

EFFECTS OF BORROWED WORDS AND DIFFERENT WORDINGS ON THE EFFICIENCY OF MARKETING COMMUNICATION MESSAGES - THEORETICAL BACKGROUND OF FUTURE RESEARCH

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Abstract: *The aim of this paper is to collect and introduce the related theoretical background, models, and scientific goal of my future research. My aim is to reveal at a further stage of my studies how linguistic snobbery and different wordings influence consumers when choosing specific products. In my research, I will discuss the role of borrowed words in marketing communication and the communication effect of different wording of a message with the same content. A further aim of the research is to find out how consumer relates to borrowed words, whether the consumer is able to decode a communication message that contains a word of foreign origin, and what factors influence the interpretation of the message. There has been relatively little research in Hungary examining the effectiveness of communication messages, and the use of borrowed words has been considered a general linguistic issue in previous researches and has not been considered a paramount factor in communication messages. Specific literature background on the effect of different wording is not available, therefore the related theories and models should be based on several disciplines (neurolinguistics, psycholinguistics, rhetoric, communication and neuromarketing), which will function as the theoretical background for my research. One of the most crucial backgrounds of my research is the integrated marketing communication model, the main pillars of which include the target group, channel focus and results orientation, and the other is Jacobson's language communication model. Roman Jacobson tries to explore the meaning of linguistic communication, characterizes the elements of linguistic communication, assigns functions to communication factors, and communicates with the functions he defines. The basis of my primary research - questionnaire survey, focus group analysis and in-depth interview - includes he integrated marketing communication model: target group, channel focus and efficiency. In terms of the impact of wording, word order and borrowed words on communication effectiveness, I recommend FMCG (Fast Moving Consumer Goods) sector to be examined, as this sector generates the highest advertising expenditure. In terms of target group, I examine the effect above among the LOHAS consumer group (Lifestyles of Health and Sustainability) committed to sustainable consumption. It is expected that, depending on the results of the research, I will be able to make a proposal for communication optimization, and the studies may be adequate to develop a new measurement methodology.*

Keywords: *marketing; marketing communication; IMC; LOHAS; FMCG.*

JEL Classification: *M31.*

1. Introduction

Specific literature background on the effect of different wordings and borrowed words is currently not available, therefore the related theories and models from several disciplines (neurolinguistics, psycholinguistics, rhetoric, communication and neuromarketing) need to be analysed, which will function as the theoretical background of my research.

Approaches are available to define the concept and target system of communication. The interpretation depends particularly on the field.

During communication, the message appears in a creative way and can reach the recipient. Supposing the message reaches the recipient and the communication noise is low. In this case, the following questions need to be answered: How will the recipient interpret and translate the message? What influences its interpretation and translation? How to stand out from communication noise? What are the tools to reduce its impact?

The number of researches on the topic in Hungary is relatively low and the use of borrowed words has been considered a general linguistic issue in previous researches and has not been considered a paramount factor in communication messages. In terms of the impact of wording, word order and borrowed words on communication effectiveness, I recommend FMCG (Fast Moving Consumer Goods) sector to be examined, as this sector generates the highest advertising expenditure. In terms of target group, I examine the effect above among the LOHAS consumer group (Lifestyles of Health and Sustainability) committed to sustainable consumption.

2. Literature background

2.1. Communication and linguistic effects

The conceptual clarification of communication depends on the field we focus on. According to a general approach by Veres and Szilágyi (2004), communication is a process that creates thoughts or unity between the sender of the information and the recipient. The approach of Balázs et al (2013) focuses on individual fields, according to which sociology is interested in how information is transferred between people in the given systems of society, while regarding linguistics communication means the exchange of ideas. With respect to my research field, Fazekas and Harsányi (2000) have a definition: 'marketing communication is a set of planned actions that fit into marketing system of the company, aims to introduce the product, service, brand or company, raise awareness, promote sales, etc., by communication tools.'

Raátz and Fericsik (2006) draw the attention to the following basic communication problem: during the development of communication, communication noise developed, which entered the process as a communication factor. Noise refers to things and phenomena that act as an inhibitory, distorting, or hindering function in the process of sending and receiving messages. These include physical phenomena, mental, linguistic, and intellectual factors. In this sense, the level of

communication shifts upwards, as more and more people intend to communicate by different means and the goal for everyone is to improve the efficiency of communication at a given expense.

