

**NEAR EAST UNIVERSITY  
GRADUATE SCHOOL OF SOCIAL SCIENCES  
MARKETING MANAGEMENT  
MASTER'S PROGRAMME  
MASTER'S THESIS**

**THE IMPACT OF MULTILINGUALISM ON VERBAL  
BRANDING ELEMENTS IN CAMEROON**

**PRESENTED BY  
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**NICOSIA  
JUNE 2017**

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**NICOSIA  
JUNE 2017**

**NEAR EAST UNIVERSITY**  
**GRADUATE SCHOOL OF SOCIAL SCIENCES**  
**Marketing Master Program**  
**Thesis Defence**

**THE IMPACT OF MULTILINGUALISM ON VERBAL BRANDING  
ELEMENTS IN CAMEROON.**

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## ABSTRACT

This thesis extends the work of previous authors such as Enrique Manzur and Roberto Friedman, particular to the case of Multilingual Cameroon and consumer behavior there on a comparative analysis between four split consumer's groups according to their linguistic abilities. Cameroon is one of the countries in the sub-Sahara Africa region with a high multi-lingual culture with English and French as official languages; as well as Cameroon pidgin English "lingua franca" and more than 280 indigenous languages. This alone poses a great impact on firms trying to nationalize as well as internationalize their brands through publicity for commercialization into this sub region. This work therefore seeks to identify possible challenges consumers from different linguistic backgrounds and their preferential behavior toward advertisement, brand labeling, slogans, and brand names (verbal elements of branding) encountered. Through a quantitative research design technique, questionnaires were used as an instrument in gathering primary data with the help of an assistant. This study applied correlational analysis to examine the relationship that occurs between each of the language groups and the verbal branding elements, as well as Non Parametric chi-square used to test for the hypotheses.

The data received from the respondents were analyzed with the help of the statistical software program SPSS\_20. To test for the hypothesis, a Non parametric analysis was conducted to examine whether the hypothesis was accepted or rejected. The chi-square test of Hypothesis presented a statistical significant result that across the four groups of consumer's split according to their linguistic backgrounds, assessing their impact on four elements of branding, multilingual consumers had no statistical impact on brand verbal identification elements with all  $p\text{-value} > 0.05$ , showing that we had no evidence to reject the stated null hypothesis that multilingual groups of consumers has no significant impact on brand verbal identity elements in Cameroon.

The result, starting from the frequency distributions, shows that a vast majority of consumers in Cameroon are rather monolingual/unilingual either French speaking only or English speaking only. This clearly can be seen on the table of frequencies, table 5.5 in chapter 5, with a cumulative percentage of 62.2% as against 38% of being either bilingual or multilingual. Multilingualism was only 7% of the sampled population. This particularly contradicted the generalized assumption that the country has multilingual consumers in this sub region. A key recommendation through this work is that there is need to carryout multilingual branding in Cameroon since a majority of consumers are not multilingual. Further analysis showed that most of the consumers are more comfortable and will preferred verbal branding in their language of origin.

**Key words:** (Branding, verbal elements, consumer perception, preference, English, French, multilingualism, unilingual, bilinguals, multilinguals).

## ÖZ

Bu tez, Enrique Manzur ve Roberto Friedman gibi önceki yazarların eserlerini, özellikle çok dilli Kamerun durumunda ve tüketici davranışlarını dilsel yeteneklerine göre dört bölünmüş tüketici grubu arasındaki karşılaştırmalı bir analizle genişletiyor. Kamerun, çok dilli bir kültür olan İngilizce ve Fransızca resmi dil olan Sahra altı Afrika'daki ülkelerden biridir; Yanı sıra Kamerun pidgin İngilizce "lingua franca" ve 280'den fazla yerli dil. Bu, tek başına ulusallaştırmaya çalışan firmalar üzerinde büyük bir etki yaratmakta ve aynı zamanda bu alt bölgeye ticarileştirme konusunda tanıtım yoluyla markalarını uluslararasılaştırmaktadır. Bu nedenle, bu çalışma, tüketicilerin farklı dilbilim geçmişinden gelen olası zorlukları ve reklam, marka etiketleme, sloganlar ve marka isimleriyle (markanın sözel öğeleri) karşılaştıkları tercihçi davranışlarını belirlemeyi amaçlamaktadır. Kantitatif bir araştırma tasarımı tekniği yardımıyla, anket yardımcısı yardımıyla birincil veri toplama aracı olarak anketler kullanılmıştır. Bu çalışma, hipotezleri test etmek için kullanılan, Parametrik Olmayan Ki-Kare'nin yanı sıra, dil gruplarının her biriyle sözel marka öğeleri arasındaki ilişkiyi incelemek için korelasyon analizi yaptı.

Katılımcılardan alınan veriler, istatistiksel yazılım SPSS\_20 yardımıyla analiz edilmiştir. Hipotezi test etmek için, hipotezin kabul edilip edilmediğini veya reddedildiğini incelemek için Non parametrik bir analiz yapılmıştır. Hipotezin ki-kare testi, tüketicilerin dildeki köklerine göre bölünmüş dört grubunda dört marka unsuru üzerindeki etkilerini değerlendiren istatistiksel olarak anlamlı bir sonuç ortaya koydu; çok dilli tüketicilerin marka sözel tanımlama öğeleri üzerinde  $p$ -Değeri  $> 0.05$ , bu, tüketicilerin çok dilli gruplarının Kamerun'daki marka sözel kimlik unsurları üzerinde önemli bir etkisinin bulunmadığı belirtilen boş hipotezi reddedecek hiçbir kanıtımız olmadığını gösteriyordu.

Frekans dağılımlarından başlayarak elde edilen sonuç, Kamerun'daki tüketicilerin büyük bir çoğunluğunun sadece tek dil Fransızca konuşuyor veya yalnızca İngilizce konuşan tek dilde / dilde olmadığını gösteriyor. Bu açıkça, iki dilde veya çok dilli olmanın % 38'ine kıyasla % 62.2'lik bir birikimli yüzdeli frekanslar tablosunda, 5. bölümdeki tablo 5.5'de görülebilir. Çok dillilik, örneklenen nüfusun sadece % 7'siydi. Bu, özellikle, ülkenin bu alt bölgede çok dilli tüketicilere sahip olduğu genelleştirilmiş varsayımıyla çelişiyordu. Bu çalışma ile kilit bir öneri, Kamerun'da çok dilli markalaşma yapılması gerekliliğidir, çünkü tüketicilerin çoğunluğu çok dilli değildir. Daha fazla analiz, tüketicilerin çoğunun daha rahat olduklarını ve kendi dillerinde sözel markalamayı tercih edeceğini gösterdi.

Anahtar kelimeler: (Markalaşma, sözlü öğeler, tüketici algılaması, tercih, İngilizce, Fransızca, çok dillilik, tek dilli, iki dilli, çok dilli).

## ACKNOWLEDGEMENTS

I acknowledge the good work of God in my life, for what He has accomplished for me, giving me the most generous, most tolerant insight and quality to dependably be gallant in fulfilling this exploration report. I exceedingly appreciate and value previous authors who laid the foundations on different aspects relating to my field of investigation by so doing, on their shoulders I leant and attracted motivation to do this work. I particularly wish to acknowledge and thank my amiable and knowledge filled lecturer Dr. KAREN HOWELLS for her advice, guidance continued patience and all the moral support and guidance throughout my research work and supervisory role she offered to me during the course of this study. No words express the depth of my heartiest feelings for the help extended to me during my study period I offered my gratitude and thanks. I wish to enlist heartfelt gratitude towards all lecturers who taught me on the masters" program.

My gratitude also goes to Mr Atim Gideon, who helped a lot in teaching me the basics of research methods. I too owe an obligation to Ms Eta Declan, Mr Tah Protus and Mr Olutaga Johnson for their moral and also financial related help they have rendered towards my academic struggle especially during the period I spent in Cyprus. Not overlooking my able assistant who worked tirelessly for a couple of weeks to put together the data from the field under investigation. In a special way, I would like to also recognize the family of Mr. and Mrs. Tigoh of my maternal family, and also my paternal family putting into consideration my aunties and uncles and all fellow grandchildren of both my maternal and paternal families, it would not have been easy to accomplish this work without your unfailing love, moral and spiritual support. I wish to thank my sisters and brothers: Abong Solange Undi, Abong Bright Akum, Abong Ranald Njang, Abong Precious Agum and my able cousin Tigoh Chelsea Afa for always encouraging me to push on.

I am indebted to my classmates, Henry, Anita, Sandrine, Gabriel, Johnson, Trust, and Faith for their cooperation and unity. In the same spirit, I wish to acknowledge my childhood friends Abono Durand Akoh to mention but a few. I finally wish to thank the staff and students of University of Dschang and Bamenda in Cameroon for playing a vital part in making this research report a reality by cooperating in the research procedures of responding to the instruments. Indeed, to crown it all, special thanks goes to my Mum and Dad who helped a lot by ensuring that my stay out from home had always been a great one as a result of continues financial support to my academic life.

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## GLOSSARY

**CPE:** Cameroon Pidgin English

**ANOR:** National agency for standard and quality, with the French appellation l'agence de norms et la qualité.

**EU:** European Union

**CAPDA:** Consortium for Support to Actions for the Promotion and Development of Africa

**Lingua Franca:** A lingua franca is a language or mixture of languages used as a medium of communication by people whose native languages are different. Also known as a trade language, contact language, international language, and global language.

**Monolinguals/Unilingual:** A person who speaks only one language or a society where its occupants speak only one language

**Bilinguals:** A person or society that speaks two languages.

**Multilinguals:** A person or society that speaks three or more languages

**Verbal Branding Elements:** The words that transform a Brand into a presence with personality and that can increase the perceived value of a product from customer's perspective or Verbal branding refers to the words and messages that are associated with the brand. Those verbal elements could be part of the brand identity, such as the brand name, slogan, labeling etc.

## **CHAPTER ONE**

### **ORIENTATION**

#### **1.0 Introduction**

This chapter is the introductory chapter into this study and therefore contains a brief introduction and background of the study area. The rationale of carrying out this work shall also be discussed in this chapter as well as the problem statement to be investigated in this study, a brief look at the significance at the end the study is also stated, as well as its chapter outline and the research questions.

#### **1.1 Overview of the Study**

Communication nowadays has taken a different turn because today's consumers with the help of technological advancements are able to interact and partake in different economic activities which before, could not have been undertaken due to a number of reasons. Firstly, language barriers; language barriers have affected individuals, organizations, multinationals and even governmental organizations. Secondly cultural diversities: societal norms that constitute the culture of the consumer will affect and hinder them from carrying out intercultural business activities with other cultural oriented consumers. Thirdly, the consumer's need of belonging and self-esteem, self-satisfaction and the need of motivation to patronize brands and others product: many consumers live closer to their culture such that their purchase and preferential decisions on any brand will depend on their cultural and societal norms.

One of the cultural identities that people worldwide are identified by is their language, which forms their culture. Through the type of language, they speak, you don't necessarily need to approach them to investigate where they are coming from. However, marketers have therefore seen the need to bring forth a new group of segmentation their consumers as well according to linguistic regions. therefore, products and brand names have to be labelled in "Malay" for the Malaysian market and "French" for the French speaking consumers' market, "Turkish" for the Turkish consumers, just

to mention these few. Unlike nationality, religion, social life style, social class and ethnicity, dressing and languages are among the first sparks that people are identified. This identification through the use of language will go a long way on serving consumers daily purchasing and preference decision. It been identified that one can only go for what he/she knows in order to reduce risk, thus consumers as well will go for those products and services that are closer to their language of origin through the presentation of brand names, slogans, labeling and advertisement by marketers through business organization in the appropriate language that will reflect the consumers sense of belonging.

The day to day management of businesses, personnel, customers and brands is facilitated with the use of language/languages in the form of communication. Communication in the form of verbal or nonverbal manner remains a vital part of the human correspondence and the ability to speak accommodates one another (literacy in languages). Language is one among other cultural factors that binds people within a particular geographical sphere and Cameroon is one of those culturally oriented countries whereby most of her citizens live alongside their culture. The whole concept regarding to cultural differences is very wide and languages are one among the many influential cultural factors. The business climate today is taking a shift and a highly competitive turn, thus branding and rebranding could be of a great assistance. Branding is therefore a means of differentiating one product/service from competitors to increase the business, brand and services chances of surviving. Although this sounds logical, branding in itself has gotten its own challenges.

The problems associated with branding have been a serious issue right from the inception of time because the concept of branding in itself, is very wide and comprises of so many elements or components with brand naming and slogan development being a few among others. It has been observed that people all over the world or across the globe had once in one way or the other encounter difficulties in communicating, identifying, referencing as well as making purchase decisions on brands. This is as a result of the branding criteria, cultural differences and acculturalization, globalization, constant changes in technology, level of illiteracy/literacy in each country and multiple languages to name a few. Hence these problems have really affected branding of product and services to the preference of consumers in one way or the other, while marketers on the other hand are trying as much as possible to combat some of these challenges, this work will therefore focus on studying how multiple languages in Cameroon influences some elements

of branding as listed above, with emphasis on cultural linguistic types; English, French and others languages (Cameroon Pidgin English and indigenous languages etc.).

The problems associating with a language barrier to consumers are not different from those associated to multiple language barriers, more often, these problems are centered around international boundaries, inter-continental boundaries consumers. But in the case of this study, there are no international barriers but a community of consumers entangled in a web of multiple languages, practicing and making use of these languages as such has risen to multilingual society.

## **1.2 Background of the Study Area**

Cameroon is a country with great linguistic diversity. An average Cameroonian can speak at least two different languages (dialectal) languages excluding French and English which are officials. Cameroon by her nature live side by side her two official languages English and French and a host to about 247 others indigenous languages and her commonly well-spoken lingua franca known as the Cameroon pidgin English (CPE), a large majority of her population speak the French language while a minority speak English language. Her two official languages inherited from the colonial past, is dominantly use in the day to day management of products, rendering services for both economic and non-economic purposes and in every other aspect of life which entails verbal communication. Consumers in this multilingual sub region try to make use of one or more of these language(s) in gathering information, understanding product/services especially from the product names, advertising, labeling and slogans. A clear distinction within the language usage of these consumers is that either one consumer is fluent in English and French is the second language or is fluent in French and English becomes the second language or neither fluent in English nor French in that case, either the CPE, the local dialect or other international languages becomes their language of origin. This is very common with the popular Nigerian ethnic group in Cameroon known as the 'Ibos' who make use of their local dialect more often than any other language, others local district areas in Cameroon make use of their dialects as well more than any other language (Echu 2013). The work of Ellen E. and Anna S. (2011) on cultural difference and language barriers show that language barriers lead to negative responses from consumers prevent second language consumers from taking certain activities for example information seeking, sharing their points of view about a particular brand or complaining about the negative or positive reward with regard to a particular brand they might have consumed.



Hasim, Kimmel and Lopez (2008) after a cautious study carried out on the effect of cultural differences in internal business and price negotiations, found out that language among behavior and manners as a cultural difference can affect business in many ways namely; conflict management difficulties, misunderstanding and delay in decision making. Apart from branding our products and advertising brands messages, several benefits can also be derived being a multilingual business such as intercultural awareness and embarrassing mistakes in foreign language market can be avoided. Taking the case of Cameroon, where this piece of work shall be centered on, the illiteracy rate doubles (young adults 15 years and above who cannot read and write) of 25% as indicated by the CIA world fact book (2015). On the other hand, a bulk of her population can neither understand, read nor communicate in English nor French. They rely so much on their local languages which is a serious problem to foreign brand names, and for promotional messages.

