the English brand name is emphasized but meaning translation when the Chinese name is emphasized. Less proficient bilinguals engage in semantic processing of the dual names.                                |
| Branding      |                         | 2003  | International Journal of Research in Marketing | Lee, Y. H., and Ang, K. S.                     | Shows the effects of suggestiveness at both the word and sub-word levels on consumer responses to Chinese brand names.  |
| Branding      |                         | 2005  | Journal of International Business Studies      | Samiee, S., Shimp, T. A., and Sharma, S.       | Brand origin recognition is based largely on consumers' associations of brand names with languages that suggest COO.  |
| Branding      |                         | 2008  | Journal of Advertising Research                | Chang, C.                                      | English brand names enhanced the perceived globalness of the brand and encouraged participants to infer that the product originated from a developed Western country. Subjects showed in-group bias by rating products with Chinese brand names higher on brand outcomes. |
| Branding      |                         | 2009  | Irish Marketing Review                         | Campbell, K., Bennett, B., and Stephens, S.    | Companies using a minority language (Irish) for branding in Ireland believe that customers value companies that use Irish although customers themselves do not often use the language.  |

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| Branding      |                         | 2012 | Journal of Marketing                                | Melnik, V., Klein, K., and Völckner, F.                      | Incongruence between the actual COO and implied COO backfires in hedonic categories but has little effect in utilitarian categories. Incongruence decreases purchase likelihood more if the actual COO is an emerging (vs. developed) country.  |
| Branding      |                         | 2012 | Journal of Product and Brand Management             | Villar, M., Ai, D., and Segev, S.                            | No differences were found between American and Chinese consumers in attitudes towards foreign brand names, except in the case of perceived deception.   |
| Branding      |                         | 2015 | Journal of International Business Studies           | Selmier II, W. T., Newenham-Kahindi, A., and Oh, C. H.       | Examines whether and how acquisition of language resources may help MNEs to bridge linguistic, cultural, and institutional boundaries, and reduce pressures on MNE legitimacy by improving their CSR outcomes.  |
| Branding      |                         | 2015 | Journal of Product and Brand Management             | Fetscherin, M., Diamantopoulos, A., Chan, A., and Abbott, R. | For the English version of Chinese brand names, American consumers perceive shorter brand names and those with semantic relevance to English as more memorable. Pronounceability of the brand name influences brand name preference.  |
| Branding      |                         | 2016 | Journal of Business Research                        | Spielmann, N.  | Origin-congruous brand cues are more effective in improving attitudes than incongruous brand cues. Origin-typical products should be branded with origin-congruent cues, whereas origin-atypical products should avoid using origin-congruent cues in their branding.   |
| Branding      |                         | 2017 | Journal of International Consumer Marketing         | Chao, P., and Lin, S.  | Tests the effectiveness of three brand name translation approaches—phonetic, semantic, and suggestive—in influencing consumer attitude toward the brand.  |
| Branding      |                         | 2019 | Journal of Marketing Research                       | Wu, F., Sun, Q., Grewal, R., and Li, S.                      | Proposes a four-way categorization of brand name types for logographic languages: alphanumeric, phonetic, phonosemantic, or semantic. Foreign firms gained from using foreign-sounding brand names. Entry-level products performed better with semantic brand names, and high-end products excelled when they had foreign-sounding brand names. |
| Branding      | Acculturation           | 2001 | International Journal of Human-Computer Interaction | Sacher, H., Tng, T. H., and Loudon, G.                       | Highlights the need to customize products and technology to address language differences.   |

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|---------------|-------------------------|------|---|---|--|
| Branding      | Advertising             | 2010 | Journal of East-West Business                   | Micu, C. C., and Coulter, R. A.                                   | While multinational brands benefit from using English in advertising, local brands do not. If English is used to advertise a local brand, a high self-referencing format should be used.   |
| Branding      | Bilingualism            | 2012 | International Journal of Research in Marketing  | Shrum, L. J., Lowrey, T. M., Luna, D., Lerman, D. B., and Liu, M. | Replicates the findings of Lowrey and Shrum (2007). Suggests that the effect of phonetic symbolism on brand name preference can be generalized across languages.   |
| Branding      | Linguistics             | 2015 | Journal of Business and Technical Communication | Batova, T., and Clark, D.   | Discusses the complexities of globalized content management because of linguistic idiosyncrasies of particular languages.  |
| Branding      | Translation             | 2003 | Multinational Business Review                   | Li, F., and Shoostari, N. H.                                      | Examines brand naming and translating in the Chinese market. Argues that sociolinguistics recognizes linguistic competence, advances symbolic values imbedded in linguistic forms, and renders attached social valence to cultural scrutiny. |
| Branding      | Translation             | 2007 | Journal of Global Marketing                     | Chow, C. S., Tang, E. P., and Fu, I. S.                           | Hedonism and involvement significantly moderate the effect of translation on purchase intention.   |
| Branding      | Translation             | 2009 | Multinational Business Review                   | Alon, I., Littrell, R. F., and Chan, A. K.                        | Discusses issues in the translation of international brand names to Chinese. Also discusses four global product-naming strategic alternatives: dual extension; brand meaning extension; brand feeling extension; and dual adaptation.        |
| Branding      |                         | 1997 | International Journal of Advertising            | Huang, Y. Y., and Chan, A. K.                                     | Summarizes the general linguistic rules governing Chinese branding and compares the specific brand name formation rules for different products.  |
| Branding      |                         | 1997 | Journal of Marketing Theory and Practice        | Thakor, M. V., and Pacheco, B. G.                                 | Replicates Leclerc et al.'s (1994) study. Finds only partial support for a foreign branding effect on brand attitude. Reports significant gender effect with respect to liking for the brand name.   |
| Branding      |                         | 2002 | Journal of International Marketing              | Francis, J. N., Lam, J. P., and Walls, J.                         | Most of the American MNCs localize their brand names in China, and transliteration of the brand name is the most-often-used strategy. They also add cultural symbols to avoid brand name mistakes.   |