In marketing, researchers have focused on linguistic effects in terms of consumer behaviour, branding, slogans, and other marketing communication aspects. If we consider the research of consumer behaviour to be a relatively new discipline, the theory-based linguistics that examines consumers can be considered as a very rudimentary field. The first scientific research on the subject was written in the 1990s (Koslow et al, 1994).

From a linguistic point of view, there may be numerous research questions on marketing, such as how grammatical mistakes affect consumers in memorizing an advertising slogan (Got Milk?, I'm lovin' it, or in a Hungarian advertising on cheese: *Medve Sajt, mert szeletem*, where the word 'szeletem' literally means 'my slice' however the advertising intends to suggest the following message by grammatical mistake in Hungarian: *Medve Sajt, mert szeretem*. 'Szeretem' means I love it.) or how certain sounds, syllables repetition (luxurious lather or the advertising slogan of Cappy Smoothie in Hungarian, '*ahol az eper leteper a mangó tangót jár*') influence brand perception and which language may be a better choice for targeting bilingual consumers (David et al, 2004)

The brand name of 7-Eleven international retail store network, for example, refers to extended opening hours, the message of which is successful beyond U.S. borders only if people have at least minimal English language knowledge in the target country. This will not cause any problems if the particular brand remains in the local market. At the same time, for most businesses, international sales and international branding are becoming increasingly important, therefore it is also essential to consider the linguistic context of a brand (Jean-Claude Usunier and Janet Shaner, 2002).

Creating an international brand involves the introduction of a local brand into the international market or can be classified here as the creation of an entirely new brand intended for the international market from the beginning. Choosing a good brand in any of the above cases may save a company millions of dollars over the life cycle of a product because it has meaning, expresses the benefits of the product, and helps differentiate the product from the products of competitors (Stern, 1983). In addition, standard international brands reduce advertising and storage costs, and those who cross borders can easily identify the product (Onkvisit and Shaw, 1989).

2.2. Rhetoric

'Rhetoric is the science of speaking well,' as stated in Quintilianus's Oratory (Quintilianus 2008: 2, 15, 34). Under the concept of classical rhetoric, the author means good speech both a professional and moral manner. Rhetoric is based on grammar, as this science itself is the art of language. (Adamikné 2013: 27)

One of the most popular rhetorical trends these days is media rhetoric (cf. the Rhetorical Lexicon with the article Media Rhetoric, Adamik Tamás (ed.) 2010: 763–764), which focuses on media messages and their effectiveness.

It was Ivor Armstrong Richards first who focused on meaning in work *Meaning of Meaning* with Charles K. Ogden, and then in *The Philosophy of Rhetoric*. In his theory, he focuses on context and suggests that people react to the effects on the basis of their past experience. Richards' theory of meaning is thus based on context and the process of selection. Accordingly, words do not have a permanent, independent, objective meaning because everyone has different past experiences. The process is expressed adequately in metaphor; therefore, Richards considers metaphor as the basis of the language system. Metaphor is created during the contact and interaction of thoughts: a transaction between thoughts, and since thinking is metaphorical and progresses through comparisons, this is also the basis of linguistic metaphors.

2.3. Neurolinguistics, psycholinguistics and sociolinguistics

Based on the summary of Bánréti (1999), neurolinguistics delves into the relationship between the structure of human brain and the structure of grammar in human language, as well as the connections between brain function and the system of speech production and speech comprehension. According to Ahlsén (2008), there are some basic questions: What happens to language and communication due to various brain injuries? How did the ability to communicate and use languages evolve with evolutionary development? How can this development be linked to brain development? How do children learn to communicate? How do they learn to use the language? How can the brain process that is part of language and communication be measured and visualized? How can linguistic and communication models be developed to help present a linguistic phenomenon? How to create a simulation of language processing, acquisition and language loss?

The subject of neurolinguistics is the study of brain processes related to human language, its task is to explore the brain equivalents of each language level, to study the process of language production and understanding, to explore the relationship between linguistic and nervous system development, to study intact and damaged language use. It also draws from normal language development, congenital and developmentally impaired language development, and acquired disorders (aphasias). (Bánréti, 1999)

The first theoretical writing on linguistics (*Child language, aphasia and phonological universals*, 1968) was carried out by Roman Jakobson (1968) in which he examined the relationship between child language and aphasic mechanisms. He concluded that changes in the language system are tightly regulated and operate according to the same mechanisms during mother tongue acquisition, language stumbling, and aphasic speech (Jakobson 1968: 18). Few linguists followed neurologists who operated on linguistic concepts in aphasia research that time.