Literacy, for the purpose of this work, signifies consumer's and individual abilities to read, write, interpret, process, store and retrieve information for decision making and recognition in his or her own language. Literacy plays a very fundamental role both at the consumer level of decision making to the industrial level of brand naming, slogan development, advertising messages and translations. It worth noting here that consumers understanding of any product category, brand names or the brand advertisement entails first an understanding of any language, secondly the language being used to build up your literate ability of identification and recall to processing and storage. According to the UNESCO development program education for all (EFA), the sub Saharan Africa, with Cameroon inclusive, is one of those regions in the world with the lowest adult literacy rate of 59% and 70% for youth literacy rate as of 2011 census published in 2015, insinuating that 41% and 30% of adult's and youth's illiteracy rate respectively, has in one way or the other an impact on branding.

Branding has remained a pivotal point and challenging task for marketing managers nowadays, since brands are built on the product itself. Consumers turn to attribute certain qualities towards brands depending on their positioning. It is therefore a difficult task for marketers and brand designers because of a number of reasons; cultural diversities, literacy rate and channel of communication etc. cultural diversities has a big role to play when it comes to branding and brand names designers have striven over the years to design different brands that suits different socio-

cultural backgrounds. They include; believes, value, language, norms in which consumers are embodied over the earth sphere. This holds true with the fact that cultural differences and especially language differences can influence the type of advertising campaigns chosen (Doole and Lower, 1999).

Brands need to be built, nurtured to grow into a family of brands or rebuilt and renatured if the first approach was not well formatted, while this can be hastened, slackened or extinguished if the positioning is not well focused or planned. In doing this, marketers as need to put together all the resources that can enable the consumers gain attention and stay on the product or brand. This might have to include written text, print font, content and colors display, content message, and most importantly the language in which the above mentioned factors have to be presented in. This could enable and avoid textual errors through poor naming, poor brand names translation or labeling errors etc. This therefore tells us that there is a gap in between brands and their consumers, thus a need for branding, rebranding and proper communication to bridge this gap. Brand communication can be effected by language through word-of-mouth or social media and traditional means of communication (Epsilon and Wylei, 2014). In the case of Cameroon, the multiplicity in language has also impacted the choice of brand names in the Cameroon market. Names such as Jack Style, the crown, Tampico, American cola and Reaktor for examples represent the English brand names while Boulangerie, Congenie, Poisonerie, and Sur represent the use of French brand names. It is clear that cultural differences and especially language difference will influence the way a product may be marketed, its brand name and the advertising campaign chosen (Doole & Lowe, 1999). Therefore, it is important to study the impact of language use in brand names, brand slogans and their labeling representation to the Cameroonians consumers in the Cameroon market.

### **1.3 Problem Statement Analysis**

Consumers in their daily lives are motivated especially by brands from what they see (styles, packaging, labeling, names etc.) and are eager to interpret and learn more in order to acquire, process and report or store for future usage or future referrals. This is not as they want especially in the sub-Sahara Africa and Cameroon in particular because in Cameroon, multiple languages are being practice and spoken in her culture. Consumers faced multi lingual barriers in acquiring, interpreting and understanding brand names brand slogans, and advertising messages. Although English and French are the official languages, other multiple local languages are being practice

and use differently according to each ethnic group. Due to the multilingual nature of the country, French brand names and promotional campaigns solely in French, affect the English speakers (Anglophones) and English brand names and promotional campaigns solely in English, affect the French speakers (Francophone). Coupled with: low literacy rate, their ability to identify, differentiate, and recall brand names and promotional messages has become limited.

Therefore, if diversities in consumer's languages, particularly in Cameroon hinders local branding for perceived purchase intentions then naming brands in the consumer preferred language, advertising in local languages or consumers first language and using simple signs and symbols, make internal and national branding easier?

#### **1.4 Purpose or Aim**

The main purpose of this work is to showcase Cameroon as a multilingual country and how consumers despite so many challenges including multiple language being practice in this sub region, are able to survive and create a significant impact among her multilingual consumers, bilingual consumers and monolingual consumers as well as her low literate consumers. The aim of this work is to check whether the culturally adopted languages of English and French and local dialect utilized in promoting correspondence systems could significantly influence the consumer's preference for product and service item and their choices

##### **1.4.1 Specific Objectives**

- To portray the relationship that exist between consumer's perception from language used in understanding verbal elements in branding and their decision making process as a result of multilingualism and branding in Cameroon.
- To examine how Cameroon consumers market looks like among Linguistic consumers.
- Portraying the impact of brand advertisement, in English, French and other languages on consumer's preference in Cameroon.
- To access the impact of English, French and other languages used in developing a slogan of brands on consumer's preference in Cameroon.

- To access the impact of consumer's perception of advertising messages received by consumers in English, in French and in other languages in effecting their preferential decisions on brands in Cameroon.
- To access to what extend brand labels in the consumer's preferred language impact their brand preference.

### **1.4.2 Motivation into this Study**

Another objective which has been classified as my motivation undertaking this work resulted from personal experience and observation. Within my two years of studies in the Turkish Republic of North Cyprus my experiences as a consumer pushed me on trying or to do some findings in the case of Cameroon. Due to the large number of international students in North Cyprus many different cultural languages are spoken ranging from African, Middle Eastern languages, Asians, and European languages as well as the Turkish itself, the student common language is English. Unfortunately, most of the supermarkets, sales assistants, managers and advertisers barely understand speak or write English. This has left so many consumers, including myself, frustrated in one way or the other due to our inability to speak, write or understand the Turkish language. This has affected consumers purchasing power because products names, labeling, advertisements both on radios, television as well as social media cannot be understood by most foreign consumers and therefore cannot enforce their position or respond to them. Similarly, this was reflected and related to the case study currently undertaken in Cameroon. As mentioned before, a multilingual society made up of about 280 local languages (dialects) excluding French and English being the official languages. This gave the researcher's overall objective to find out how consumers perceived and prefer brands resulting from the language use in presenting brand content.

### **1.5 Significance of the Study**

Works on multilingualism and consumer's preference or purchase intentions have been carried out in several dimensions and in different ways across the globe but very little have been said about the case of Cameroon, especially how her multilingual consumers have to go through identifying brands in language(s) they might not be too familiar with such as English as a second language, or French as a second language, or neither French nor English. This piece of work will therefore

demonstrate the usefulness of branding into the consumers preferred language, help multinational corporations, Non-Governmental organizations (NGO) and individual operating small scale enterprises for example to incorporate their branding criteria in low literate and multilingual society like Cameroon to fit the socio-cultural environment of Cameroonian consumers, which would expectedly heighten the awareness of brand labeling and slogans in Cameroon.

I am hoping that the outcome or results of this work will enable companies, corporate organization to overcome challenges associated with the branding of their products, goods or services since many/some of their customers find it difficult to identify their product(s) and/or services through brand names, slogans and advertising in their second languages. Also, since the level of illiteracy is still very high in some part of Cameroon in particular, consumers are socially challenged with brands communication and identification problems which adversely affect their purchase decisions.

By choosing to carry a study through this work, I am hoping the outcome will depict how information on brand names, slogans, and advertisement campaigns, should be presented to the customers for easy assessment and identification, to seek the consumer's perception from brand names, slogans and advertising. This is so because branding is all about creating public perception, but the question here is how can consumers coupled with little knowledge on brand names or advertising, labeling in a language they don't understand especially those who are not too literate perceive the above criteria in brands?

## **1.6 Hypotheses to be Tested**

If Cameroonians are facing challenges as a result of multiple languages spoken in her culture, thus hindering them from acquiring a clear knowledge of from brands advertising in local languages, English, French, naming brands in English or French etc. then could advertising, naming, creating advertising slogans and labeling brands in a particular language influence Cameroonians preference for that brand? The follow hypothesis therefore will be tested to answer the arising questions as stated in the above problem statement.

H<sub>01</sub>: Multilingualism has no significant impact on consumer's perception of brand names preferences in Cameroon,

H<sub>02</sub>: Multilingualism has no significant impact on consumer's perception brand slogans in Cameroon

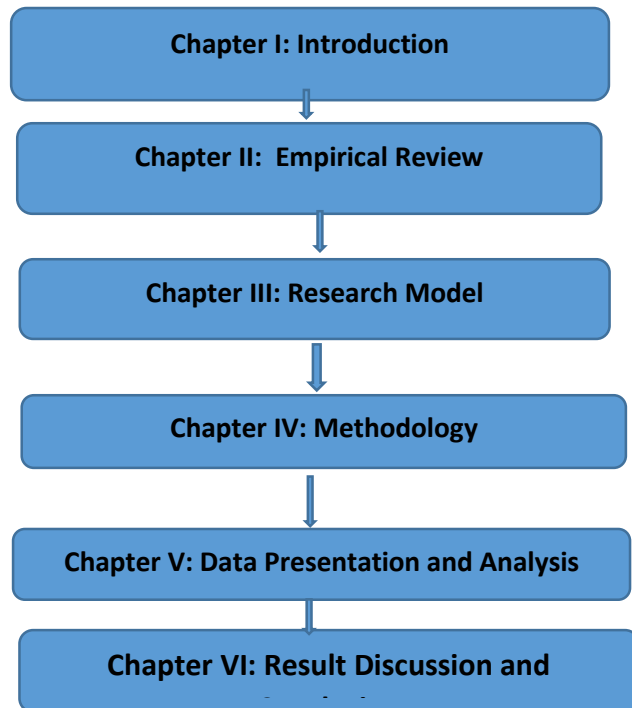
H<sub>03</sub>: Multilingualism has no significant impact on consumer's perception of brand labeling in Cameroon

H<sub>04</sub>: Multilingualism has no significant impact on consumer's perception brand advertising in Cameroon.

### **1.7 Limitation of The Study**

By focusing this research to the case of Cameroon, many other factors have also been limited as well. As stated earlier, Cameroon is a multilingual country by nature, with over 250 ethnic tribal groups as well as more than 300 tribal languages widely spoken. Despite all these languages, this work has been limited only to a few of these languages and especially her 2 official languages English and French. Branding elements have also been limited to just a broad category known as textual branding elements namely; brand naming, and brand slogans, brand advertisement and brand labeling because of a number of reasons. Firstly, the above criteria can either be communicated by alphabetical text or verbal through speech, secondly they are visual to different consumer's language origins, thirdly they can be transform into any other language format which could still convey different meanings. Since there is need here to be precise, because part of the specific objective is to bring consumers perception on the impact of language in use. As such, this may not apply in situation of others popularly spoken languages like Cameroon pidgin English (CPE) and local dialects or in countries that speak Spanish and German etc. Others differential activities on product and services such as packaging, signs, marks have not also been included in this study although they form part of the branding process, but falls under the non-verbal criteria.

## 1.8 Outline of the Research



**Fig 1.1: The chapters Outline**

## 1.9 Chapters Outline

### **Chapter one**

This chapter is the introductory chapter into this study and therefore contain a brief introduction and background of the study area. The rational of carrying this work shall also be discuss in this chapter as well as the problem statement to be investigated in this study, a brief look of the significant at the end the study is also stated it chapters outline and the research questions.

### **Chapter Two**

This chapter will outline a review of other authors as per the problem statement stated in chapter One above, bringing out a brief evolution on the various concepts of multilingualism and branding. It will carry out a critical examination on the work of other authors on multilingualism and branding. It will also give a general overview of what branding is all about and branding elements and bring up some theories and showcase Cameroon.

### **Chapter Three**

This chapter aimed at presenting the different key concepts under investigation. These ideas are however, presented in a designated format known as the research model. The different variables

under investigation constitute a vital part of this model and how each of these variables are link to each other as explain below.

#### **Chapter Four**

After building the foundation of this study from different cultural linguistic backgrounds, in chapters one and two, the different concepts to be applied under investigations were outlined and explain in chapter 3 and this chapter is therefore aimed at describing the research methodology used in the study. The research objectives and settings, the research population and sampling to be used are presented in this chapter. A clue of the survey instruments, designed and the administration process are also stated. The data collection techniques are also covered as well as some probable limitations faced during the process have also been presented below.

#### **Chapter Five**

This chapter will analyze the data gathered from the field. In all, three hundred and twenty questionnaires were circulated to respondents in the sample population. A reliability test was conducted to know the research suitability and how consistent the variables under study were and a descriptive analysis was conducted on the demographic variables so as to differentiate the samples. Linear regression and correlation analyses were carried out to test the hypotheses built on the model.

#### **Chapter Six**

This chapter captures the findings from the entire work, and summarize the analyses and the findings from multilingual impacts on verbal elements of branding based on the framework that was adopted as well as the recommendations that will be given based on the empirical findings.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter will outline a review of other authors as per the problem statement stated in Chapter One above to bring out a brief evolution on the various concepts of multilingualism and branding. It will carry out a critical examination on the work of other authors on multilingualism and branding. It will also give a general overview of what branding is all about and branding elements including some theories and showcase of Cameroon.

#### **2.2 What are Languages and Multilingualism**

Before getting to know what multilingualism is all about, a briefing on what language is all about is very important. Ellen and Mattila (2012) portray language as a scheme of conceptual symbols that facilitate communication. The Merriam Webster dictionary defines language as the words, their articulation, and the strategies for consolidating them utilized and comprehended by a group, community or society at large. Language as a whole does not only facilitate communication but also create the opportunity for someone, consumers and society at large to express their feelings, convey knowledge and above all give feedback in the best possible ways they can. Because there are many purposes of using languages, both syntactic and expressions, speakers and writers of particular language, have to determined it purpose because of it powerful effect over consumers thought, perception and actions.

##### **2.2.1 The Origin of Language**

Scientists allude to the current human race as 'homo sapiens', Latin for 'wise man', yet the ownership of language is such an essential aspect of the meaning of the current human that 'homo loquens' meaning 'talking man' would be a similarly proper name because humans are the main animals on Earth that have language, so complex and yet an exclusive human property. This arrangement of correspondence between humans should by need be more youthful than the split

between the human genealogy and that of our nearest present day non-human relative, the chimpanzee. This split is for the most part accepted to have occurred 5 to 7 million years back. Few scientists if any whatsoever trust the evolution of languages to be near 2 million years of age, however the role of language in the human race is unmeasurable. Languages as a means of communication play a greater role in the field of linguistic known as linguistic communications (Sarah Moss, 2012, 3).

The role of language in business is to give consumers the ability of identifying products, service, things or people (consumers or the product/service providers) and placing judgement from the language they understand and speak. The world comprises of billions of people, and these billions of people are followed with thousands of languages spoken widely and differently in carrying out business and social activities. The ability of people practicing and speaking more and more of these languages has over time given rise to multilingualism.

Multilingualism can be defined in different ways, but generally it should contain some individual, social, cultural, community and institutional aspects. As defined by Ingrid Gogolin (2012), it is the ability of an individual, business organizations and society at large to be able to express and carryout transactions and business activities in two (Bilingualism) or more languages (multilingualism). As per this definition, relating the definition to the case of Cameroon, one can easily argue that a Cameroonian who is able to express his/herself in French, English, Cameroon pidgin English (CPE) and local dialect for example can be term an individual multilingualism (a polyglot), while business organizations that offer their products/services in several languages could also be term institutional multilingualism and society in which people can speak and make use of multiple languages can be term a societal multilingualism (Ingrid, 2012). In general, most Cameroonians can make use of the two official languages, English, French and many other local dialects. An example here is clear in Cameroon where in the indigenous make use of their local dialects and are able to speak others foreign languages like German and Spanish in addition to English and French which are official adopted languages (Echu, 2003, 22). Also Arabic is becoming popular and is widely spoken in Muslim societies in Cameroon.