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| Branding          |                         | 2002 | Journal of International Marketing       | Tavassoli, N. T., and Han, J. K.   | Visual brand identifiers are integrated in memory more easily with Chinese brand names, whereas auditory brand identifiers are integrated in memory more easily with English brand names. Writing systems affect cognitive processes that are involved in the integration of words with nonverbal information. |
| Consumer Behavior |                         | 2009 | Marketing Management Journal             | Jae, H.  | Examines the potential vulnerability of immigrant consumers in the United States who are linguistically isolated.  |
| Consumer Behavior |                         | 2014 | Journal of Marketing Theory and Practice | Little, J. P., and Singh, N.   | When Spanish is dominant over English, Anglo-Americans are more likely to show animosity directed toward the use of Spanish and toward the Hispanic culture.   |
| Consumer Behavior |                         | 2015 | Journal of Business Research             | Cleveland, M., Laroche, M., and Papadopoulos, N.                                   | Acquiring English promotes global consumer culture, enhancing materialism and cosmopolitanism, and diminishing consumer ethnocentrism.   |
| Consumer Behavior |                         | 2017 | Journal of Consumer Behavior             | Alcántara-Pilar, J. M., Del Barrio-García, S., Porcu, L., and Crespo-Almendros, E. | Demonstrates that online information processing is moderated by the language by which users elaborate information and their cultural values in terms of the dimensions of individualism and uncertainty avoidance.   |
| Consumer Behavior |                         | 2018 | Journal of Business Research             | Alcántara-Pilar, J. M., Del Barrio-García, S., and Rodríguez-López, M. E.          | Online information-processing is moderated by the language in which users process information. Firms can reduce the negative effect of perceived risk on perceived usability and online satisfaction using language that carries cultural values which is associated with lower uncertainty avoidance.         |
| Consumer Behavior | Acculturation           | 2002 | Journal of Advertising Research          | Warden, C. A., Lai, M., and Wu, W. Y.  | Understanding and customizing language provides higher evaluations, and high differentiation moderates the relationship.   |
| Consumer Behavior | Bilingualism            | 2013 | Computers in Human Behavior              | Alcántara-Pilar, J. M., del Barrio-García, S., and Porcu, L.                       | Translation and the language of website content can affect perceived risk. Spanish users perceive less risk when browsing in English than in Spanish, while for the British there was no difference. Involvement and bilingualism moderate the user's risk perception.   |

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|-------------------|-----------------------------------|------|--|--|---|
| Consumer Behavior | Culture                           | 2010 | International Journal of Consumer Studies                                  | Liang, B., Cherian, J., and Liu, Y.  | Culture (vs. language of the message) drives Chinese people's imagery-generation capabilities because their dominant way of thinking is concrete.   |
| Consumer Behavior | Culture                           | 2017 | Journal of Food Products Marketing   | Rosa, F., Sillani, S., and Vasciaveo, M.                                       | The local language used in a marketing communication can affect the consumer's preference for food products. Suggests that the local language could be used as a tool for market segmentation.  |
| Consumer Behavior | Language Difference               | 2013 | Journal of International Business Studies                                  | Ronen, S., and Shenkar, O.   | Examines the combined role of language, religion, and geography in cultural clustering of countries.  |
| Consumer Behavior | Language Difference / Advertising | 2009 | Advances in Consumer Research  | Liang, B.  | It is not language, but culture, that drives the higher imagery generation capability of the Chinese people.  |
| Consumer Behavior | Lingua franca                     | 2008 | Journal of Targeting, Measurement and Analysis for Marketing               | James, W. L., Torres-Baumgarten, G., Petković, G., and Havrylenko, T.          | Looks at the issue of language selection in international online communications. English should not automatically be considered the language of choice because online user preference for English (vs. the native language) varies by country.  |
| Consumer Behavior | Linguistics                       | 2005 | Journal of Consumer Research   | Yorkston, E., and De Mello, G. E.  | In the formal gender system of Spanish, consistent formal gender marking enhances brand recall, while semantic product associations drive brand evaluation. In the semantic gender system of English, congruent semantic associations between brand name and product category improve brand evaluations and brand recall. |
| Consumer Behavior | Linguistics                       | 2010 | Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior | Ganglmair-Wooliscroft, A., and Wooliscroft, B.                                 | Different meanings exist even among same language speakers.   |
| Consumer Behavior | Linguistics                       | 2017 | Entrepreneurship Theory and Practice                                       | Hechavarría, D. M., Terjesen, S. A., Stenholm, P., Brännback, M., and Lång, S. | Gendered linguistic structures reinforce gender stereotypes and discourage women's entry into entrepreneurial activities.   |

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|---|----------------------------|------|---|---|---|
| Consumer Behavior                       | Servicescape and Retailing | 2002 | Cornell Hotel and Restaurant Administration Quarterly | Ho, J. K.   | Emphasizes the need for multilingual capability for online communication in the hotel industry.   |
| Consumer Behavior                       | Servicescape and Retailing | 2013 | Psychology and Marketing                              | Gopinath, M., Glassman, M., and Nyer, P.  | The English-Spanish packaging received the lowest evaluation. Adding French mitigated this effect as did attributing a relatively high price to the product.  |
| Consumer Behavior                       | Servicescape and Retailing | 2017 | Journal of Business Research                          | Bell, M. L., and Puzakova, M.   | Both minority and majority language speakers prefer service in the majority (vs. minority) language when their friend's native language is different from their own.  |
| Internationalization/Supply Chain/Sales | Internationalization       | 2000 | European Journal of Marketing                         | Clarke, W. M.   | Very few of the Irish exporting companies use foreign languages to a great extent in their day-to-day exporting activities.   |
| Internationalization/Supply Chain/Sales | Internationalization       | 2016 | Journal of International Business Studies             | Dow, D., Cuypers, I. R., and Ertug, G.  | Linguistic distance has a negative effect on the percentage of ownership the acquirer takes in the target firm. Linguistic diversity in the acquirer's home country moderates the relationship. Within-country linguistic diversity influences the ownership structure of foreign acquisitions. |
| Internationalization/Supply Chain/Sales | Internationalization       | 2017 | International Business Review                         | Francioni, B., Vissak, T., and Musso, F.  | Internationalization of small Italian wine producers were influenced by network relationships, which were affected by language barriers.  |
| Internationalization/Supply Chain/Sales | Internationalization       | 2017 | Measuring Business Excellence                         | Niñerola, A., Sánchez-Rebull, M. V., and Hernandez-Lara, A. B.                            | Language is a barrier to foreign market entry, but is just one of many different barriers. Language can help build trust.   |
| Internationalization/Supply Chain/Sales | Internationalization       | 2018 | Journal of International Entrepreneurship             | Johnstone, L., Monteiro, M. P., Ferreira, I., Westerlund, J., Aalto, R., and Martinen, J. | Explores the impact language ability on start-up expansion as a tool for cross-cultural communication, and the role of educational context in the production of competent international entrepreneurs.  |
| Internationalization/Supply Chain/Sales | Language Difference        | 2006 | Journal of International Business Studies             | Dow, D., and Karunaratna, A.  | Differences in languages between countries are negatively associated with the intensity of trade between countries.   |