According to the modular definition, neurolinguistics studies the connections between the structure of human brain and the structure of grammar of the human language, as well as the connections between the functioning of the brain and the system of speech production and speech comprehension (Bánréti 1999: 7). In a holistic framework, neurolinguistics studies the relationship between language and

communication in its contexts with different aspects of brain functions (Ahlsén 2006: 3).

Psycholinguistics itself is a special field of research that is considered as a field of psychology (Carroll, 1994). In a research on psycholinguistics by Shi Zhang et al (1998) it is highlighted that language plays a unique role in consumer behaviour, including grammatical elements. They emphasize that the above-mentioned characteristics appear as influencing factors in the marketing stimuli perceived by the consumer.

The language style used in the provision of services can be examined through sociolinguistics. For example, a polite tone towards customers does not mean that they will not complain about poor quality service, but that the style of the customer's complaint is different from that of customers who have experienced the opposite tone (Lerman, 2006b).

The essential role of a language in consumer perception, judgment and decision-making is supported by Hunt and Agnoli (1991), Luna and Peracchio (2001), Schmitt et al. (1994), Schmitt and Zhang (1998), Tavassoli (1999 and 2001), Tavassoli and Han (2001) and Zhang and Schmitt (1998).

2.4. Neuromarketing

One of the new directions in marketing research is neuromarketing. With the rise of the Internet and technological advances, not only consumer habits have changed, but advertisers have also had increasing expectations against market researchers. The process of market research is also complicated by the fact that consumers tend to avoid advertisements. (Piskorski, 2011; Ha - McCann, 2008; Richards, 2015; Economist, 2015; Greencard, 2015).

The changes above have also had an impact on market research practice, with technological advances making it possible to use new software and tools that have been used in other fields so far. (Ariely - Berns, 2010; Morin, 2011). This process resulted into the development of a new research method, called neuromarketing.

In the international arena, neuromarketing is applied by businesses to understand how consumers react to campaigns related to a particular brand or product. (Bercea, 2012a; Boksem - Smidts, 2015; Ohme et al., 2009; Perrachione - Perrachione, 2008; Pouw et al., 2012). Varga (2016) emphasizes that in neuromarketing research, several disciplines need to be coordinated to obtain valid results: neuroscience, psychology, and economics. Neuromarketing provides significantly more information in research (Plassmann et al, 2007) than traditional research methods (qualitative and quantitative methods such as focus group interviews, projective techniques, or different interview methods) because neuromarketing by technological tools examines the subconscious underlying decisions (Ramsøy, 2014; Zurawicki, 2010).

2.5. Target group and product group

I aimed at examining the impact of wording, word order, and borrowed words among the LOHAS consumer group committed to sustainable consumption. According to Ramirez (2013), it is difficult to define the lifestyle of a group along demographic characteristics, as personal values shape their commitment to sustainable

consumption in their cases. According to the research of Kreeb et al. (2008), sustainable consumption can be realized if a consumer is committed and chooses consciously.

According to Grunert and Juhr (1995), the choice of values influences the group in decision-making, and its study therefore has a prominent role in consumer behaviour research. Based on the writings of Ray et al., It can be concluded that LOHAS lifestyle is organized around value categories: authentic values, health-conscious values, and ethical values. Szakály (2011) reveals that in addition to the limited resources and environmental challenges, the rapid spread of civilizational diseases resulting from the unhealthy lifestyle of individuals has led to the emphasis on sustainability. Based on the results of the research of Lehota et al. (2013), LOHAS consumers who prefer a hybrid lifestyle represent 8% of the Hungarian population, and the proportion of the most committed is 4%. Rácz (2013) estimates the size of the group at 20% of the Hungarian population over the age of 15, and their expenditure on food is close to HUF 300 billion a year. In general, the group has the following questions before decision: to what extent does the product contribute to environmental protection? Is it an organic product? Is it worth the higher price? (Ravi Chandra, Dr. D. Srinivas, 2017)

I recommend FMCG (Fast Moving Consumer Goods) sector to be examined, as this sector generates the highest advertising expenditure.