In today's business world, communicating in an emerging global market entails an understanding of a number of aspects with language inclusive. Global communication in marketing is all about creating content either using traditional mediums of communication such as radios, newspapers,

magazines etc., modern mediums with the help of social media platforms, blogs, chat rooms and business websites or public relations which entails channeling in a language that is correct, culturally referenced and considered appropriate for the intended audience personally (Kwintessential, 2014). A clear look on this can be seen from the European Commission set up on multilingualism in 2008 term “Language Mean Business” aiming on promoting multilingualism as a fundamental and essential element of corporate quality. This commission pointed out that language strategies need to be endorsed at the highest managerial ranks wherein companies would need support for their effort to use language well in carrying out businesses and to developed a European label to be awarded to small medium enterprises (SME’s) that achieve export success through exemplary language and culture management in their export activities. In reality, communicating across culturally structured boarders often lead to misunderstanding particularly cause by languages varieties.

### **2.3 Languages and Cultural Diversities**

These variations that occur in languages is as a result of cultural diversities, since language constitute one of the key cultural factor that affect consumer’s ability to relate and exhibit their social and business right. Asheghian and Ebrahimi (1990), as stated by Rebecca et al (1999) that the risk of communication problems would likely increase the more two cultures differ. These differences in culture will also constitute differences in languages. In spite of increasing need for businesses and organizations nowadays to realize the damage of not carrying out their activities in a multilingual environment, language as one of the cultural factor has always been neglected, until in recent years when it has begun to gain attention in both national and international management research (Kassis & Lecomte, 2013). Hult news (2017) international business school, outlined how cultures affect businesses in three different ways namely: communication, etiquette and organizational hierarchy. Focusing our interest in the first aspect culture and communication, Hult news states that effective communication is essential but it is particularly critical when there is a real risk of message getting lost in translation. Hult News made it clear that it’s not only the language consumers speak that is important, but how they can interpret and channel the content in the message being send across through advertising, advertising slogans, packaging labels and product/ service names, letter heads and business cards to name these few.

Taking a step further and out from a confined business organization or environment to an international level, the world at large is a multi-racial network connected together through communication abilities. These abilities resulted from improve innovation and technological devices especially through social media by the help of internet, as a result the world is fast becoming a global village wherein consumers now can access content in different linguistic presentation anywhere, anytime around the globe. Without communication, no economic nor social activity can be carried out successfully (Hendersson,2005). Just as we know language form the verbal aspect of communication and it is one of the most challenging cultural factor for new businesses and service providers to break through into market ventures. Jane et al (2013) pointed out that English is the lingua franca for business, both nationally and internationally, but the misconception that some marketer might have is that English alone could be adopted and used as their business and company language (in operation and rendering services) by carrying out their brand naming, packaging, labeling, advertising and advertising slogans, has led to their failure to realize the difficulties of working across multicultural consumers groups or in a multilingual environment like Cameroon. Understanding the importance of culture among consumers and business can help save communication failures as stated by Denise Pirrotti (2012). Given that an understanding of the challenges in the use of English as a cultural language with non-native English speakers as well as the use of French with non-native French speakers, Denis (2012) reiterated that failure to understand these simple and subtle issues in communication among cultures may cause the business and its consumers to lose face.

Cultural distance and language diversity from the work of Cristina Lopez et al (2009) showed that having a language understanding of business and advertising in particular, entails an understanding of the target audience cultural language. They carried out five different experiments on cultural distance and language diversity and came out with two key points;

- That the textual information such as marketing and advertising slogans presented in the consumers own native language, tends to be perceived as being more emotional than in the consumer's second language.
- That the effect of cultural distance and language diversities lies on the frequency with which words and speech had been experienced in the consumer's native language, language of origin than in the second language context.

However, cultural distance and perceived language usability by consumers who are culturally oriented is one of the main perspective that have given rise to multilingual societies. Language is accompanied by attitude and value held by it users and other persons who do not know the language. It is not just an instrument of communication but also an instrument of belonging (an emblem of membership to some consumers (Engen & Kulbranstad, 2004). Hasim, Kimmel and Lopez (2008) after a cautious study they carried out on the effect of cultural differences in internal business and price negotiations, found out that language among behavior and manners as a cultural difference can affect business in many ways namely; conflict management difficulties, misunderstanding and delay in decision making. In societies whereby different languages coexist (a multilingual society), language attitude plays an important role because where two or more languages come in contact, one will be considered more superior over the others, more logical and grammatical. Romaine (1995) also stated that rather than serving consumers in a language they may considered to be superior and against their cultural will, marketers must therefore avoid such circumstances to affect their social and economic will.

## **2.4 The Concept of Multilingualism in Cameroon**

Cameroonian multilingual nature originated long before her annexation by the Europeans, but practicing multilingualism at large became a cultural factor after 1961 when British Southern Cameroon and Eastern Cameroon decided to come together to form the federal states of Cameroon, adopting English and French as their official Languages although several others local dialects still exist alongside her official languages, making her a societal multilingualism as stated by (Ingrid 2012) and statistically, one of the African countries with a large number of widely spoken languages. According to Ngefac (2010), the effect of colonialism can still be felt in most parts of Cameroon. Although it is gone, its role in the postcolonial multilingual context is inevitable as it continuously mould's people, consumer's ideologies, culture, attitude and their perceptions. Speakers of different languages in Cameroon most often embarked on activities that disharmonize the multilingual community as a result of perception and inability to speech accommodate one another. Apart from that, her popular lingua franca "Pidgin English" is also an integral of her interactive language. Echu (2003) outline that the tragedy about Cameroon's multilingual and multicultural society is that the government have failed to put in place guidelines and institutions to strengthen her multilingual and multicultural interest. The effect has been felt in many sectors

both public and private, across consumer's interest in the form of advertisement, education, labeling, names, down to purchase decisions. This tragedy form part of the problem statement of this study as stated earlier. Despite these failures, the government of recent has established several bilingual schools in an effort to teach both languages more evenly.

According to the 2005 census indications on the official language structure of Cameroon was as stated below. French speakers stood at 57.6% while English speakers where 25.2%, French and English speakers only where 46% and 13.6% respectively while bilingual speakers of English and French constituted 11.6% and finally neither French nor English speaker stood at estimated 28.8%. see appendix II, Table 2.

The above details portray a closer look of the monolingual, bilingual, multilingual nature of Cameroon as per the last 2005 census. Apart from the two official languages shown above, others languages that could fit under the category neither French nor English include; Abo, Afade, Babanki, Bafut, Bafia, Bamileke, Bamumbu, Bansop, Batanga, Douala, Bassa, Yabassi, Ewondo, Bakossi, Bakweri Nso, Kenyang, Hausa, Moghamo, Mundane, Wute, Fang, Dii, Denya, Befang, Bakundu, Akum and Akoose. These few listed languages can be reclassified into the following categories regardless of the fact that the exact number of dialects in Cameroon's multilingual context cannot be presented of now, the common supposition is that Cameroon has in the vicinity of 250 and 300 dialects widely spoken in her culture according to Tove (2008). These languages fall under specific categories to which include four of the seven dialect phyla of Africa's languages namely; - Afro-Asiatic which has an estimated 55 sub languages under it, Ubangian is said to have 4, while he Senegambia has 1, Nilo-Saharan has 2 and Niger-Congo has an estimated 165 sub languages, Adamawa 28 and Benue- Congo has 42 are said to be the main language families. **Table 1 appendix ii** demonstrates the number of dialects which are said to have a place with the seven dialectical families in the whole of Africa.

## **2.5 Cameroon Language System and Business Climate**

In Cameroon, Local establishments can as well make use of Cameroonian local dialects in their communication if it is popularly understood. If there is a person who does not understand the language, French or English is used (Honorine Belomo, 2004). According to an interview with people working with CAPDA (Consortium for Support to Actions for the Promotion and

Development of Africa), an NGO in Douala, the national languages Basaa, Douala, Bakoko, Ewondo and Pidgin English are used in the region in communication within the organization (Tove, 2008). The churches use national languages in their work most of the time. In addition, French is used by the Catholic Churches in the East of the country, while English and others local dialects are the most used in the western part of Cameroon. One may want to go down the ladder into rural areas he/she would discover that carrying out business and its promotional activities becomes even more complex because the number of indigenous languages being practiced and spoken at these levels become numerous and some of these ethnic groups of consumers could constitute a target market for a particular brand, products in general or a service but marketers cannot tap these opportunities because of communication barriers in languages (Apollinaire Onanéna, 2004).

The work of Power (2005) as stated by Nault (2008), shows that English as a language has constantly developed into others simplified or more complicated forms over the years. In the case of Cameroon, not only English have been simplified, but the French language has also been made complex by mixing it with English to form a new version known as 'Franc Anglais' and this form of language is widely used as well by the French majority in places where French is not being used especially in super markets, shops, local markets, boarding taxes, train and bus stations. French is the language of administration because of the French majority being used overall in administrative areas like defense, school of administration and magistracy and others schools of public works. The English language is used mostly in the English speaking part of the country and also in all its business activities and French is the main language in the French speaking part of the country.

One of the main question one ought to ask his/her self is how do consumers who are only fluent in their mother tongue or English which is not the language in use on brand textual identity elements as well as consumers who are fluent in French as their first language and their mother tongues as well as not leaving out those who can't understand neither the French language nor the English language but other languages such as German since it was the first foreign adopted language in the then Kamarun, Spanish speakers like the Equatorial Guineans who are either students or business men in Cameroon just to mention this few or consumers leaving in the suburbs and understand just their local dialects, advertisement, brand names, slogans and labels on products that are written in strange languages?. These arising questions had been in existence for long. Authors such as

Miguel et al (2017) confront the above question on their work on ethical ideology effects on responses to advertisement and result that monolingual consumers, consumers who are able to make use of only one language (mother tongue) will easily read and interpret advertising content through the use of central route information processing. Whereas bilinguals are more likely to use mental shortcuts assess content advertising and other visual text elements. Giving that in a business environment like that of Cameroon, wherein cultural diversities with numerous languages has left lot of challenges at the forefront of marketers to challenge with branding activities and advertising and others promotional activities both at the city and local levels, traditional and social medias as well as public relations are becoming more and more complex and cumbersome but inevitable for marketers.

## **2.6 Monolinguals, Bilinguals and Multilinguals in Brand Advertisement**

Languages remains a focal point especially when rendering services. Luna and Perachio (2001) stated that language by itself is a determined factor on brand advertising effectiveness in a bilingual and multilingual market. Steenkamp, Batra and Alden, (2003) stated that marketing across multiple national boundaries enhances the global need of products. This is an important strategy because the perceived globalization of a product adds value to it (Steenkamp et al, 2003). Considering the role language plays in advertisement, English, Spanish, Arabic and French for example, play a vital role in the act of using them in business has gradually been incorporated into the business language. Tran (2009) works on language familiarity effect on bilingual consumers reveals that many countries with bilingual consumer's environment has become increasingly prevalent and as such has become a crucial tool for marketers to communicate their advertising messages to consumers (Luna et al, 2008), Tran (2009). Textual information such as brand names and marketing slogans, labeling and advertisement tend to be perceived by consumers to be more emotional in their first language than being expressed in their second language. They also reveal that such emotional effects are not due to stereotype specific associations to certain languages or lack of comprehensive understanding. Rather they pointed that such emotions depend on the degree to which words have been witness in native first language over second languages (Stefano Puntoni et al, 2009).

## **2.7 What is Branding**



According to Kotler and Armstrong (2004), a brand is a name, term, sign, symbol, or design, or a combination of these, envisioned to recognize the goods or services of a maker or seller. Consumers perceive the added value from what they have known about the product/service to meet their needs. These added values may consist of what builds good brand quality, good brand image to consumers and brand equity or they may bring easier search behavior to consumers. A Brand is said to be successful only when it keeps bringing forth these added values to consumers (Blythe, 2008).

Branding as commonly known today, is one of the most important tools of a marketer as it represents the entire development process of creating a brand name, a brand identity (Robin Linda ,2006). Geoffrey James (2014) stated clearly that most global brands blunder especially when they are at the initial stage of globalizing because of inattention on the part of the marketers to observe and check whether the brand name, company name, tagline, slogans for example mean something different in their new environment. It might include other applications such as term, sign, symbol, design or a combination of them anticipated to distinguish the goods and service of one producer from the other. Kotler et al (2008) pointed out that the key to branding that most marketers have is that it helps consumers perceive a sense of differentiation among others brands in products of the same category thus helping consumers create a mental structure that affects buying decisions. Branding is a big range of activities across the whole marketing mix. It delivers the brand image to consumers. Consumers receive messages through the process of advertisement, promotional campaigns or publicity on social medias and arouse associations about self-image, quality, cost, expected performance, brand features and status. For example, people buying Porsche cars not only for the purpose of transportation but also for expressing their luxury lifestyle. By examining the outcome of an advertisement from the linguistic point of view according to Elizabeth (1998), it's clear that non speakers of a particular language attitude toward an advertisement in the other languages will differ from one language type to another.

Research by Bres (2015) showed that multilingualism in advertisement, that is the use of more than one language in advertising has become eminent and each language group could be match to a particular type of advertisement to be carried out. According to Bres (2015), French language could be classified as the language for romance and sophistication, Italian as the language for food, German as the language of Technical and technology and English as the language of commerce to

name a few. Although these classes of language may not match target audience communicative functions, businesses therefore have to make use of these languages with respect to their target audience. However, most marketers are beginning to use what is known as code switching in languages. Code switching according to Krupa et al (2004) consists of making use of two or more languages in a single statement, although in present days, it is use to describe the alternative use of two languages in a single conversation. Demonstrating how code switching occurs, marketers could decide to use a German phrase to lay emphasis on a technical product when carrying out advertising although the advertising is aimed at targeting French consumers or Turkish consumer's, with French and Turkish being used respectively.

Brands are interactions as well as the genuineness built in-between people and organizations, people and services, people and products. They are in a kind of symbolic agreement which states that both parties share the same values and engage in the same beliefs.

The term "Brand" had been defined by several scholars and marketers in different ways but referring to the same thing. The American Marketing Association (AMA) defines brands as a name, term, sign, symbol or design or a combination of all intended to identify a product or service in order to differentiate it from those of competitors. The process of naming, designing logos, slogans and advertising campaigns, can be considered to constitute part of the branding process. Blindell, (2014) outline that a brand is not a tangible thing nor is it what the brand founder or marketing department says it is, but the public perception of any product, business or organization. Therefore, the cognitive and social skills to obtain and use information from the perception of a particular product is considered as brand literacy. Shiffman and Wisenblit (2010) in their book on consumer behavior stated clearly that perception is the process by which individuals select, organize and coherent picture of the product or service.

Brands are not shaped in the publicizing boutique, in the showcasing office, nor in the brand consultancy's office don't have a place with enterprises, billboards, or a press print nor to organizations, or to the general population who possess the trademark however what the buyers saw about the item or administration. On the off chance that you search for them on the dividers of your association or in the new flyer of promoting that is lately call by the name of brand book, you have high opportunities to become significantly more urgent about not discovering it (Enache Andreea, 2007). What's more, marking is that activity some portion of building and assembling

these demonstrations of associations and validity amongst buyers and customers, shoppers and items, buyers and administrations and buyers and association. Once a marking procedure is well organized, the final product is a brand.

## **2.8 The Place of Language in Branding**

Language plays a significant role in branding, but its impact could be felt mainly at the level of visual text and brand identity. Robin Linda (2006) in her book “E-resource for graphic design solutions” stated that visual identity is made up of components such as; brand names, websites, letterheads, packaging and labeling and any other component pertinent to the visual text identity of a particular brand. All these components are made up in creating brand awareness. Language is the beginning and the end of the branding process especially when it comes to identifying and creating promotion for any brand. Countless campaigns are generated around the world just to create content with the sole purpose of creating awareness for either services or products. The contents of these campaigns are all in languages, what language to create content in? depends greatly on the audience for which these campaigns are targeting. Hugo (2013) in his blog More than Branding outlined that Publicizing and Showcasing by the use of graphical, printed, verbal or sound specialized instruments with a specific end goal to develop messages that prompt and builds up create an exchange with its customers.