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|---|-------------------------|------|--|--|---|
| Internationalization/Supply Chain/Sales | Language Difference     | 2011 | International Business Review                    | Stoian, M. C., Rialp, A., and Rialp, J.              | Foreign language skills are among the most influencing determinants of export performance. Foreign language proficiency facilitates the penetration of foreign markets and improves the ability of doing business with overseas clients.  |
| Internationalization/Supply Chain/Sales | Lingua franca           | 2011 | Multinational Business Review                    | Hejazi, W., and Ma, J.                               | English is important in deploying multinational strategies, even in countries whose official language is not English.   |
| Internationalization/Supply Chain/Sales | Linguistics             | 2013 | Review of International Economics                | Isphording, I. E., and Otten, S.                     | Proposes a new measure of linguistic distance. Linguistic distance is influential in language acquisition, and larger linguistic distance can negatively influence trade.   |
| Internationalization/Supply Chain/Sales | Sales / Negotiation     | 2001 | Negotiation Journal                              | Cohen, R.  | In technical talks, semantic problems are relatively easily overcome. In complex international negotiations, the full range of meanings and connotations may not be conveyed in translation.  |
| Internationalization/Supply Chain/Sales | Sales / Negotiation     | 2008 | Behaviour and Information Technology             | Lim, J., and Yang, Y. P.                             | Multilingual negotiation support system helped to improve equality of outcome, but it took more time.   |
| Internationalization/Supply Chain/Sales | Sales / Negotiation     | 2011 | International Journal of Employment Studies      | Okamoto, K.  | The requirement of language competence among cultural mediators is relative and varies in association with the level of language competence of staff mediated by cultural mediators.  |
| Internationalization/Supply Chain/Sales | Sales / Negotiation     | 2017 | Journal of Business Research                     | Alvarez, C. M., Taylor, K. A., and Gomez, C.         | The use of Spanish in negotiations may activate unfavorable stereotypic judgments towards Spanish-speakers. English (vs. Spanish) is associated with higher vitality, economic power, and prestige in America.  |
| Internationalization/Supply Chain/Sales | Sales / Negotiation     | 2019 | Journal of Personal Selling and Sales Management | Deeter-Schmelz, D. R., Lauer, T. P., and Rudd, J. M. | Looks at the sales manager–salesperson relationship when the sales manager is leading sales representatives in other cultures. Identifies five key themes: building and sustaining cross-cultural relationships, cross-cultural communication effectiveness, acquisition and maintenance of trust across cultures, language, and decision-making. |
| Internationalization/Supply Chain/Sales | Supply Chain / Exports  | 1997 | Irish Journal of Management                      | Cromie, C., Clarke, B., and Cromie, S.               | Linguistic factors are important to exports and general business, though actual use of foreign language is limited due to a disconnect between knowledge and implementation.  |
| Internationalization/Supply Chain/Sales | Supply Chain / Exports  | 2004 | International Small Business Journal             | Williams, J. E., and Chaston, I.                     | Qualitatively, linguistic ability is important in export managers' decisions. Quantitatively, linguistic ability matters less so.   |
| Internationalization/Supply Chain/Sales | Supply Chain / Exports  | 2014 | International Journal of Entrepreneurship        | Asasongtham, J., and Wichadee, S.                    | While foreign language ability is important in exporting, experience is more valuable.  |

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| Linguistics   |                         | 1998 | Journal of Consumer Research  | Schmitt, B. H., and Zhang, S.                                  | Linguistic classifiers positively impact cognition, judgment and choice via assimilation, contract processing and affect transfer.  |
| Linguistics   |                         | 1999 | Journal of Consumer Research  | Tavassoli, N. T.   | Memory encoding is based upon pictures or words, with pictures eliminating temporal encoding. Expands on the information processing framework.  |
| Linguistics   |                         | 2001 | Journal of Consumer Research  | Tavassoli, N. T., and Han, J. K.                               | Contextual references with language require different cognitive functions. Alphabetic scripts require more phonological short-term memory, while logographic scripts require more spatial visual short-term memory.   |
| Linguistics   |                         | 2006 | Corporate Communications : An International Journal   | Lee, M. Y., So, D. W., and Wong, L. Y.                         | Corporations from the West adopt a less formal tone in their web sites for viewers in China, projecting a close and friendly image for customers.   |
| Linguistics   |                         | 2006 | Theorie und Praxis: Sprachliche Aspekte von deutschen und niederländischen Unternehmensdarstellungen und Werbekampagnen | Hornikx, J., and Starren, M.                                   | Looks at cross-cultural slogans (French vs. Dutch). When slogans were difficult to understand, the participants preferred the Dutch slogan to the French. When the slogans were understood, the participants showed a slight preference for the French slogans. |
| Linguistics   | Advertising             | 2016 | Journal of Global Marketing   | Reinares-Lara, E., Martín-Santana, J. D., and Muela-Molina, C. | Standard accent generates more credibility than non-standard accent. Accent similarity has a positive influence on spokesperson credibility. Accent stigmatization has a negative effect on credibility.  |
| Linguistics   | Advertising             | 2017 | Journal of Business Research  | Alvarez, C. M., Miniard, P. W., and Jaccard, J.                | Spanish is either functionally equivalent to English for those holding neutral stereotypes about the users of Spanish living in America, or persuasively superior for those possessing favorable stereotypes.   |
| Linguistics   | Advertising             | 2019 | Journal of Advertising  | Deng, X., Han, B., and Wang, L.                                | Looks at languages that can be written either horizontally or vertically. Temporal distance, traditional view and persuasiveness are more strongly linked to vertical vs. horizontal orientation.   |