3. Models and methods for future research

One of the most important bases of my research is the integrated marketing communication model, the main pillars of which include the target group, channel focus and results orientation (Bernschütz, 2011). Duncan and Caywood (1996), which is the most cited definition, integrated marketing communication is a process that strategically directs and influences the messages produced by a company, supports targeted communication to create and facilitate profitable relationships with consumers and other stakeholders.

In addition to increasing global market competition, technological advances, and rapid information gathering, it has become an important corporate goal to be able to impact the target audience and the target market more effectively than before. Integrated marketing communication is one of the outstanding pillars of the process (Sisodia and Telrandhe, 2010).

In addition to technological changes, the increase in the number of brands has further increased the advertising noise perceived by consumers - in the 1960s and 1970s, there were eight thousand, now more than thirty thousand brands (Keller, 2001), therefore the proportion of those rejecting advertising also increased., as noise increased the positive reception of advertisements (Kátai, 2008).

The concept and practical significance of the IMC was mostly studied by foreign researchers using the methodology of a questionnaire survey and an in-depth interview. Over the years, there have also been researchers, who have doubted the unity of the model or highlighted its deficiencies. Cornelissen and Lock (2000) lacked consistency of the concept and found that there is no single measurement system

by which the effect by IMC can be measured. They suggested that the application of the method became mostly a fashion at a managerial level.

A second base of my research is Jacobson's model of linguistic communication. Jacobson distinguishes six types of factors: sender, recipient, message, code, context, and contact. The advantage of the model is that it highlights the definitions of effective communication, names the basic functions of linguistic communication (emotional, conative, phatic, metalanguage, poetic and referential).

I will obtain data from primary and secondary data sources. During primary data gathering, I will receive information and data directly, including in-depth interviews and focus group surveys as qualitative methods, as well as questionnaires as a quantitative method.

During my secondary research, I will apply various databases, and then I will analyse them by statistical method.

My research will be based on statistical methods, numerical data, and trends; therefore, the use of quantitative methods is essential. Among the quantitative methods, I will choose the large-sample questionnaire: in the framework of a nationally representative survey of 1,000 people, i.e. on the basis of a small group of the Hungarian population, I will infer the results and accept or reject my hypotheses. In the questionnaire I focus on consumer habits and the system of preferences.

On the basis of a qualitative method, I will conduct in-depth interviews with experts from 4-5 companies assigned to this task, where I will record what has been said and then analyse it. A focus group survey is the most appropriate method for commenting, accepting, or rejecting hypotheses as well as concepts. During the group exchange, participants can share their own experiences, insights, and comment on the results. To conduct the focus group survey, I will select the appropriate people for the task, create the structure of the group, and then do the work.

4. Conclusions

Specific literature background on the effect of different wording and linguistic snobbery is currently not available, so related theories and models from several disciplines (neurolinguistics, psycholinguistics, rhetoric, communication and neuromarketing) need to be analysed, which will serve as the theoretical background for my research.

The main basis of my research will be the integrated marketing communication model as a different corporate mindset, which has been established by media fragmentation, brand dumping and advertising noise over the last 15-20 years.

During my literature review, I have repeatedly referred to communication noise, which can occur in my research if the target group in a given sector is unable to decode the different wording or borrowed words as built-in marketing communication elements. Noise also appears as a communication factor in the concept of the IMC model, but this is mostly reflected in the effect of advertising noise. As a result of the research, I will be able to a proposal in a narrower sense for a more effective

formulation of a given message, and in a general sense, the results should be suitable for developing a methodology for the optimization of communication messages.

In order to be measurable, the goal is to measure the effectiveness of online communication where the reactions can be well quantified and achieved cost-effectively and can be well matched to the approach of integrated marketing communication.

The scientific aim of my future thesis is to reveal how linguistic snobbery and different wordings influence the consumer when choosing products. The following questions have emerged in connection with the topic: what emotion does the consumer associate with borrowed words and different wording? Can the consumer identify the product? Is the consumer influenced by borrowed words and wording at all? If borrowed words and different wording influence the consumer what is the direction of the decision and perception?

I will classify the expected results into 2 groups: from a practical point of view, I make suggestion for the optimization of communication message, and I define my scientific suggestion, for which I carry out domestic testing of certain parts of the integrated marketing communication model. As a result, the model may be supplemented, and depending on the results, it is possible to conduct an independent communication model. In addition, the studies will allow the development of a new measurement methodology.

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