## **2.9 Consumer’s Brand Awareness**

As stated by Wane and Rensburg (2011), when consumers confront unfamiliar products they turn to pay more attention closely to the packaging of the less familiar product. In others for the consumer to become familiar with the product, information on the packaging such as the brand name, labeling should be written in simple and clear language with which the consumer has a complete understanding. The work of Underwood et al (2001), supported Wane and Rensburg’s idea that for others, for the consumer to become familiar with the product, information on the packaging such as the brand name, labeling should be written in simple and clear language according to Underwood et al, familiarity and awareness influence consumers purchasing and preferential decisions, while Oeusoonthornwattana and Shanks (2010) through their work on “We can only go for what we know” and that preferential choice for a brand comes as a result of compensatory recognition and others related factors.

Over the years, many theories have evolved on the concept of multilingualism such as phonetic symbolism (PS) and speech accommodation theory (SAT). although these theories explain more within the field of linguistics, many other authors have used some of these theories to debate and give explanations on the impact of consumer's language of origin has on their preferential abilities. Authors such as Muhammad, et al (2012) were able to borrow and relate some of these theories from the field of linguistics into that of business and stated that, brand symbols are very important because they help consumers to recall and remember, although the impact of these can be felt more on verbal branding identities and symbols that acts as brand names.

This theory in particular support two important branding identity elements. The brand name and the brand slogans. As earlier mentioned, the effect of phonetic symbolism for brand names are reasonably straight forward. A number of studies have therefore indicated that a fix between a product category and brand names can influence brand names and brand variables such as recall, preference and inference. The investigation of Eric and Geeta (2004) showed that phonetic structure of brand names affects a consumer's perception of a product and its characteristics. Jennifer (2010) demonstrated that linguistics characteristics of brand names can affect product evaluation in that a brand name that has sound replications in it phonetic structure and it's spoken aloud produces positive effect such as product choice and consumer's repetitive ability.

### **2.9.1 Visual and text branding identities**

Branding through visual identity represents a distinctive segment of the brand identity (Pinson & Jinnett, 2006). Thomson in his book titled '*e-resource for graphic designs*', outlined seven different brand components that could build up the visual identity of any brand. They include the brand name, the brand logo, the letterhead, business card, packaging and labeling and website. Apart from the Logo, one can equally realize that all the other visual identity components are making use of alphabetical letters. It is worth noting that some logos itself are alphabetical names and not necessarily graphic designs. As stated by Clifton et al (2009), the visual brand identity concept can be explained as "the graphic components that all together provide a system for identifying and representing a brand and its made up of five basic elements" namely; (slogan, logotypes, symbols, colors and typefaces).

### **2.9.2 Brand Slogans**

Advertising slogans here shall be analyzed in details because it's made of two components the text and the visual identity. According to Bassani, Shalchiero, Youssef and Magne, (2008) the slogan can be considered as a graphic element and so can be added to the visual identity components, being entirely incorporated into the company's communication strategy, the visual identity is present on all communication materials, allowing the consumer to identify the brand (Joannès, 2008). Thanks to this pictorial component, a firm can diffuse its brand and its characteristics on the market and on the consumer's mind by representing the firm and diffusing a message, the visual personality is an intermediate between the company and the market actors (Haig & Harper, 1997).

The role of the visual verbal identity is explained by two authors, Heilbrunn (2006) and Joannès (2008). The visual identity allows creating a brand image in the customer's mind. This image diffuses the positioning of the brand, creates a relation between the brand and its consumers and conveys the offer of the brand on the market. The visual identity influences the brand image, allowing the transmission of the positioning as well as the offer of the brand and the relationship with the customers (Joannès, 2008). Even though most consumers do not longer think of how importance a brand name is to them because most of these names have become synonymous to them. But the impact of a name acts to a reinforce to the brand, business, service or the organization at large (Olins, 2003). Taking these examples, when consumers hear the name Coca-Cola, they think of taking a soft drink matching it up with the slogan 'taste the feeling. Likewise, another consumer on the other hand being in need of a pair of trainers, having a thought of one and popular brand of trainer by Nike. Exemplifying Nike here signifies the importance of branding with it popular slogan 'Just do it'. These examples demonstrate the fact that brand slogans can never be built without the name, because slogans act as reinforce to the name.

### **2.9.3 Branding and Brand Names**

Antonelli (2014) pointed out two main schools of thoughts are involved in the naming architecture in branding. Firstly, the product name, which could be the dominant part of the logo, while its activities come next and the second school of thought consist of the graphical elements through which the designer represent the product (nonverbal) icons. The concept "branding" is not easy to

be defined in many others languages. This is because it's a perception of what consumers know about the product and or service. Technically, it could be seen as a combination of marks, logos, colours and fonts, representing the non-verbal and visual element of branding. These technical aspects generally support the second school of thought as stated by Antonelli (2014).

The work of Erdem and Swait, (1998) as stated by Grunert Klaus et al (2015) outline that traditionally, marketers uses brand names to reduce their customer's uncertainty especially in situations where the products are characterize by credibility and this has led to an increase in brand names selection. Brand names selection in particular has received increased attention over the past decades, this is because most firms now seek to establish brand names that will derived and increased brand equity. Aunumu, et al, (2001) outline that brand names that are hard to pronounce are also hard to recall, the impact is that the likelihood of discussing, referring among families, friends and others con summers will be limited. Language use in naming brands entails lots of attention unlike logos, color taste, font etc. which do not require alphabetical letters and as such, it is one of those key brand elements that can affect brand equity and brand positioning positively or negatively. Positively in situation where the brand names and slogans are developed in the consumers own language or adopted language and negatively in places or situation whereby brand names need to undergo translations and interpretation in which more often translations go wrong. Marketers and brand managers therefore have to incorporate these elements very well to create a better brand position in their branding process. The work of Neelan and Kinra (2005) on marketers of foreign brands in the Indian market result that, consumers generally perceived foreign brand names to be of higher quality and superior comparatively to their local brand names. Keller (2003) stated that brand names ought to be anything but difficult to articulate to get essential rehashed word of-mouth introduction that fabricates solid memory joins. This influences section into thought sets and the readiness of shoppers to request or demand the brand orally. The brand name chosen strengthened a critical property or advantage affiliation that involves its item situating. This is energized in light of the fact that the brand name is an abbreviated type of correspondence and hence express and verifiable implications that purchasers separate from the name can be essential to accomplishment of the item or administration (Keller, 2003).

The determination of the correct brand name is a standout amongst the most key promoting choices an association will make since it is commonly the middle bit of basic advertising programs (Keller,

1993; Lee and Angel, 2003). At the point when an organization settles on a brand name for another item or administration, it builds up the establishment of the brand's image (Kohli and LaBahn, 1997). Additionally, specify that the corporate name firmly influences the corporate picture (Gregory and Wiechmann, 1999)

Keller (1998) stated that one of the branding element that can generate brand equity is the brand name but the difficulty therefore lies on the brand name selection. In the case of Cameroon, the confusion lies around French brand names versus English brand names. And the key question being brands with English names more selected preferred than those with French names or French names over English names? Kohli and Lahban, (1997) pointed out that the brand name selection has been recognize, accepted by manager because of its role in building brand equity. A study carried out by Enrique Manzur et al, (2009) based on the Latin American markets on the choice of foreign language for brand names selection between English and French showed that across all product categories, English branding in particular generated a better result comparatively to French and Spanish brand names because in the Latin America, selecting brand names that are foreign or written in different languages, especially French and English is a popular practice.

Another aspect of branding and multilingualism is based on translation and phonetic difficulties when a firm is marketing in an environment or country with a different language. Schmitt and Pan (1994) pointed out that consumer's make purchase decisions sometimes in Asian pacific markets, based on their brand names translation to gain desirable '*lucky name*' and avoiding misinterpretation. Manzur, Mobarec and Roberto (2009) defined foreign branding as the strategy of spelling or pronouncing a brand name in a foreign language. Aref et al, (2002) stated that the more brand names are standardized worldwide, the more likely they would survive in those areas where market structural factors such as competitive buyers and distribution intensity increases. John Marotti, (1999) stated that branding shapes a wealth of experiences, perception and beliefs to turn the product and name into something which the consumer relate their attitude in order to simplify their purchase decisions as such, the brand name must be simplified and built to be trusted. This is true with the difficulties American consumers have in pronouncing certain brands such as "Hyundai" a Korean car brand (Marconi, 1993) stated that this company spends millions of dollars teaching consumers how to pronounce it brand name properly. This is exemplarily true for most Cameroonians consumers who faces similar difficulty in pronouncing the same "Hyundai" the

Korean brand in which most often I hear them mispronounce it as “Honda” mistakenly the Japanese brand.

Kimmel and Lopez, (2008) after a cautious study they carried out on the effect of cultural differences in internal business and price negotiations, found out that language among behavior and manners as a cultural difference can affect business in many ways namely; conflict management difficulties, misunderstanding and delay in decision making. Apart from branding our products and advertising brands messages, several benefits can also be derived being a multilingual business such as intercultural awareness and embarrassing mistakes in foreign language market avoidance. Taking the case of Cameroon where this piece of work shall be centered on, doubles with a high illiteracy rate (young adults 15 years and above who cannot read and write) of (25%) as indicated by the CIA world fact book 2015. On the other hand, a bulk of her population can neither understand, read and communicate in English nor French as a second adopted language. They rely so much on their local indigenous languages that this a serious problem to foreign brand names, and for promotional messages.

Miles (2004) pointed out that enticing consumers to buy is the main aim of a B2C business, but then it implies providing content via visual identities elements in the most possible and convenient way to the consumers. Product and services would have to be provided, but enticing the purchase decision mean creating adverts, names, slogans, labeling, adds, websites and blogs for examples in the consumers own language.

According to Aref et al (2011) the increased attention on branding over the past years is because firms, brand managers and marketers seeks to establish brand names that will help move the organization as a whole. Aref et al (2002) findings on the importance of brand names showed that many consumers rely most on brand names signals than on price and physical appearance in judging the quality of the product/service. Taking a close look at the consumer’s language across different cultural groups, have left consumers faced up with lots of challenges such as; pronunciation problems, phonetical sound difficulties of brand names etc. Consumers may recognize the benefits that a product may give them through the brand name. Buyers can know the benefits from a branded article for example when they always buy it say a particular pair of trainer’s shoe by brand Nike or Adidas or Puma. This goes same for all other products and services out there. They know that they will get the same benefits from this branded product/service such



as quality, durability, comfortability and others product features once they go for it. These makes them to become brand loyal, and can be of reference to relatives or friends through the brand names, logo or the slogans. The work of Kotler and Armstrong (2004) clearly support this. As earlier stated, brand names as well as logos are some of the important elements of branding.

The work of Sanjeev and Seema (2010) stated that one reason why most marketers and brand managers would always prefer branding by logo is because it is visual, nonverbal and solved two key aspect of this study identifying brand names and avoiding pronunciation problems especially by adopters of second languages (English or French) coupled with poor literacy rate, thus giving the symbol (logo) an immeasurable power and the low literate consumers a victorious state of mind to brand recognitions and effecting their purchase decisions.

## 2.10 Language in Advertising

Advertisement in business terms can be referred to as one of the communication tactics marketers use to persuade, encourage, manipulate their audience (viewers, listeners and readers) Marina (2013), as well as an identification element of products and services. Advertising is one of the most important elements of the marketing communication mix because the message sent across to consumers is being design by the advertiser's likewise the language to be use in the advertisement. The advertiser therefore has the responsibility of designing the advertisement in the language its target audience will be most convenient (Brandy Foster 2013, <http://www.bloglet.com/key-elements-of-the-marketing-communications-mix/>). The creator of the Coca-Cola ad "Super Bowl", understood this logic and the role consumer's language of origin got on the patronization of the advertised product/service by showing their non-English speakers in their patriotic song "America the beautiful" in seven different languages. By attracting non- English speaking consumers through seven different languages, the end goal was to get consumers talking of Coca-Cola in many languages (Nataly Kelly, 2014). The wordings of a particular language in advertisements to emphasize the origin of the product or exclusiveness of the product sometimes in relation to particular country of origin: "*La crème de la crème of lipcolour.*" French word '*crème*' evokes the impression of good-class French cosmetics. Even more, the phrase '*crème de la crème*' is taken from French and it means 'the best people or things of their kind' (Oxford Advanced Learner's Dictionary 2001).

According to Emira Premrov (2011), the choice of words language to be used in and advertisement should be carefully carved out. Advertisers have to know their audience wishes and expectation, cultural heritage which also entails knowing their language of origin or adoption to avoid misinterpretations, and translation difficulties. A survey conducted by Endmark Gimblt (2003) in understanding advertising and slogans on a number of popular brands in English and in German as two culturally diverse languages in Germany, the result of the survey indicated that most German respondents did not have a good understanding of the advertising message and brand advertising slogans.

Several benefits also accrue running a multilingual business because consumers themselves by nature are multilingual in most instances. The research of Elizabeth Martin (2007) titled “Frenglish” for Sale, outlined several instances wherein promoters address French buyers through English by utilizing a mix of content, music and sound track, to make a positive passionate response. Aref and Zinkhan (2002) stated that there are five significant environmental factors influencing branding and brand names including language, education (consumer’s literacy), economy, religion and technology. Among these five, Aref and zinkhan (2002) pointed that language and education has a bigger role than the other elements. Education here can be referred to consumer literacy. The word literacy has been used across many discipline and domains. Freeman, (1959) made mention of “music literacy”, while Glister, (1959) made mention of “digital literacy”. The Education for All Global Monitoring Report (2006) stated that literacy is particularly the cognitive skills of reading and writing, it is an active consumer’s learning process. For the purpose of this work, the concept of literacy is directly related to consumer’s interest and perceptions in relation to their cultural back grounds which facilitate the decisions making process on their brand purchasing power.

The concept of literacy meant obtaining the skills to interpret words, signs and symbols. When presented on a piece of writing in one's own language. As stated by Heath (1996) the invention and advancement of printing technology in Europe, together with the increasing use of languages other than Latin, resulted in an explosion in the literacy level. The National Institute for Literacy Council (NILC,1992) describe the concept of literacy as the ability to read, write, use verbal and non-verbal text in all circumstances. Harste (2003) came up with an extension on the concept of literacy to multiple literacies, arguing that one needs to derive a variety of literal skills to fit a set of social practices that people value and these set of social practices varies from art, to sciences, and others aspects of life.

According to the literature on literacy (White 1984; Street 1999, Bernardo 2000;), three degrees of literacy are needed for complete literacy. The first step of literacy is "Reading," the ability to interpret the words (signs, in the broader sense of literacy) in their complete unity in order to make sense and understand their entire meaning. The second is "writing," the ability to compose signs, brand names, labelling instructions into a set that communicates the meaning intended, and the last step of consumer literacy is their ability to merge their reading and writing in their cultures. In cultures where brands play important roles for consumers' personality construct, people learn how to relate to and use brands 'knowingly', through the process of learning to consume brands in ways that are recognizable by the consumer culture, consumers develop brand literacy (Bengtsson and Fuat, 2006).