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| Primary Theme | Additional Content Area           | Year | Journal  | Author  | Key Findings  |
|---------------|-----------------------------------|------|--|---|---|
| Linguistics   | Advertising / Language Difference | 2012 | Journal of Advertising                         | Morales, A. C., Scott, M. L., and Yorkston, E. A. | Spokesperson accents in persuasive communications influence consumer evaluations and memory of products. Found higher preferences for products advertised using less familiar and more standard accents. Consumer preferences for standard accents lower brand recall.  |
| Linguistics   | Branding                          | 2002 | Journal of Marketing Communications            | Usunier, J. C., and Shaner, J.                    | Highlights the importance of phonetics and linguistic components in international brand naming.   |
| Linguistics   | Branding                          | 2013 | International Journal of Research in Marketing | Kuehnl, C., and Mantau, A.                        | English-speaking natives generally prefer front vowels and plosives in international brand names. There is a common pattern of sounds eliciting product attribute associations across languages.  |
| Linguistics   | Common Corporate Language         | 2010 | European Journal of International Management   | Lauring, J., and Tange, H.                        | Suggests that cooperation and communication are hindered by the practices of contained and dilute communication, which are related to sociolinguistic awareness and linguistic competence.  |
| Linguistics   | Common Corporate Language         | 2015 | The Economic Journal                           | Egger, P. H., and Lassmann, A.                    | A common native language impacts extensive margins rather than intensive margins of trade.  |
| Linguistics   | Common Corporate Language         | 2017 | Journal of Business Research                   | Schau, H. J., Dang, Y. M., and Zhang, Y. G.       | Chinese immigrants systematically employ English to reference brands and describe promotions in an online forum dominated by Chinese language. Code-switching becomes a norm for Chinese immigrants to communicate specifically about American retail phenomena and bridge the gulf between home and host cultures. |
| Linguistics   | Communication in General          | 2014 | Journal of International Business Studies      | Kuznetsov, A., and Kuznetsova, O.                 | The deficiencies of the local professional business discourse due to language limitations hinder cognitive coherence between foreign and local companies.   |
| Linguistics   | Communication in General          | 2015 | Journal of World Business                      | Lauring, J., and Klitmøller, A.                   | Identifies five factors that affect avoidance behavior in second language encounters. Communication avoidance in MNCs should not be perceived only as an individual level variable. Conditions external to the individual can increase or decrease the avoidance behavior.  |
| Linguistics   | Culture                           | 2010 | Journal of Business Communication              | Usunier, J. C., and Roulin, N.                    | Confirms the power of English as the global lingua franca and the major role English plays in B2B communications through Web sites.   |
| Linguistics   | Culture                           | 2015 | Journal of International Business Studies      | Luiz, J. M.                                       | Introduces the ethno-linguistic fractionalization measure, which captures the ethnic and linguistic diversity in a country.   |

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| Primary Theme | Additional Content Area                  | Year | Journal  | Author                                     | Key Findings  |
|---------------|--|------|--|--|---|
| Linguistics   | Language Differences / Consumer Behavior | 2011 | Journal of Targeting, Measurement and Analysis for Marketing | DeShields, O. W., and Kara, A.             | Consumers that are less exposed to the US culture view the spokesperson with Mexican-Spanish accent more favorably. Consumers living close to the US border and coastal areas view an American-Spanish Accent and a Mexican-Spanish accent equally favorably. |
| Linguistics   | Language Policy / Consumer Behavior      | 2010 | International Marketing Review                               | Hernandez, M. D., and Minor, M. S.         | Reviews East-West writing system differences and summarizes previous work examining the cross-script effect on consumer responses.  |
| Linguistics   | Lingua franca                            | 2010 | Journal of Business Communication                            | Kankaanranta, A., and Planken, B.          | Business English as a Lingua Franca (BELF) can be seen as a communicative code for business, focusing on clarity and accuracy of content, not linguistic correctness.   |
| Linguistics   | Lingua Franca                            | 2010 | The Journal of Business Communication                        | Pullin, P.                                 | Small talk may help speakers of BELF develop solidarity, despite linguistic and cultural differences, avoiding communication problems.  |
| Linguistics   | Lingua franca                            | 2013 | Journal of Business and Technical Communication              | Kankaanranta, A., and Lu, W.               | Vocation as an international business professional, young age, and the use of English stimulate the openness and directness of professional communication.  |
| Linguistics   | Lingua franca                            | 2015 | Cross-Cultural Management Journal                            | Constantinescu, G. C.                      | English has the strongest vocation of language for international communication at global level, followed by French and Spanish. Chinese has only a medium vocation at regional level.   |
| Linguistics   | Lingua franca                            | 2019 | International Journal of Business Communication              | Cucchi, C.                                 | Identifies linguistic features that may be related to national differences on European corporate websites where English is used as a lingua franca.   |
| Linguistics   | Sales / Negotiation                      | 2000 | Thunderbird International Business Review                    | DeShields Jr, O. W., and De los Santos, G. | For an American audience, the most influential salesperson is an American-English-accented salesperson. In Mexico, both a Mexican-Spanish- and an American-English-Spanish-accented salesperson has a similar impact on consumer purchase intentions.         |
| Linguistics   | Sales / Negotiation                      | 2019 | Journal of Small Business Management                         | Shinnar, R. S., and Zamantılı Nayır, D.    | Immigrant entrepreneurs' ability to foster trusting relationships thanks to language, cultural, and religious knowledge permits immigrant entrepreneurs in an emerging economy to engage in less economically marginal activities.                            |