This concept of literacy however has been extended into the field of marketing, especially in the marketing area of promotion and advertising in order to understand consumer's experiences from advertising (Anders & Fuat, 2006). Holt (2002) earlier argue that companies branding efforts, has helped greatly in illustrating how consumer's brand cultures are constituted in their dialectical process of the consumer's purchasing intention. Oswald (2010) on "brand literacy," stated that it is the capability of consumers in evolving markets to acquire and use the codes shaping brand meaning as it is communicated in advertising, signs and symbols, retail spaces, and packaging. To be functionally literate is a difficult task because of diverse significant cultural differences especially language differences. Consumers must have the language and skill competencies required to function adequately as adults in their day-to-day life (Kirsch & Guthrie 1977). No matter how well identification features of a branded product/services are displayed, it can only make sense if consumers themselves have that cognitive reasoning ability to relate and interpret

what ever message has been put at their disposals. Colette Bowe (2007) wrote on “What is consumer literacy and why it matters” that consumers who are literate, have that ability to choose and use communication product effectively thus enabling them to purchase the right products/services. Marketers uses slogans to create a cue in the consumer’s mind. It is a quick recap of what the product attributes or benefits could be generated summarized in few words such as; “Just do it”, “Everywhere you go” popular slogans for Nike and Mobile Telephone Network (MTN) respectively. Therefore, coding these phrases in the consumer’s own language will lead to best of understanding, thus generating positive perception about the branded product.

### **2.10.1 Brand Labeling**

Ryan (2002) pointed that multilingual labels of recent have become a critical issue for corporation, especially corporation dealings with medicals and food branded products. Multilingual labeling according to Rhyen (2002) has its own advantages. Consumers avoid purchasing brands with unwanted functions. Secondly multiple language labeling also giveS the consumer operational guidelines for products especially electronics and technical brands. According to Umut and Vanitha (2014), there is a worldwide trend toward an increasingly multicultural consumers landscape in which brands acquire cultural meanings through a collective effort influenced by advertising. The work of Luna and Peracchio (2005) on advertising to bilingual consumers revealed that some linguistic words create more attention when presenting an advertising message in a particular language than others and will do so even more in some situations wherein the advertising language is the consumers first language than their second language.

There are precise labeling requirements for imported goods. Labels according to the National Agency for Standards and Quality with French appellation L’Agence de Normes et la Qualité (ANOR) all products produce within the country or entering the country should be in English and French and well-labeled. Well labeled goods enjoy quicker identification and customs clearance. Food products intended for Cameroon should have the manufacturing and expiration dates engraved or stamped on the top of the container and packaging in clearly legible ink. Also, a small comment stating “made in” and “to be consumed before” labeling in English/French. Although this commission is working hard, the irony is that more often these product names, labelling, advertisements and slogans are mostly in French than English. What then happens to the English consumers in the country? (Marcela Rondon, 2013).

According to the European Commission paper on Labeling (2006), the aim of labelling must be to provide the consumer with the information needed to make a better decision. Labelling are very important sources of information for the consumer due to the fact that it can provide clear information to the consumer at the point of purchase. Despite the advantages of labelling, many consumers still face lot of challenges from readability problem from poorly written labels or in a language consumers do not understand. Research carried out by Franco et al (20014) on language ethnical identity and consumer behavior result that the language of communication that generate the highest preference consumer's profile (recipient), the communication ambience and the communication mix set up by the sender (encoder). They also stated clearly that where consumers own language with a vast knowledge is used in communicating products, consumers' perception is used in communicating products, consumers', perception is increase because they gain sense of belonging.

Multilingual labels become more important for some branded products than others. Products such as drugs branded products and other health hazardous products are very essential to the consumer. Due to the following reasons; it prevents and provid the consumer with adequate direction of use.

Bernat Gasull (2007) stated that plurilingualism on product labels is a widely extended practice. Multilingual labelling should enable no differentiation to be made in brands and others products/services categories. This means that the language display on the label of an item, most often are not those that are widely used even by potential buyers of others linguistic origins, therefore an item obtain in Cameroon could be mark in English, Spanish, Greek, Chinese, Turkish, French or Italian or in all of the above mentioned languages at once.

### **2.11 The Visual Non-verbal Elements of Branding**

The non-verbal aspect of branding elements is expressed through nonlinguistic means. It is the active use of objects, sound, time, logos, designs etc. that have socially shared significance and arouse meaning. Due to some of the challenges associated with low literate consumers (author) In addition to the fact that some brands names acts at times like their brand logos namely; IBM, DELL, BMW, LENOVO etc., as stated in strategic brand management-elements of branding (2006), nonverbal branding has therefore been set-up to supplement and complement the verbal aspect of branding. It is expressed through nonlinguistic means. It is the actual use of objects,

sound, time, smell and space that have socially shared significance and stimulate meaning (Heibrunn, 2006).

### **2.11.1 The Logo**

Branding by logo is of great value because the logo in itself is one of those branding elements that form both nonverbal instrument of branding as well as the visual identity to assist the brand especially in situation where there is inability to easily translate the concept of information literacy (reading and writing), coupled with the fact that defining it at the international level is a complex task, have let most marketers and brand managers with an option which has resulted to the use of (nonverbal) visual images to represent and convey the same message about a product/service skins. This nonverbal image is called the Logo. Lau (2009) outlined that the logo in itself can become a useful tool if the marketing and branding plan is well developed. Logos by their nature of design are imagery, nonverbal and above all visual but can depict much and say everything about what the product/service is all about.

Kim and Kellie (2013) pointed out that logo design is an important aspect of brand communication in the form of nonverbal communication because they create positive effect, quality perception, distinctive meaning and easy recognition. Furthermore, they stated that apart from the above mentioned points, some excellent logo designs quietly play a gigantic double role and/or equitable role to brand names by assuring consumers and brand loyal customers the brand heritage is being respected. Many companies have therefore taken upon themselves to carry out a rebranding process just to ensure their consumers have no doubts on their brand perception (Single, Vikas, Aggarwal & Nupur, 2014). The rebranding process could either be the company change of name, logo redesigning or the slogan or a combination of two or all. One can readily argue that no matter how important a product may be or how durable or effective it could be, these qualities can only be put together under a name and more specifically under a brand name. And can be more recognized, attractive, and a sense of understanding most especially when the logo name is written in the consumer's own language.

Jacob's case (2009) outlines what make a good logo in his blog title "Just Creative". He outlines five basic principles to effective logo namely; simplicity, memorability, timeless, versatility and appropriately.

- **Simplicity**; by being simple he stated that the logo will allow for easy recognition and memorability.
- **Memorability**; it of great importance to marketers and designers to ensure their brand logos are easily memorable especially where the customers in question are not too literate, less familiar with the brand or in situation of brand introduction. The only way to do this by keeping it simple and appropriate. As supported by Bigman (2013) in his blog “The 99 designs”, the only mandate in logo designs is that they be distinctive, memorable and clear.
- **Timeless**; timeless indicate that a logo design today should be recognized and seen by consumers for over different ages in time. A clear example of an effective timeless logo is Coca Cola with it same logo from inception till date.
- **Versatile**; By being versatile marketers need to allow the logo to work across variety of mediums. Winfield (2013) supported this in his blog of dazed/ polaroid that he likes working in black and white to make sure the logo looks good in its simplest form.
- **Appropriate**; The different schemes’ fonts should be match according to the intended audience and it doesn’t have to portray what the company is selling because a logo is purely for identification.

### 2.11.2 Conclusion

It can therefore be stated that the perceptions consumers put forth about a brand as a result of the communication they receive from different sources and the experience they receive from the offer determine their preferential decisions. According to Herbert (2011), companies, brand providers and advertisers send out messages that include; brand names, designs, value, proposition(slogans), colour font, labeling, packaging to name this few. This can either be passed out through local mediums of communication or through social media. in order to make the communication process between marketers and consumers favorable, a clear understanding of the encoded messages marketers send out through the above mention channels must be clearly understood by consumers or the targeted audience. Marketers therefore have to encode the message being send out. This according to Heibrunn (2006) is aimed at avoiding disturbance messages propagated by their brand competitors. However, the process of decoding the encoded content messages by the consumer might become complex when the sender message happens to be send in the language the consumers does not understand. The difference lies in the fact that the advertisement message may

contain others elements ranging from the brand name, labelling, and the brand slogan incorporated into the advertising message once this is presented in the language the consumers understands best, they become attracted, motivated by the content benefit which awaits them. Before making the preference decision the consumer is confident knowingly that what they are going for remain the best.

This chapter have therefore reviewed various concepts relating to verbal branding elements and consumers perceived usability of language of origin in understanding such elements. It has also been expaciated on the concept of unilingual, bilinguals and multilinguals consumers and perceived abilities to brand patronization.



## **CHAPTER THREE**

### **THE CONCEPTUAL MODEL**

#### **3.1 Introduction**

This chapter aimed at presenting the different key concepts under investigation. These ideas are however, presented in a designated format known as the research model. The different variables under investigation constitute a vital part of this model and how each of these variables are linked to each other is explained below.

#### **3.2 The Research Model**

As mentioned above, the design of this model is based solely on the impact of language use and consumer's perception and patronization intentions in Cameroon. The model contains four key text visual elements that could be applied to any product/ services brand such as the brand name and slogan, labeling and advertising. A comparative number of consumer's languages such as English, French and others preferred consumer's languages will be listed by the consumers as per the questionnaire.

Prior to previous research as indicated in the review of literature, multiple languages and their influences on the consumer's choice and preference, patronization intention and sense of belonging (Khalique et al, 2014, Aref et al, (2001) and Roberto et al, (2009)) stated Consumers preference and product/service patronization and preference comes as a result of the perception gotten from decoding or the inability to decode content encoded in the language they best understood or barely understand, as presented in product/service adverts, slogans, labeling and names.

#### **3.3 Hypothesis**

If consumers in Cameroon are culturally and linguistically challenged as a result of multiple and less familiar languages in their cultural environment, then could advertising, naming, creating

advertising slogans and labeling brands in a particular language influence Cameroonian consumers preferential abilities for brand, product and services? It's on this question that the researcher sought to investigate the following hypothesis stated below. However, the four composed hypothesis from these hypotheses will be tested to answer the arising questions as stated in the above problem statement at the beginning chapter.

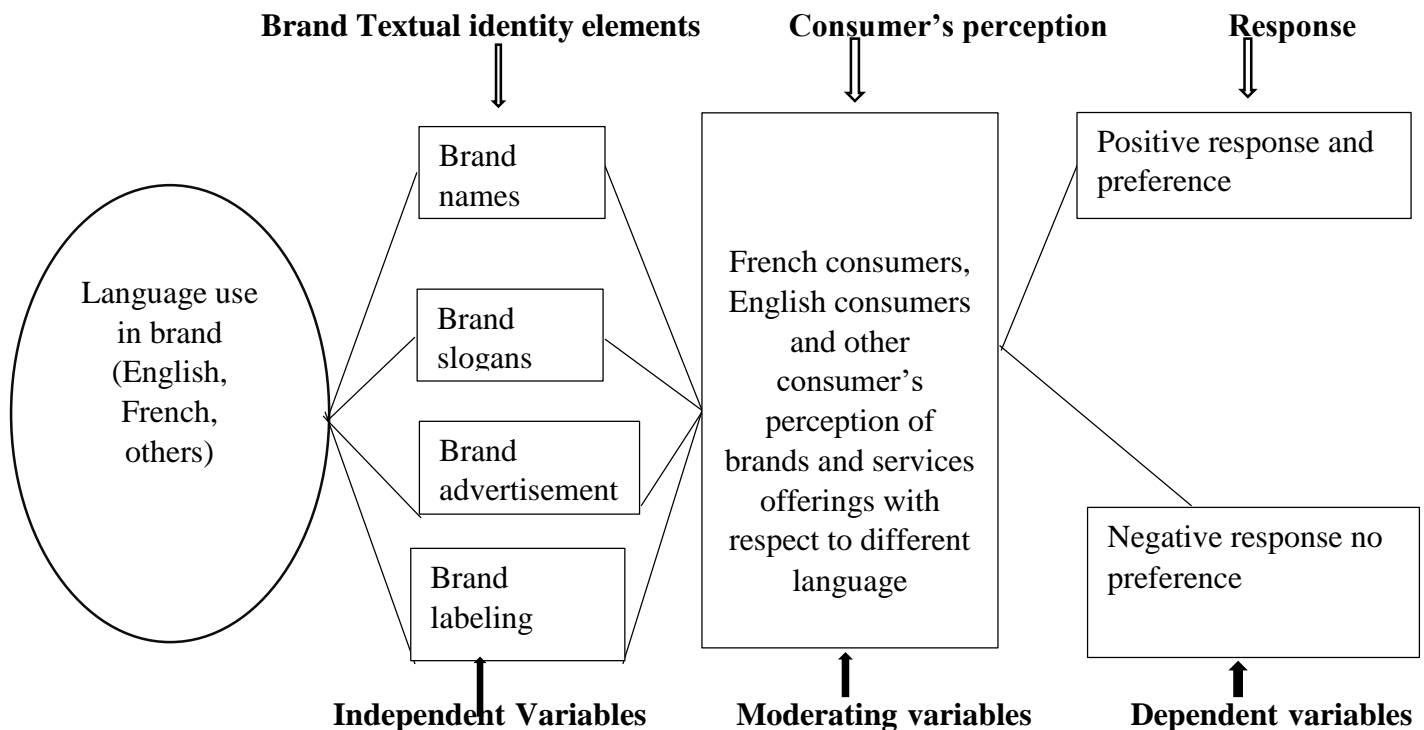
**H<sub>01</sub>:** Multilingualism (French, English, other languages) has no significant impact on brand names and consumer's preference in Cameroon

**H<sub>02</sub>:** Multilingualism (French, English, other languages) has no significant impact on brand slogans and consumer's preference in Cameroon

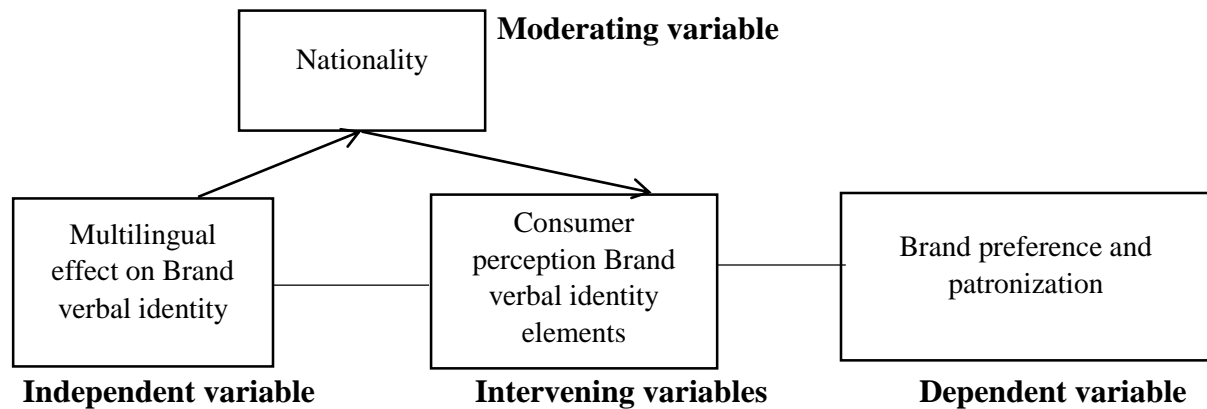
**H<sub>03</sub>:** Multilingualism (French, English, other languages) has no significant impact on brand advertising on consumer's preference in Cameroon.

**H<sub>04</sub>:** Multilingualism (French, English, other languages) has no significant impact on brand labeling as a text visual element on consumer's preference in Cameroon

### 3.4. The Overall Research Model



**Fig: 3.1 The Overall Research Model**



**Fig 3.2 The Simplified Model**

Consumers cue could also be generated from their language of origin. The conceptual model design for the purpose of this study is an extraction from the model Muhamad, Chin and Cyril (2014) used on “the influence of language on consumer’s attitude and behavior” that to analyzed consumer’s attitude on brand and brand names among English, Chinese and Malaysian languages in the Malaysian market. The above model specifically for the purpose of this work, has been designed into three sections namely; (1). The independent variables (brand names, brand slogans, labeling and advertisement). These elements summarily, can be termed ***Brand textual identity elements*** (2) The moderating variables (English speakers only, French speakers, native speakers, non-speakers and speakers of others language) they can also be termed the ***Consumers Perception*** because they actually constitute the population with their perceived view under study and (3) The dependent variables (motivation, patronization and preference abilities) can also be termed ***The Consumers Response***.

The business climate of today is made up of consumers from different cultural backgrounds. As such, there is no homogeneous market wherein consumers can actually be served with equal opportunities in terms of their linguistic culture. However, it’s worth noting that languages as cultural factors are the first asset businesses must make use of to give reasons to consumers to draw them closer. Therefore, effective communication in marketing can be undertaken through many ways verbal and nonverbal, but the end result should be consumer’s satisfaction building products and services and naming from inception in the language which the final consumer can understand goes a long way to build ground work before the coming of advertisement which is mainly to persuade the consumer upon presenting the content, the usability guides, quality and

value the consumer will gain going for the brand. It is true that as individuals we can only go for what we know. Knowing can be simpler and effective if it is well communicated and effective communication can be effected using the language we know best. Thus brand communicators, marketers need to pay strict attention on whatever they are to use in a complex linguistic market like Cameroon for both international and local brands.

Taking a clear look at the first section of the model (the independent variables), consist of; brand names, labeling, advertisement and advertisement slogans. Whatever language the presenter chooses to build it product and specific brands with matters a lot. In Cameroon a choice of one language is significantly assumed to have a great impact on the consumer understanding and eventually preference.

### **3.4.1 Brand Labeling and Services**

Normally in Cameroon, there's a law under the control ANOR goods are supposed to be presented in French and English at least to maintain her bilingual nature and cultural heritage. Unfortunately, most of these labeling have been observed to be either only in one language or not even in either of the languages that the consumer can have a clue of what the brand details are all about. Brand providers in this sub cultural market segments are unable to satisfy their goal of product communications through labeling. It therefore becomes a responsibility for marketers providing brands of any kind in any product/service group/category in Cameroon to target consumers who are linguistically challenged with any language policy that will help build consumers preference. Brand labels include user's manuals, content and nutrition for food product information on caution and allegiance, production and expiring date, country of origin of the product. The perception the consumer might generate relating to lack of trust from the part of the producer failing to provide adequate information about the product even if its provided not in the language the consumers can easily understand.

### **3.4.2 Brand Names**

Brand names have a special role to play in consumer's preference ability. Yorkston (2004) described that consumers based judgement on a range of brand attribute starting from its name down to the brand quality, packaging and others attributes. According to Yorkston, phonetic sounds that make up the brand names can go a long way to describe the aforementioned criteria.

From our review as pointed by Schmitt and Pan (1994). Most Asian Pacific markets consumers base judgement so much on perceived desired benefit of the brand name commonly referred as 'Lucky Names'.

### **3.4.3 Advertisement and advertising Slogan**

Brand advertisement is the umbrella for brand slogans. Most often the slogan builds the advertisement message. The difference lies in the fact that, slogans are short phrases or captions of few words such as: "Drink Responsibly", "Everywhere you Go", "Just Do It" representing the slogans of Guinness, MTN and Nike respectively. While the advertisement message may contain others elements, ranging from brand name, location and availability, price, performance, quality, quantity to name these few. Once this is presented in the language the consumer understands best, he/she become motivated to patronize and eventually their preference decisions are made. An advertisement message in the consumers own language give the assurance that whatever they are going for is real because of their ability to place a sense of judgment from what they understood in the language which is best known than that which consumers barely know.

### **3.5 Consumers Perception**

The perception a consumer carries in mind determined to what extend that consumer will be able to influence his/her decision toward products patronization and preference. Consumers perception according to it definition from the business dictionary, as a promoting idea that incorporates a consumer's impression, mindfulness as well as cognizance about an organization or its offerings. Consumers recognition is regularly influenced by publicizing, surveys, advertising, online networking, individual encounters and different channels. In other for the message to be channeled clearly to build this perceptions, the language in use by marketers in carrying out publication through advertising, labeling brand packages and so forth must be consistent to the target audience and their languages of origin.

By decoding the content of a particular advertising message, relating an advertising slogan to it acquired benefits and trusting brand names by consumers interpreting it meaning in their various languages insinuate different levels of preferential abilities. At this level, the model is made up of consumers of different linguistic origins the French speakers will necessarily have a different perception from an advertisement run in French language, while the English speakers will as well

have a different view and point of judgement while consumers who are from others linguistic background neither English nor French will perceive such advertisement differently than it were to be carried out in their own language. Both French and English speakers will have theirs as well as non-French and English speakers.

### **3.6 Consumers Response**

The consumer response is the dependent variable here. Consumer's response depends solely on their understanding of different language use in carrying out verbal branding such as brand naming, brand advertisement, brand slogans and brand labeling. It is assumed that whatever the perception was from the language used in passing content messages to consumers, the outcome of the language impact is the consumer's response through preference to patronize the brand. This according to the model above can be in two forms positive and/or negative. A positive response will imply the outcome of the language in use has passed the content message to the consumer's understanding and vice versa. Positive response stem from consumer's ability to have a clear understanding of brand names, advertisement messages and slogans as well as labeling presented on the products and services in a clearer language.

### **3.7 Conclusion**

From the presentation above, we can conclude that this chapter presents and demonstrates the different functional variables under investigation. It also presented the hypothesis and how it is constituted in the model, how the different variables are related have also been explain this will go a long way to draw analysis in the 5<sup>th</sup> chapter on the significance between variables and that will depend on the degree of correlation between variables. However, a summary of the above model can be given as such; that the language chosen to be used by marketers, brand managers and others corporations to build and create more positioning for their brands, could take one of the following forms ranging from naming, advertising, labeling, and creating advertising slogans for the products will create some degree of perception. This perception from the targeted audience depends on their degree of understanding of the language content being send across in the form of advertising, names, labeling and slogans, from which the consumer is either motivated to prefer and patronize the brand, product or service or not.

## **CHAPTER FOUR**

### **THE RESEARCH METHODOLOGY**

#### **4.1 Introduction**

After building the foundation of this study from different cultural linguistic backgrounds, in chapters one and two, the different concepts to be applied under investigations were outlined and explained in chapter three. This chapter is therefore aimed at describing the research methodology used in the study, the research objectives and settings, the research population and sampling to be used are presented in this chapter. A clue of the survey instruments, designed and the administration process are also stated. The data collection techniques are also included, as well as some probable limitations faced during the process have also been presented below.

#### **4.2 Research Design**

Generally, in research design a detailed outline of how an investigation is going to take place is presented. It stretches from how data will be collected to how the collected data will be analyzed. In this piece of work, the researcher adopted a quantitative research approach, which helped the researcher to attained systematic data on different sample respondents from different linguistic origins. The simple random sampling technique has been used to ensure that respondent found in possible areas where they could respond to the questionnaire within the two chosen campuses of the universities of Dschang and Bamenda in Cameroon were used. This process according to Raymond (2014) is known as the systematic plans, procedures a researcher develops to study a particular problem. Generally, in this study, the researcher applied descriptive study from the analysis to find out if there is any relation between consumer's perception of language use on verbal branding elements and brand preference.

#### **4.3 Population of the Study**

The population under study here is the entire population of Cameroonian community including both the Anglophones Cameroonians and the Francophone Cameroonians, including others

nationalities during the research period. The target population are consumers between the ages of 15 and above within university environments. Two universities were specifically chosen for the purpose of this study, one French university and one English university were chosen. The universities environments were chosen because it's a complex environment made up of a mixture of consumers from different sociocultural and linguistic backgrounds, the large number of consumers present different purchasing power and consumers with different preferential abilities per their language orientation. The universities chosen are the university of Bamenda and the university of Dschang. The author also finds them convenient for the administration process in order to facilitate a large number of respondents. The University of Dschang is located on the west region of the country, it originated initially from 1977 as an agricultural training school and has evolve into a university in 1993. This university holds it pride as being the best agricultural university in the country with it powerful faculty of Agronomy. Its languages of operation is French and English while its environs speak the French and Bamiliki dialect. As such it pulls students from all over the national territory from North, North East, North west, South West as well as the centered region into its educational arena. Due to enormous different cultural origins that make up this university, the university is a perfect example of practicing bilingualism and multilingualism in it curricular of studies.

The university of Bamenda on the other hand is an example of an Anglo-Saxon university. Its located in Bambilli North west region of Cameroon about 3 kilometers from the main city of Bamenda. The University and its environs use English as language of instruction unlike the University of Dschang that uses both French and English. The University of Bamenda utilizes strictly the English language in schools while out of schools is dominated with the commonly known Cameroon Pidgin English (CPE). The Bambilli and Bambui local languages also play a significant role in community life by maintaining this place as the heart language of most local people. Being one of the newest universities in the country, has double with its Anglo-Saxon system has drawn students from several linguistic backgrounds into the university. Apart from their linguistic backgrounds, the authors also find them convenient and they were specifically chosen to cover both side of this linguistic and cultural maze for the administration process in order to get concrete data from respondents.

#### **4.4 The Sample Population**

A sample can be defined as a subset of a population that can be used to draw generalization to the



population. A probability sampling technique was applied to draw participants from the population. To avoid un-guided generalization, the researcher chose to sample as suggested by Kenpro.org (2012) suggested that sampling is important in selecting elements from a population in such a way that the sample elements selected represent the population especially for survey research. The researcher used a sample of 287 valid respondents drawn from the population of more than 300,000 individuals, consisting of students, teachers, drivers, cleaners, catering departments etc. from the two campuses of the universities of Bamenda and Dschang (2017). The determination of sample was made in consultation with Kenpro.org (2012) who (by help of Krejcie and Morgan (1970)), suggests the use of a sample table to determine which equivalent sample would ensure representation. The sample was further drawn from the large population due to the fact that this research was purely academic and was to be collected in a given period of time.

#### **4.5 Methods of Data Collection**

The make-up of this work consisted of data gathered from both secondary and primary sources. In order to have detailed information on the problems stated in the beginning chapters and in the problem statement section and from the review of literature reveals that previous studies had earlier used primary data. In order to have the precise data to analyze the impact of multilingualism on verbal branding elements in Cameroon, primary data was used through the questionnaire technique since consumer's market in Cameroon is made up of consumers from different cultural and socio-linguistic backgrounds. Instrument such as questionnaire shall be design consisting of a number of questions to measure the preferential attitude of consumers in this section of the global market.

#### **4.6 Measuring Instruments**

The instruments used to collect data for this study were questionnaires. Being one of the most used instruments in gathering primary data for quantitative analysis they have been tested over time to be a good technique both for surveys, census and others experimental designs (Nikel et al, 2009; Statistics Canada ,2003). The researcher on his part chose this technique because it can relatively easy to take a larger sample population, easy to administer compared to interviews, no questions bias as all the respondent are placed on the same scale and number of questions, respondents are not persuaded or intimidated to respond but act at their own convenient and from their own

judgement. This according to Nigel et al (2009) outlined that questionnaires are a very convenient instrument of collecting useful data. The relevant data were gathered by self-administered using the drop-and-collect techniques for further analysis (Ibeh & Brock, 2003). Structured questions where used for example “brands names that are easy to pronounce in English or French or other languages helps in building brand positioning”, advertising using consumer’s own language can improve brands recognition? these structured questions follow the Likert scale format of design questions, in the form of questionnaires/survey where administered over a period of 2 weeks using universities as the sample population, with at least one school level from each of the two sub cultural regions of English and French systems.

#### **4.7 Instrument Designed**

The researcher used closed ended questions to access consumer’s views, perception and preference. subsequently on the survey instrument, the researcher had in total a series of 32 questions, presented into two sections titled Part I and Part II. The part I of the instrument contain a series of demographic questions. The demographics are the general characteristics that apply to all the sample population, which could equally be applied to the general or total population. They include; nationality, language of origin, age, gender, education, to name this few. While the second part of the questionnaire termed Part II, was sub divided into four sections namely section A of Part II contains a series of eight question aimed at capturing consumer’s perceptions and possible preference about brand names in different languages, the second section of Part II, contains a series of 7 question pertaining to consumer’s preference on the use of a particular language on advertising slogans of brands. The third section of Part II is made up of a series of 6 question on consumer’s perception on the role of different languages on brand advertisements and finally the fourth section is made up of 6 questions regarding the role of multiple languages on labeling. However, since the questionnaires where not to be administered by the researcher himself, he had to make use of an assistant. A 20 questionnaire sample was piloted with 10 students and others consumers with the assistant included at the university environments one week before the actual exercise under the supervision of the researcher through a series of audio and video chats on Whatsapp, Skype and Facebook, the pilot questionnaire used is shown in **Appendix 1**. This was to ensure the assistant had a complete understanding of what the researcher wanted him to do.

#### **4.7.1 The Administration Process**

After the instruments had been piloted and the assistant had a complete knowledge on what to do, the administered process took place as follow. From the 28<sup>th</sup> of April to the 15<sup>th</sup> of May 2017, the assistant took with him a minimum of 40 questionnaires to the campuses of The Universities of Dschang and Bamenda interchangeably on several occasion for the questionnaires to be admistered. The assistant carries along with him a jotter. This jotter was to enable him keep tracks of a number of issues, the different number of questionnaires handed out and to note down those that were not returned and field challenges each day.

#### **4.8 Secondary Data Collection**

In a research process, researchers especially academic researchers often used secondary data collected through various means to gain and inside into their study area or on how to go about their new study area. Most often, this data is gotten from popular sources such as world bank sites, world fact book of records, public libraries, councils, organizational headquarters or through electronic mediums like publishing websites that contains peer reviewed articles. Some of these sites include; Google scholars, Scopus, science directs, journals and universities online libraries. In this work, secondary sources of data collected to make up this work include; others dissertations, text books on linguistics and consumer behavior particularly from the Near East Library, and a bulk of it from online electronics and sites such as those stated above. This type of data collection was also very important as it was used to formed the foundation of this study especially the chapter two section on literature review and others chapters.

#### **4.9 Data Analysis**

After the administration process was completed, the collected questionnaires where then entered into a Microsoft Office Excel spreadsheet design. Before entering the data into the spread sheet, they had to undergo thorough screening whereby uncompleted questionnaires were left out. The spread sheet was design in a rectangular shape with questions numbers occupying the columns from left to right ranging from 1-5 and 1-27 for demographic and main questions respectively. The first 5 question consisted of the demographic characteristics, while the remaining questions where the research questions proper. While the respondent's numbers occupy the rows from top to bottom

of the spreadsheet. In filling in the obtained data, respondent options such as SD, D, N, A, SA, where replaced with numerical codes such as 1,2, 3, 4, 5 respectively. Such numerical codes are easy to be computed and analyze than alphabetical letters. Once this is completed for all the respondent's questionnaires, they are transferred into a more sophisticated software called the SPSS for further analysis and interpretation in the fifth chapter of this work.

At the level of SPSS, descriptive statistics of the demographic section are run, frequencies and multiple response analysis, spearman correlation analysis were also carried out to examined the relationship between each split language group and verbal branding elements. A factorial analysis was run to determined which of the direction to which the items on the questionnaire are aligned on to do this, the principal component analysis was carried. Further analysis involved test for the hypothesis that were earlier stated in chapter 1 and 3. Due to the large number of variables involved in this study, and the type of data, a Non parametric test shall be carried out to test for the hypothesis.