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| Primary Theme | Additional Content Area | Year | Journal   | Author  | Key Findings   |
|---------------|-------------------------|------|---|---|--|
| Linguistics   | Translation             | 2010 | Critical perspectives on international business | Blenkinsopp, J., and Shademan Pajouh, M.      | Translation is a challenge, due to the need of linguists to maintain professional standing, and the context and relationship needed in inter-cultural communication.   |
| Linguistics   | Translation             | 2011 | Journal of Business Research                    | Kum, D., Lee, Y. H., and Qiu, C.              | Processing of different writing systems can affect translation preference among consumers with varying proficiency for the languages that the original (English) and translated (Chinese) brand names are in. English is more associated with phonology and Chinese is more associated with semantics. |
| Linguistics   | Translation             | 2011 | Journal of World Business                       | Usunier, J. C.                                | Translation process often ignores the emic meaning in the target context by forcing source meaning into that context. Divergence in meaning can be assessed by adopting a cultural/semantic approach to translation rather than a mechanical/lexical one.  |
| Linguistics   | Translation             | 2014 | Journal of International Business Studies       | Chidlow, A., Plakoyiannaki, E., and Welch, C. | Points to the dominance of a technicist view of translation associated with the equivalence paradigm. The translation process should be reframed as a process of intercultural and contextualized interaction, rather than a lexical transfer of meaning.  |
| Linguistics   | Translation             | 2014 | Journal of International Business Studies       | Holden, N. J., and Michailova, S.             | Translation should be viewed not just from a microscopic view of accuracy of words, but from a macro view understanding cross-border interplay of context, experience and culture.   |
| Linguistics   | Translation / Branding  | 2001 | Journal of Marketing Research                   | Zhang, S., and Schmitt, B. H.                 | Presents a framework of three translation methods. The effectiveness of translation depends on the emphasis of the original and the method of translation used previously for brand names within the same category.  |
| Linguistics   | Translation / Branding  | 2002 | Journal of International Marketing              | Hong, F. C., Pecotich, A., and Shultz, C. J.  | For an unknown brand, a phonetic translation is more effective. For an existing strong brand name, retaining the original name is more effective. Significant interaction was found between brand translation and education.   |
| Linguistics   | Translation / Branding  | 2012 | Journal of Global Marketing                     | Athaide, G. A., and Klink, R. R.              | Examines whether sound symbolism effects are maintained after translating a brand name from English to Hindi. The sound-meaning relationship can persist after translation.  |
| Linguistics   |                         | 2008 | Journal of Consumer Research                    | Krishna, A., and Ahluwalia, R.                | Language effects are asymmetric for MNCs vs. local firms. Advertising effectiveness for different types of products (luxuries vs. necessities) may be affected by different language formats (e.g., the local language vs. English or a mix of the two languages).                                     |
| Linguistics   |                         | 2015 | Marketing Letters                               | Han, J. K., Sohn, Y. S., and Yoo, K. W.       | Using regulatory focus theory, suggests that Korean speakers adopt speech tones based upon informal speech (prevention focused) and formal speech (promotion focused).   |

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| Primary Theme            | Additional Content Area | Year | Journal                                     | Author  | Key Findings   |
|--------------------------|-------------------------|------|---|---|--|
| Linguistics              |                         | 2020 | Journal of Consumer Behaviour               | Gunasti, K., Kara, S., Ross Jr, W. T., and Duclos, R. | Use of different numbers in marketing, branding, and pricing efforts should best fit the linguistic structure of the country where the product is sold.  |
| Marketing Communications | Acculturation           | 1999 | Journal of Advertising Research             | Yin, J.   | Most of the international advertisers in China used the combination strategy (i.e., partly localized and partly standardized). Localizing language to blend with local culture was rated most important in advertising transferability.  |
| Marketing Communications | Acculturation           | 2004 | Canadian Journal of Administrative Sciences | Tiessen, J. H.  | International market factors and economics of language impact language customization in the host country.  |
| Marketing Communications | Acculturation           | 2008 | Journal of Advertising Research             | Singh, N., Baack, D. W., Pereira, A., and Baack, D.   | Hispanics low on acculturation have a significantly higher preference for use of both English and Spanish language compared to Hispanics high on acculturation.  |
| Marketing Communications | Acculturation           | 2009 | Thunderbird International Business Review   | Singh, N., Toy, D. R., and Wright, L. K.              | Provides a framework for analyzing the extent of a company's web site localization based on four constructs: content localization, cultural customization, local gateways, and translation quality. Emphasized the need for customization over localization, highlighting that very few firms do so. |
| Marketing Communications | Acculturation           | 2012 | Journal of Consumer Behaviour               | Li, C., and Kalyanaraman, S.                          | Web sites in the first language (vs. a second language) resulted in higher readability. Results were mixed on attitudes.   |
| Marketing Communications | Advertising             | 1997 | International Executive                     | Ueltschy, L. C., and Ryans Jr, J. K.                  | Cultural dimensions, of which language is a proxy, influence attitude towards ads.   |
| Marketing Communications | Advertising             | 1999 | Advances in Consumer Research               | Luna, D., and Peracchio, L. A.                        | Second-language ads may be more cognitively demanding than first-language ads. The need for cognition, cue centrality and picture-text agreement moderate language effects on ad effectiveness.  |
| Marketing Communications | Advertising             | 2002 | International Journal of Advertising        | Toffoli, R., and Laroche, M.                          | Anglo-Canadian students perceived greater source honesty and less forcefulness in the ad compared to Chinese students exposed to the ad in their native language.  |
| Marketing Communications | Advertising             | 2002 | Marketing Management Journal                | Ueltschy, L.  | Found a significant relationship between the acculturation of Mexican-Americans and their preferences in terms of language and models utilized in ads.   |