#### **4.10 Ethical Considerations**

The researcher could not have undermined this particular step in the process of gathering data for this work. This is to make sure respondent or participants do not end up being hurt as a result of partaking in the exercise, this could occur physically or psychologically. As such, most respondent are so much concern about the degree of confidentiality of the data they respond to therefore, respondents must be guaranteed that the information obtain shall fully be utilize for the stated reason and nothing else. Also that no other individual will have access to the information especially the demographic section of the questionnaire (Higson & Favour, 2000). To avoid most of these unethical behavior, Author such as Veronica Tandoh (2011) through her work suggested that vital information like names, address, contact, job position etc. should be voluntarily left out of the questionnaire or the interview questions. Other key ethical considerations are voluntary participation and convenient. Participants generally would like to respond at their own time and pace also out of willingness, with this aspect the assistant made sure only participant who were at their most convenient moment took part in responding to the survey instruments.

Another serious consideration was that of privacy, the assistant ensured the participants where not compromised in their privacy or inconvenienced. In this present study, the researcher made sure

the assistant was of high moral standard both in approach and presentation. That is why the drop-and- collect technique was adopted, so that participants could respond at their most convenient time in a day.

#### **4.11 Validity and Reliability**

Validity and Reliability in research is very important because it determined whether the statements or questions that made up the questionnaire instruments is relevant to the study. Content and construct validity were obtained by the process of analyzing using Cronbach's alpha. This was successfully completed only after eliminating 3 items on the instruments to arrive at the desired coefficient of .721 as shall be seen in the data presentation chapter which is slightly above the minimum acceptable threshold of .70. On the other hand, reliability of the instrument could be said to be acceptable. According to Heale and Twycross (2015) this represents the consistency of a measurement over time and in different cases as well as the relationship that occurs between the different variables items.

#### **4. 12 Field Problems**

During the data collection exercise, the following challenges were faced by the assistant

- Many of the respondents complained the number of questions making up the questionnaire were too many.
- Some respondents highly questioned the assistant with regards to the topic on Bilingualism and multilingualism which was a major topic of debate plaguing the country during the data collection exercise.
- The assistant too was a student as such faced time management problems between lectures hours and data collection exercises.
- The researcher faced lots of challenges during the data collection process. Firstly, the case study under study is far off from the researcher's base, therefore the researcher needed the help of an able assistant.
- The researcher had to finance the transportation cost of the assistant within the two cities of Bamenda and Dschang on several occasions for the survey materials to be administered.

- It led to delays and slow down on the actual schedule as well as the submission deadline as the researcher had to work at the pace of the assistant.
- The researcher also faced lots of challenges since the questionnaires were not self-administered by the researcher but self-administered by the assistant. The researcher had to play a double functional role by making sure the assistant understood exactly what the researcher intended to be done and keeping a track record that it was exactly done.

#### **4.13 Conclusion**

The above chapter captures the research methodology that will be used in this thesis and it clearly states the research design of the study and its purpose as well as the technique of data collection and analysis, the sample population and population size including the sampling method, data analysis and the validity and reliability of measurement to give an overview of the whole work.

## **CHAPTER FIVE**

### **DATA PRESENTATION, ANALYSIS AND FINDINGS**

#### **5.1 Introduction**

This chapter will analyze the data gathered from the field. In all, three hundred and twenty questionnaires were circulated to respondents in the sample population. A reliability test was conducted to know the research suitability and how consistent the variables under study were and a descriptive analysis was conducted on the demographic variables so as to differentiate the samples. Linear regression and correlation analyses were carried out to test the hypotheses built on the model.

#### **5.2 A Brief Background of the Data**

The total number of questionnaires received sound were two hundred and eighty-seven, and these were considered for the study. The respondents strictly were from the two universities under study.

**Table 5.1 Realization Rate**

Total questionnaire distributed	320	100%
Questionnaires screened out	5	1.6%
Questionnaires not returned	28	8.7%
Total questionnaires realized	287	89.7%

As presented from table 5.1 above, 320 questionnaires were dropped out to the respondents, scoring a 100%. 292 were successfully collected, among which 5 were screened out either because there were not attended to or partially attended to and this made up 1.6% of the questionnaires, questionnaires that were never collected were 28 constituting 8.7%.

The study is aimed to find the influence of multilingualism on employee's product preference as a result of language use in presenting advertisements, labelling, slogans and names which in all comprise text visual identities. A sample of the questionnaire in the form given to respondents is found in appendix I. Each question in the questionnaire has the five uncompelled answers: 1.

Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. strongly agree. The various questions were categorized into democratic-centered, language on brand names centered, languages on brand slogans centered, languages on brand advertisement centered and language impacts on brand labeling centered as found in appendix I. The data received from the respondents was analyzed with the help of statistical software program SPSS\_20. To test for relationships and hypothesis,

### 5.3 Reliability Test

The reliability test sort to estimate the reliability of the research instrument, specifically the internal consistency of the instruments. The coefficient alpha was used to conduct this test.

**Table: 5.2 Reliability Coefficient**

#### Reliability Statistics

#### Case Processing Summary

	N	%
Valid	287	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	287	100.0

#### Reliability Statistics

Cronbach's Alpha	N of Items
.721	24

a. List wise deletion based on all variables in the procedure.

The table above depict the case processing summary of the reliability test. With a 0.72 coefficient, from 24 items from Multilanguage's use on products and services on consumer's preference, 3 deleted from the overall 27 items on the questionnaire. The coefficient of .72 according to Joseph and Rosemary (2003) is acceptable. This implies that the items had most advantageous reliability and comparatively high internal reliability.



## 5.4 Respondent Demographic Profile

**Frequency Tables 5.3 of Gender Distribution of the sample population**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	154	53.7	53.7	53.7
female	133	46.3	46.3	100.0
Total	287	100.0	100.0	

As presented on table 5.3, From the 287 sound fitted questionnaires collected, 154 respondent constituted the male gender given a percentage of 53.7%, while 133 respondent constitute the female gender making 46.3%. It can be concluded that there were more male respondents than female from the sample population during the data collection exercise.

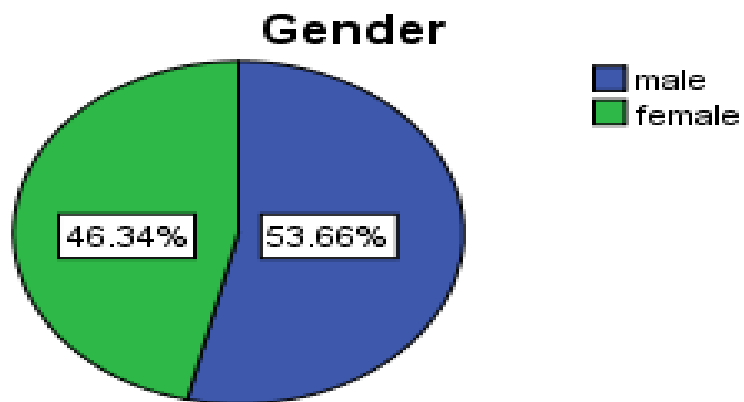
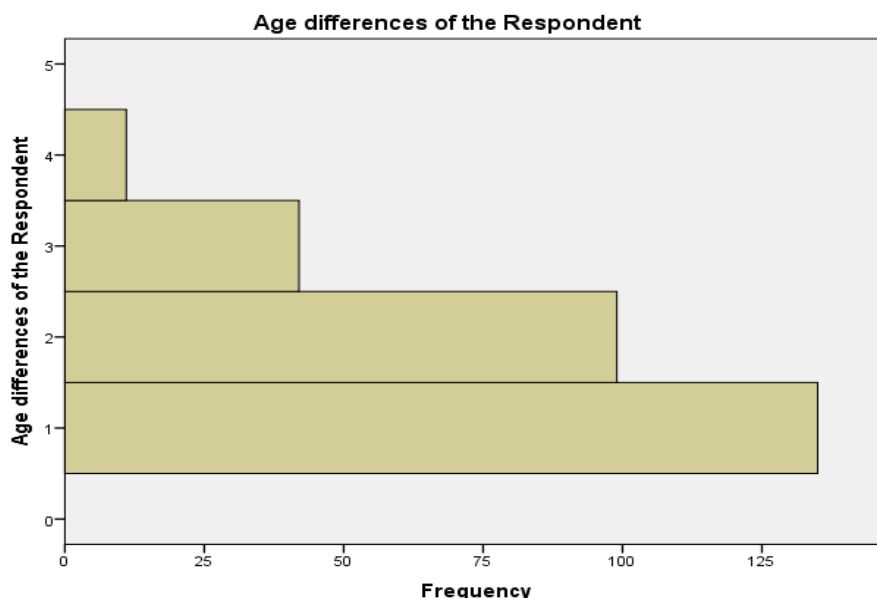


Fig 5.1 Histogram presentation of Gender from the sample population

**Table 5.4 Age distribution of the population**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-24	135	47.0	47.0	47.0
25-30	99	34.5	34.5	81.5
31-40	42	14.6	14.6	96.2
>41	11	3.8	3.8	100.0
Total	287	100.0	100.0	

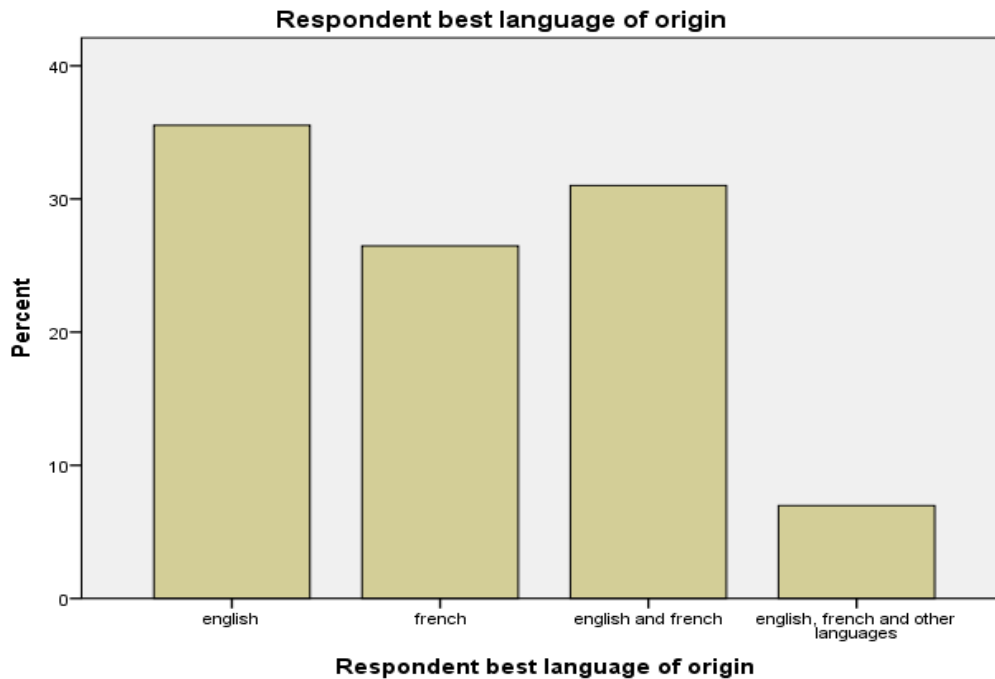


**Fig 5.2 Pie chart presentation of Age from the sample population**

From the table above, we can observe that a bulk majority of the respondent age lies between 15-24 years, frequency of 135 respondent constituting a 47.0 % of the overall population while the least respondent population lies above 41 year of age giving a 3.8 valid percentage. This may have been because of the nature of the environment under investigation, universities environments mostly constitute of youthful population than adults, they also constitute a bulk of the consumer market than adults.

**Table 5.5 Language distribution of the sample population**

	Frequency	Percent	Valid Percent	Cumulative Percent
English	102	35.5	35.5	35.5
French	76	26.5	26.5	62.0
English and French	89	31.0	31.0	93.0
English, French and other languages	20	7.0	7.0	100.0
Total	287	100.0	100.0	

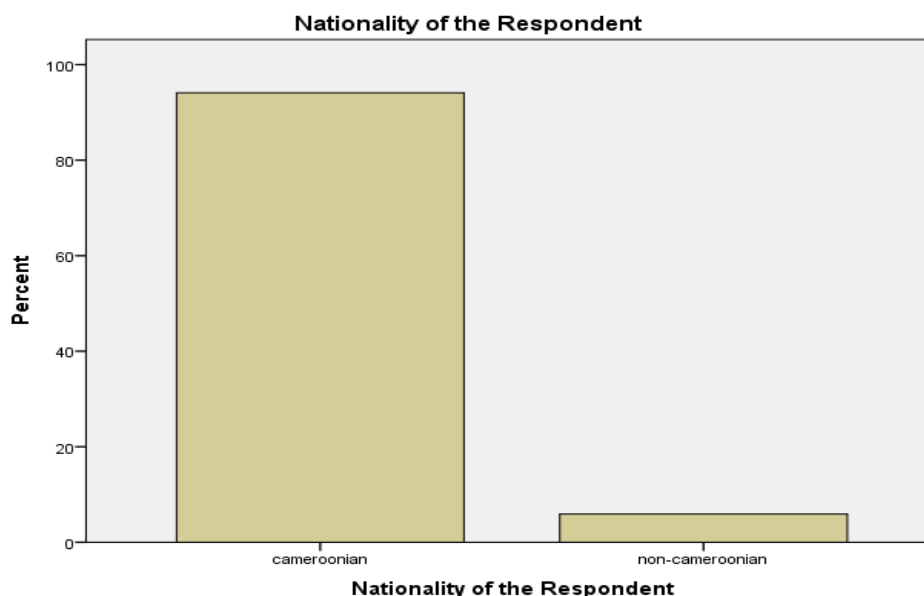


**Fig 5.3 Bar chart presentation of the different language groups**

As displayed on the table above, the linguistic nature of the sample population is made up of English speakers only, French speakers only, both English and French speakers and English, French and others local dialects with a population of 102, 76, 89, 20 respectively. This represent a valid 35.5% of English speakers, 26.5% French speaker, 31.0% bilingual speakers and 7.0% multilingual speakers.

**Table 5.6 Nationality of the Respondent population**  
**Nationality**

	Frequency	Percent	Valid Percent	Cumulative Percent
Cameroonian	268	93.4	93.4	93.4
non-Cameroonian	17	5.9	5.9	99.3
3	2	.7	.7	100.0
Total	287	100.0	100.0	



**Fig 5.4 Nationality chart of the sample population**

As shown above on table 5.6, nationality of the respondent is very important in this present study, because most Cameroonians are multilinguals not only being Bilingual with the official languages of French and English but can as well make use of so many indigenous languages including the Cameroon Pidgin English. 268 representing a 93.4% of the respondent population are Cameroonians while 19 are non-Cameroonians with a represented percentage of 6.6%. this can be concluded a majority of the respondent population including 6.6% non-Cameroonians have at least faced some multilingual challenges in effecting out their purchase and preferential decisions in Cameroon.