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| Primary Theme            | Additional Content Area | Year | Journal   | Author   | Key Findings   |
|--------------------------|-------------------------|------|---|--|--|
| Marketing Communications | Advertising             | 2003 | Journal of Advertising                              | Dimofte, C. V., Forehand, M. R., and Deshpande, R.   | Subjects were more likely report their ethnic self-awareness if they were exposed to the schema-incongruent ads (Spanish-language voice-over with English subtitles) vs. schema-congruent ads (English-language voice-over). |
| Marketing Communications | Advertising             | 2005 | Journal of Advertising Research                     | La Ferle, C., and Lee, W. N.   | English broadcast (advertising) media are still a good way to reach minority ethnic groups.  |
| Marketing Communications | Advertising             | 2005 | Journal of Brand Management                         | Caruana, A., and Abdilla, M.   | Tests the effectiveness of original English language and dubbed television ads. No difference between the two groups in affective reaction to the ad.  |
| Marketing Communications | Advertising             | 2006 | Journal of International Consumer Marketing         | Li, F., and Shooshtari, N. H.  | Examined Toyota's Land Cruiser SUV advertising campaign in China. Identifies characteristics of a MNC's advertising mistakes that distorted Chinese consumers' sociolinguistic system.                                       |
| Marketing Communications | Advertising             | 2008 | Corporate Communications : An International Journal | Wu, D. D.  | Global appeals are more frequently in the value dimension while the local appeals are more frequently in the language dimension. Many Chinese advertisers tend to hybridize both appeals.                                    |
| Marketing Communications | Advertising             | 2008 | Journal of Advertising                              | Ahn, J., and Ferle, C. L.  | An ad presenting a brand name in English with the body copy message in Korean is an effective strategy to enhance recall and recognition of the brand name and the ad message in Korea.                                      |
| Marketing Communications | Advertising             | 2010 | Journal of Advertising Research                     | Kelly, K., Comello, M. L. G., Stanley, L. R., and Gonzalez, G. R.  | With respect to language used in advertising (English, Spanish, or Spanglish), the results support the use of either Spanglish or English in anti-tobacco ads aimed at Mexican-American youth.                               |
| Marketing Communications | Advertising             | 2010 | Journal of Business Communication                   | Hornikx, J., Van Meurs, F., and de Boer, A.  | Easy-to-understand English slogans were appreciated better than difficult-to-understand English slogans.   |
| Marketing Communications | Advertising             | 2010 | Journal of Global Marketing                         | Gerritsen, M., Nickerson, C., van Hooft, A., van Meurs, F., Korzilius, H., Nederstigt, U., and Crijs, R. | The use of English in a product ad does not have any impact on the image and price of the product, but it affects text comprehension: the meaning of almost 40% of the English phrases was not understood.                   |

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| Primary Theme            | Additional Content Area | Year | Journal  | Author  | Key Findings  |
|--------------------------|-------------------------|------|--|---|---|
| Marketing Communications | Advertising             | 2010 | Marketing Management Journal                         | Ueltschy, L. C.                               | Customization of the language of the ad was positively related to attitudes toward the ad in Spain and Mexico, but it was most important for ads with emotional appeals.  |
| Marketing Communications | Advertising             | 2011 | Journal of Advertising                               | Carroll, R., and Luna, D.                     | The interaction of ad content and language is relevant for advertising evaluations in a bilingual market. When ad language and ad content area are matched, the ad receives higher evaluations.   |
| Marketing Communications | Advertising             | 2012 | Journal of Marketing Development and Competitiveness | Mansori, S.                                   | Proficiency in mother tongue, ethnicity, and perception toward ads in the mother tongue are positively related with acceptance of ads in the mother tongue.   |
| Marketing Communications | Advertising             | 2013 | Journal of International Consumer Marketing          | Hornikx, J., van Meurs, F., and Hof, R. J.    | Foreign-language display is more effective for congruent than for incongruent products.   |
| Marketing Communications | Advertising             | 2013 | Management International Review                      | Zhu, Y., and Hildebrandt, H. W.               | Language and persuasion play a significant role in sales letters, the Chinese managers focusing more on building qing (positive affect) with the reader whereas the New Zealand managers sought a more immediate reaction to their sales pitch and informal engagement with the reader. |
| Marketing Communications | Advertising             | 2014 | Journal of Advertising Research                      | Coffey, A. J.                                 | Advertisers' valuation of audiences' distinct cultural traits and preferences was the most common predictor of investment in Spanish-language audiences, more so than valuation of language dependency and household income.  |
| Marketing Communications | Advertising             | 2014 | Journal of Business Research                         | Spielmann, N., and Delvert, M.                | Using standardized English copy has relevance in non-Anglophone countries for global brands as well as for local brands.  |
| Marketing Communications | Advertising             | 2015 | Dutch Journal of Applied Linguistics                 | Hornikx, J., and Mulder, E.                   | Did not find support for the curiosity-evoking capacity of foreign language display in ads.   |
| Marketing Communications | Advertising             | 2015 | International Journal of Advertising                 | Pagani, M., Goldsmith, R., and Perracchio, A. | Linguistically standardized (English) TV ads led to more positive attitude towards the ad and brand than linguistically adapted ads (dubbed or subtitled in the local language).  |
| Marketing Communications | Advertising             | 2015 | International Journal of Research in Marketing       | Kubat, U., and Swaminathan, V.                | A brand's cultural symbolism moderates the impact of bilingual advertising on brand liking among biculturals. Bicultural identity integration mediates this effect.   |

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| Primary Theme            | Additional Content Area | Year  | Journal  | Author  | Key Findings   |
|--------------------------|-------------------------|-------|--|---|--|
| Marketing Communications | Advertising             | 2016  | Journal of International Business Studies            | Tenzer, H., and Pudelko, M.                                     | Found discrepancies in media choice and media performance in the inner-team interactions between mono- and multilingual virtual teams. Foreign language-induced cognitive load was identified as a key reason for these divergences.   |
| Marketing Communications | Advertising             | 2016b | Journal of Advertising                               | Lin, Y. C., and Wang, K. Y.                                     | Proposes two possible routes that lead to the formation of slogan evaluation among monolinguals: language expectation and language-based association. If slogan evaluations are formed through language expectation, the expected language should be used for marketing communication. |
| Marketing Communications | Advertising             | 2017  | Journal of International Consumer Marketing          | Hornikx, J., and van Meurs, F.                                  | Foreign languages in advertising derive their effectiveness from the COO effect. They evoke associations and generate persuasive effects similar to COO mentions.  |
| Marketing Communications | Advertising             | 2018  | Journal of Communication Inquiry                     | Yeboah-Banin, A. A., Fosu, M., and Tsegah, M.                   | Investigates the extent to which the level of sophistication of the English used in public service announcements might potentially present comprehension barriers to less multi-lingual audience members.  |
| Marketing Communications | Advertising             | 2018  | Journal of International Consumer Marketing          | Nederstigt, U., and Hilberink-Schulpen, B.                      | Suggest that foreign language is not the only key to ad effectiveness, but it might also depend on the foreign language used.  |
| Marketing Communications | Advertising             | 2019  | Journal of Marketing Development and Competitiveness | Mwangi, K., Zhou, J., and Yu, J.                                | Discuss the use of Sheng, as a language of youth developed from Swahili and English, in advertisements and its connection to two major marketing strategies: blue ocean strategy and marketing myopia.   |
| Marketing Communications | Advertising             | 2020  | Journal of Global Marketing                          | Hornikx, J., van Meurs, F., van den Heuvel, J., and Janssen, A. | The prototypical “made in” marker was rarely used. “COO embedded in company name” and “use of COO language” were most frequently employed in magazine advertising.   |
| Marketing Communications | Bilingualism            | 2002  | Psychology and Marketing                             | Wyer Jr, R. S.  | Linguistic variables mediate diverse effects on bilinguals’ comprehension of the information and on the amount and type of cognitive elaboration.  |
| Marketing Communications | Bilingualism            | 2002a | Psychology and Marketing                             | Luna, D., and Peracchio, L. A.                                  | Need for cognition moderates the impact of first- and second-language processing on cognitive measures of advertising effectiveness.   |
| Marketing Communications | Bilingualism            | 2003  | Journal of Consumer Psychology                       | Luna, D., Peracchio, L. A., and de Juan, M. D.                  | Consumers’ evaluations of the web site and product are influenced by the interaction of web site language with graphic congruity and cultural congruity.   |

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| Primary Theme              | Additional Content Area | Year | Journal   | Author   | Key Findings   |
|----------------------------|-------------------------|------|---|--|--|
| Marketing Communications   | Bilingualism            | 2006 | Advances in Consumer Research                         | Noriega, J.  | Presenting a second-language selling message to a bilingual (vs. a monolingual) may result in better recall of personally relevant attributes of an ad.  |
| Marketing Communications   | Bilingualism            | 2010 | Business Journal of Hispanic Research                 | Luna, D., Ringberg, T., and Peracchio, L. A.         | Bilinguals' core identity values can change when they switch languages, influencing their interpretation of ads.   |
| Marketing Communications   | Language Difference     | 2007 | Journal of Multilingual and Multicultural Development | Hornikx, J., Van Meurs, F., and Starren, M.          | Different languages evoked partly different associations. The valence of the associations, and not their number, affected participants' preference for the ad.   |
| Marketing Communications   | Language Difference     | 2014 | Journal of The Academy of Marketing Science           | Brasel, S. A., and Gips, J.                          | Congruency of language between subtitle and ad increases ad recall and evaluation.   |
| Marketing Communications   | Translation             | 2008 | Journal of Engineering and Technology Management      | Nantel, J., and Glaser, E.                           | Usability increases when the web site is in the user's native language. Translation of the web site reduces the user's evaluation of the site.   |
| Servicescape and Retailing |                         | 2014 | Management Decision                                   | Holmqvist, J., Van Vaerenbergh, Y., and Grönroos, C. | Perceived control increases consumer willingness to communicate in a second language in a service encounter. Second language skills are an antecedent in countries with little political tensions related to language.   |
| Servicescape and Retailing | Bilingualism            | 2013 | The Service Industries Journal                        | Holmqvist, J., and Van Vaerenbergh, Y.               | Bilingual consumers find it particularly important to be served in their native language in high-involvement services. For low-involvement services, elderly consumers are less willing to switch language than young consumers. The importance of native language use did not differ between males and females. |
| Servicescape and Retailing | Bilingualism            | 2014 | Journal of Business Research                          | Van Vaerenbergh, Y., and Holmqvist, J.               | Consumers served in a second language (vs. first language) are less likely to spread positive word of mouth. Reveals a negative halo effect, such that consumers served in a second language perceive the service provider as less responsive in general.  |
| Servicescape and Retailing | Bilingualism            | 2017 | Journal of Business Research                          | Balaji, M. S., Roy, S. K., and Lassar, W. M.         | Customers served in their second language perceive a service provider to be less responsive, adversely affecting positive word-of-mouth intentions. Language divergence has a negative influence on customer perception of information quality and empathy with a service provider.                              |

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| Primary Theme              | Additional Content Area   | Year | Journal                         | Author   | Key Findings  |
|----------------------------|---------------------------|------|---------------------------------|--|---|
| Servicescape and Retailing | Bilingualism              | 2017 | Journal of Business Research    | Kraak, J. M., and Holmqvist, J.  | A culturally appropriate language used by the service provider improves authenticity and experience in the service context. A typology of value creation is provided based upon authenticity and importance of language.                  |
| Servicescape and Retailing | Branding                  | 2010 | Journal of Marketing Management | Salciuviene, L., Ghauri, P. N., Salomea Streder, R., and De Mattos, C. | The incongruence between brand names in a foreign language and COO increases perceptions of hedonic services as more hedonic, perceptions of utilitarian services as more suitable, and preference for brand names in a foreign language. |
| Servicescape and Retailing | CB                        | 2011 | Managing Service Quality        | Holmqvist, J.  | Consumers in different language groups prefer the use of their first language in service encounters. Language has emotional connotations for consumers that go beyond mere communication.   |
| Servicescape and Retailing | CB                        | 2013 | European Journal of Marketing   | Van Vaerenbergh, Y., and Holmqvist, J.                                 | Consumers are more likely to tip if served in their native language (vs. second language). The impact of service language on tipping behavior is mediated by perceptions of speech accommodation.   |
| Servicescape and Retailing | CB                        | 2017 | Transnational Marketing Journal | English, D. A.   | Foreign consumers are willing to use Korean in a low-involvement service encounter, while preferring to speak in English in a high-involvement service encounter.   |
| Servicescape and Retailing | Code-Switching            | 2007 | Journal of Retailing            | Schau, H. J., Dellande, S., and Gilly, M. C.                           | Found that language code-switching in scripted service encounters can have positive outcomes, but dialect and brand code-switching subverts the service script with negative consequences.  |
| Servicescape and Retailing | Common Corporate Language | 2017 | International Business Review   | Schu and Morschett   | A common language has a positive effect on the likelihood of selecting a target country.  |
| Servicescape and Retailing | Consumer Behavior         | 2012 | Journal of Service Research     | Holmqvist, J., and Grönroos, C.  | Develops propositions that clarify the service encounter, the role of the consumer in services, and how consumers are influenced by language.   |
| Servicescape and Retailing | Consumer Behavior         | 2017 | Journal of Business Research    | Cayla, J., and Bhatnagar, K.   | Language can shape the power dynamic between service providers and customers in the Indian context. English can operate as an invisible boundary in service settings, by excluding non-fluent Indians.                                    |
| Servicescape and Retailing | Consumer Behavior         | 2018 | Journal of Services Marketing   | Pezzuti, T., Pierce, M. E., and Leonhardt, J. M.                       | Language homophily increases migrant consumers' expectation of control over a service encounter and, in turn, increases their intention to use a provider's services. Collectivism moderates the relationship.                            |

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| Primary Theme              | Additional Content Area  | Year | Journal                      | Author   | Key Findings   |
|----------------------------|--------------------------|------|------------------------------|--|--|
| Servicescape and Retailing | Consumer Behavior        | 2019 | Journal of Retailing         | Holmqvist, J., Van Vaerenbergh, Y., Lunardo, R., and Dahlén, M.        | If customers initiate contact in a second language, the frontline employee's switch to the customer's first language constitutes an identity threat leading customer to feel less satisfied.   |
| Servicescape and Retailing | Linguistics              | 2017 | Journal of Business Research | Azab, C., and Clark, T.  | The ethnic composition of customers and service providers (majority vs. minority) moderates the effect of ethnicity and language on rapport. Language convergence is an effective strategy in majority population not minority.  |
| Servicescape and Retailing | Linguistics              | 2017 | Journal of Business Research | Touchstone, E. E., Koslow, S., Shamdasani, P. N., and D'Alessandro, S. | Introduces a new term, servicescape, to describe the use of language in and around a service encounter. Management's lack of sensitivity to linguistic symbols can lead to confusion and an attribution of discrimination towards the targeted ethnic group.                       |
| Servicescape and Retailing | Marketing Communications | 2017 | Journal of Business Research | Zhang, C., Laroche, M., and Richard, M. O.                             | In a service context, bilinguals prefer adjectives and nouns in general, while using more verbs in Chinese contexts. English (vs. Chinese) ads are perceived as more informative, and noun-composed ads (vs. the ones with verbs or adjectives) are perceived as more informative. |

**Appendix 2.** Journals reviewed and article count

| <b>Journal Title</b>                                       | <b># of Articles</b> |
|--|----------------------|
| Journal of Business Research                               | 16                   |
| Journal of Consumer Research                               | 11                   |
| Journal of International Business Studies                  | 10                   |
| Journal of Advertising                                     | 9                    |
| Journal of Advertising Research                            | 8                    |
| Advances in Consumer Research                              | 7                    |
| Journal of Global Marketing                                | 5                    |
| Psychology & Marketing                                     | 5                    |
| Journal of International Consumer Marketing                | 5                    |
| Journal of Business Communication                          | 4                    |
| International Journal of Research in Marketing             | 4                    |
| Journal of Marketing Theory & Practice                     | 3                    |
| International Business Review                              | 3                    |
| Marketing Management Journal                               | 3                    |
| International Journal of Advertising                       | 3                    |
| Journal of International Marketing                         | 3                    |
| Journal of Product & Brand Management                      | 2                    |
| Journal of Consumer Psychology                             | 2                    |
| Journal of Targeting, Measurement & Analysis for Marketing | 2                    |
| European Journal of Marketing                              | 2                    |
| Corporate Communications: An International Journal         | 2                    |
| Journal of Business & Technical Communication              | 2                    |
| Journal of Retailing                                       | 2                    |
| Journal of Marketing                                       | 2                    |
| Management International Review                            | 2                    |
| Journal of Marketing Development & Competitiveness         | 2                    |
| Multinational Business Review                              | 2                    |
| Journal of Marketing Research                              | 2                    |
| Journal of Consumer Behaviour                              | 2                    |
| Thunderbird International Business Review                  | 2                    |
| Journal of Services Marketing                              | 1                    |
| Review of International Economics                          | 1                    |
| Managing Service Quality                                   | 1                    |
| Journal of Brand Management                                | 1                    |
| Journal of Personal Selling & Sales Management             | 1                    |
| Entrepreneurship Theory and Practice                       | 1                    |
| Journal of World Business                                  | 1                    |
| European Journal of International Management               | 1                    |
| Irish Marketing Review                                     | 1                    |
| Business Journal of Hispanic Research                      | 1                    |
| Behaviour & Information Technology                         | 1                    |
| Journal of Communication Inquiry                           | 1                    |



|   |            |
|---|------------|
| Dutch Journal of Applied Linguistics  | 1          |
| Journal of Consumer Behavior  | 1          |
| International Marketing Review  | 1          |
| Cornell Hotel & Restaurant Administration Quarterly   | 1          |
| Management Decision   | 1          |
| Journal of Consumer Marketing   | 1          |
| Irish Journal of Management   | 1          |
| Critical perspectives on international business   | 1          |
| Negotiation Journal   | 1          |
| Canadian Journal of Administrative Sciences   | 1          |
| The Journal of Business Communication   | 1          |
| Transnational Marketing Journal   | 1          |
| Journal of Multilingual and Multicultural Development   | 1          |
| Journal of East-West Business   | 1          |
| International Journal of Integrated Marketing Communications  | 1          |
| Theorie und Praxis: Sprachliche Aspekte von deutschen und niederländischen Unternehmensdarstellungen und Werbekampagnen | 1          |
| Journal of Service Research   | 1          |
| Computers in Human Behavior   | 1          |
| Journal of Small Business Management  | 1          |
| International Executive   | 1          |
| Journal of The Academy of Marketing Science   | 1          |
| China Economic Review   | 1          |
| Journal of World Business   | 1          |
| Cross-Cultural Management Journal   | 1          |
| International Small Business Journal  | 1          |
| Journal of International Entrepreneurship   | 1          |
| Marketing Letters   | 1          |
| International Journal of Business Communication   | 1          |
| Measuring Business Excellence   | 1          |
| International Journal of Consumer Studies   | 1          |
| Multinational Business Review   | 1          |
| Journal of Marketing Communications   | 1          |
| Asia Pacific Journal of Human Resources   | 1          |
| International Journal of Employment Studies   | 1          |
| The Economic Journal  | 1          |
| Journal of Marketing Management   | 1          |
| The Service Industries Journal  | 1          |
| International Journal of Entrepreneurship   | 1          |
| International Journal of Human-Computer Interaction   | 1          |
| Journal of Engineering & Technology Management  | 1          |
| Journal of Food Products Marketing  | 1          |
| Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior  | 1          |
| <b>Grand Total</b>  | <b>181</b> |