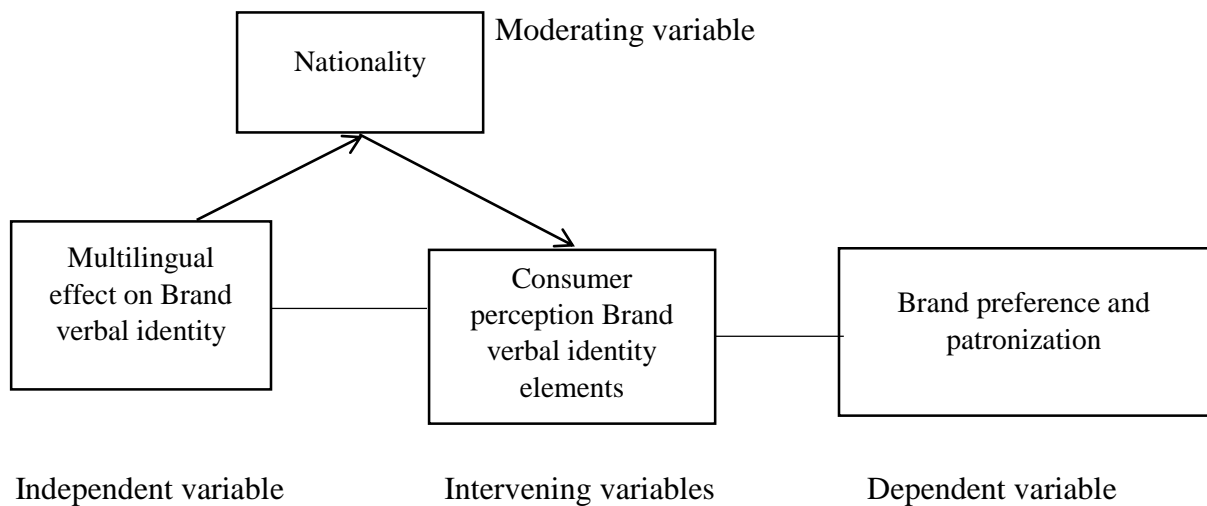
**Table 5.7 Respondent level of education**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Firstschool certificate (FSLC)	20	7.0	7.0	7.0
ordinary level (OL)	56	19.5	19.5	26.5
advanced level (AD)	123	42.9	42.9	69.3
higher diploma (HND/DEGREE)	86	30.0	30.0	99.3
5 (Equivalent )	2	.7	.7	100.0
Total	287	100.0	100.0	

Table 5.7 above shows the level of education of the respondent sample population with 179 had either obtained ordinary and advanced level, giving a combined percentage score of 62.4 %, 86 of the respondent indicated to had obtained a higher diploma which could be; degree, professional certificates, or others diploma from polytechnic representing a 30.0% of the respondent sample population. 7% resulting from 20 respondent indicated to have completed and obtained a primary school certificate, while a 0.7% indicted from 2 respondents to had obtained others specified educational level not among the list above. It can therefore be concluded that a 92.4 % of respondent sample population are literally outstanding and are in a good position to make their judgements from their perceptions on how languages impact their purchasing and preferential abilities.

### 5.5 Analysis of the Proposed Model

The designed model from the previous chapter, aimed at examining the impact of different languages on verbal text identities on different elements of branding. It further aims to know about the nationality of the respondent which serve as the moderating variable.



**Fig: 5.5 simplified compressed model outlined**

## 5.6 Descriptive of the Different Variables from Multiple Response

**Table5.8: \$consumer's perception of multilingual impact on brand names. Frequencies**

		Responses		Percent of Cases
		N	Percent	
\$consumer's perception	SD strongly Disagree	111	4.8%	38.7%
	D Disagree	339	14.8%	118.1%
	N Neutral	505	22.0%	176.0%
	A Agree	907	39.5%	316.0%
	Strongly Agree	434	18.9%	151.2%
Total		2296	100.0%	800.0%

a. Group responses of multilingual impacts

From the presentation of the result above, we can say 1341 responses constituting a percentage of 54.4 responses agreed and strongly agreed that multilanguages impact their perception and preferential abilities for brand through the brand name, while 450 responses amounting to a percentage of 19.6 stated that Multilanguages as used on the brand has no impact on the consumer's perception and preferential abilities from the sample population among Cameroonian consumers.

**Table: 5.9 \$consumer's perception of multilingual impact on brand slogans Frequencies**

		Responses		Percent of Cases
		N	Percent	
consumers perception of multilanguages o <sup>a</sup>	SD strongly Disagree	134	6.7%	46.7%
	D Disagree	295	14.7%	102.8%
	N Neutral	373	18.6%	130.0%
	A Agree	669	33.3%	233.1%
	Strongly Agree	538	26.8%	187.5%
Total		2009	100.0%	700.0%

a. Group responses of multilingual impacts

From the presentation of the result above, we can say 1207 responses constituting a percentage of 60.1% responses agreeing and strongly agreeing that language impact their perception and preferential abilities for brand through the brand slogans. while 373 cases and 18.6% remain indifferent, 429 responses amounting to a percentage of 21.4 stated that Multilanguage [English, French, and others local dialects] used on the brand slogans has no impact on the consumer's perception and preferential abilities as to our sample population among Cameroonian consumers.

**Table 5.10: multilingual impact and consumer's perception on advertisement Frequencies**

			Responses		Percent of Cases
			N	Percent	
Multilingual impact on advertisement <sup>a</sup>	SD strongly Disagree		135	7.9%	47.0%
	D Disagree		217	12.6%	75.6%
	N Neutral		362	21.1%	126.1%
	A Agree		568	33.1%	197.9%
	Strongly Agree		436	25.4%	151.9%
Total			1718	100.0%	598.6%

From table 5.10 above, it can be said that respondents constituting a percentage of 58.5 % agreed and strongly agreed that multilanguages impact their perception and preferential abilities for brand through the language of advertisement of the brand's. while 21.1% remain indifferent, 352 responses amounting

**Table: 5.11 Multilingual impact and consumer's perception on Labelling Frequencies**

			Responses		Percent of Cases
			N	Percent	
multilingual impact on labeling	SD strongly Disagree		60	3.0%	20.9%
	D Disagree		199	9.9%	69.3%
	N Neutral		449	22.3%	156.4%
	A Agree		817	40.7%	284.7%
	Strongly Agree		484	24.1%	168.6%
Total			2009	100.0%	700.0%

Finally, the result of multiple respond as stated above, we can say responses constituting a percentage of 64.8% agreed and strongly agreed with the fact that multilanguages impact their perception and preferential abilities for brand through the language of advertisement of the brand's. while 22.3% remain indifferent, a percentage of 12.9 stated that Multilanguage [English, French, and others local dialects] used as labeling on branded products has no impact on the consumer's perception and preferential abilities as per our sample population among Cameroonian consumers. It can therefore be concluded that a vast majority of the respondent sample population have faced languages challenges as used on brand labeling among the stated group of languages above.

### 5.7 Correlations Analyses of the Different Linguistic Groups and Different Branding Elements.

Correlation is a statistical test which demonstrate the relationship between variables measured on an ordinal scale. It always yields value between  $-1 \leq r \leq 1$  inclusive. Where the value  $r = 1$  means a perfect positive correlation and  $r = -1$  means a perfect negative correlation.

**Table5.12: Correlation between English speaking consumers and perceived language usability on brand names**

correlation<sup>a</sup>

Spearman's rho		Q1	Q3	Q5	Q6	Q7
Q1	Correlation Coefficient	1.000	.050	-.030	.040	-.052
	Sig. (2-tailed)	.	.619	.768	.691	.602
	N	102	102	102	102	102
Q3	Correlation Coefficient	.050	1.000	.414**	-.194	.362**
	Sig. (2-tailed)	.619	.	.000	.050	.000
	N	102	102	102	102	102
Q5	Correlation Coefficient	-.030	.414**	1.000	-.255**	.254**
	Sig. (2-tailed)	.768	.000	.	.010	.010
	N	102	102	102	102	102
Q6	Correlation Coefficient	.040	-.194	-.255**	1.000	-.346**
	Sig. (2-tailed)	.691	.050	.010	.	.000
	N	102	102	102	102	102
Q7	Correlation Coefficient	-.052	.362**	.254**	-.346**	1.000
	Sig. (2-tailed)	.602	.000	.010	.000	.
	N	102	102	102	102	102



- \*. Correlation is significant at the 0.05 level (2 tailed)
- \*\*. Correlation is significant at the 0.01 level (2 tailed).
- a. Respondent language of origin = English

As presented on the table 5.12 above, the result of the spearman correlation presented above shows that there is a very strong positive correlation between the statements “I like patronizing brands through brand names that are in a language which best display my need for the product” and “ I prefer purchasing the same brand through the names I know already” with a correlation coefficient of .414 if multiplied by 100 gives 41.4%, at 99% confident interval, with a statistical significant p-value(.000)<.05. This goes same for statement Q3 and Q7, wherein consumers who are from the linguistic English speaking background “Prefer purchasing the same brand of a particular product through those names they already know” and “The preference for brands through which their wishes about the brand could be expressed to the provider, with a significant p-value of (.000) and a strong positive correlation coefficient of .362 = 36.2% between the statement “I prefer purchasing the same brand through the names I already know” and “I prefer brand with names that express my wish can be express to the provider”, as well as a moderate negative correlation between “I prefer brands through names that are easy to pronounce in the language I know” and “I will prefer a brand through those names than can help me express my wish to the brand provider” with a .362 correlation coefficient and significant of (.000).

Table 5.13 below represent a correlation between French speaking consumers in Cameroon and their perception and preference on brand names. The relationship between the independent language in use and the dependent variable consumer’s preference of brand names are positively and significantly correlated. However, the correlations are not strong enough to generalize the result that brand preference is as a result of the language in use because most of the correlation coefficient if multiplied by 100 for easy interpretation gives percentages less than 50%. However, the most correlated is the relationship between “personally I like identifying branded products by their names” and “I prefer purchasing brands with names I know already”, (.280, p-value .014<0.05) this shows a very weak relationship between the variables and also very weak nor no negative correlation as indicated by “I prefer brand names that are in a language that I know” and “I like patronizing brands through names that are in language which best display my need for the product”, with (-.035, p-value > .76). This suggest that French speaking consumers in Cameroon do not really have feel any positive nor negative impact on the degree of preferring a particular brand of a product over another due to language application in the name of the brand.

**Table 5.13 Correlation between brand names and French speaking consumers**

			Personally I like identifying branded products by their names	I prefer purchasing the same brand through the names I already know	I like patronizing brands through names that are in the language which best display my need for the product.	I prefer brands names that are easy to pronounce in the language I know	I prefer brands through those names that I can express my wish to the provider
Spearman's rho	Personally I like identifying branded products by their names	Correlation Coefficient	1.000	.280*	.174	.187	.231*
		Sig. (2-tailed)	.	.014	.134	.106	.045
		N	76	76	76	76	76
	I prefer purchasing the same brand through the names I already know	Correlation Coefficient	.280*	1.000	.111	.243*	.171
		Sig. (2-tailed)	.014	.	.340	.035	.141
		N	76	76	76	76	76
	I like patronizing brands through names that are in language which best display my need for the product.	Correlation Coefficient	.174	.111	1.000	-.035	.153
		Sig. (2-tailed)	.134	.340	.	.767	.187
		N	76	76	76	76	76
	I prefer brands names that are easy to pronounce in the language I know	Correlation Coefficient	.187	.243*	-.035	1.000	-.013
		Sig. (2-tailed)	.106	.035	.767	.	.909
		N	76	76	76	76	76
	I prefer brands through those names that I can express my wish to the provider	Correlation Coefficient	.231*	.171	.153	-.013	1.000
		Sig. (2-tailed)	.045	.141	.187	.909	.
		N	76	76	76	76	76

\*. Correlation is significant at the 0.05 level (2-tailed).

a. Respondent best language of origin = French

According to the table 5.14 below, the spearman correlation between bilingual's consumers in Cameroon and attitude toward brands names has a positive correlation among all the items but very weak coefficients. The highest coefficient being (.204= 20.4%, p-value > .05) from the statements "I prefer brands through those names that I can express my wish to the provider" and

“Personally, “I like identifying branded products by their names”. Implies that bilingual speaking consumers and their perception toward brand names has very little impact on their preferences.

**Table 5.14: Correlation between bilingual consumers in Cameroon and brand preference**

<b>Correlations<sup>a</sup></b>		Personally I like identifying branded products by their names	I prefer purchasing the same brand through the names I already know	I like patronizing brands through names that are in language which best display my need for the product.	I prefer brands names that are easy to pronounce in the language I know	I prefer brands through those names that I can express my wish to the provider
Personally I like identifying branded products by their names	Correlation Coefficient	1.000	.145	.046	.038	.204
	Sig. (2-tailed)	.	.174	.671	.724	.055
	N	89	89	89	89	89
I prefer purchasing the same brand through the names I already know	Correlation Coefficient	.145	1.000	.038	.148	.162
	Sig. (2-tailed)	.174	.	.723	.167	.130
	N	89	89	89	89	89
I like patronizing brands through names that are in language which best display my need for the product.	Correlation Coefficient	.046	.038	1.000	.048	.169
	Sig. (2-tailed)	.671	.723	.	.653	.113
	N	89	89	89	89	89
I prefer brands names that are easy to pronounce in the language I know	Correlation Coefficient	.038	.148	.048	1.000	.068
	Sig. (2-tailed)	.724	.167	.653	.	.528
	N	89	89	89	89	89
I prefer brands through those names that I can express my wish to the provider	Correlation Coefficient	.204	.162	.169	.068	1.000
	Sig. (2-tailed)	.055	.130	.113	.528	.
	N	89	89	89	89	89

a. Respondent best language of origin = English and French

\*. Correlation is significant at the 0.05 level (2 tailed)

\*\*. Correlation is significant at the 0.01 level (2 tailed).

**Table 5.15 below depict that Correlation between multilingual speakers and attitude toward brand names**

The table below shows a correlation matrix between the multilingual respondents and preferential attitude toward brands. There is small positive moderate correlation and also negative correlation between the statements. However, the highest ( $\rho = .395$ ,  $p\text{-value} > .08$ ) between the statements “Personally I like identifying brands by their names” and “I prefer brands through those names

that I can express my wish to the provider” and all the negative correlation and either weak or very weak between the item (Q2 and Q1,  $r_s = -.163$  or -16.3%,  $p\text{-value} > 0.4$ ). this explains that since all the relationship are positively weak as well negatively weak, multilingual impact on brands names as perceived by multilingual consumers in Cameroon.

**Table 5.15 Analyzing Spearman correlation between multilingual consumers in Cameroon**

<b>Correlations<sup>a</sup></b>		Personally I like identifying branded products by their names	I prefer purchasing the same brand through the names I already know	I like patronizing brands through names that are in language which best display my need for the product.	I prefer brands names that are easy to pronounce in the language I know	I prefer brands through those names that I can express my wish to the provider
Spearman's rho						
Personally I like identifying branded products by their names	Correlation Coefficient	1.000	-.163	.058	-.046	.395
	Sig. (2-tailed)	.	.493	.807	.847	.085
	N	20	20	20	20	20
I prefer purchasing the same brand through the names I already know	Correlation Coefficient	-.163	1.000	-.178	-.247	.063
	Sig. (2-tailed)	.493	.	.452	.293	.792
	N	20	20	20	20	20
I like patronizing brands through names that are in language which best display my need for the product.	Correlation Coefficient	.058	-.178	1.000	.047	.095
	Sig. (2-tailed)	.807	.452	.	.845	.691
	N	20	20	20	20	20
I prefer brands names that are easy to pronounce in the language I know	Correlation Coefficient	-.046	-.247	.047	1.000	-.130
	Sig. (2-tailed)	.847	.293	.845	.	.586
	N	20	20	20	20	20
I prefer brands through those names that I can express my wish to the provider	Correlation Coefficient	.395	.063	.095	-.130	1.000
	Sig. (2-tailed)	.085	.792	.691	.586	.
	N	20	20	20	20	20

a. Respondent best language of origin = English, French and other languages  
**and brand names.**

### **Overall findings:**

Brand names as one of the verbal branding identity elements and its preferential impact from Cameroonians consumers from different linguistic groups shows that from the correlation analysis carried out above showed that consumers under the four language groups perceived no great impact from their different language used on brand names because there is no significant level of correlation between variables. Although English speaking consumers turn to show a greater weak negative relationship.

## 5.8 Analyzing the Relationship Between Consumer's Linguistics Backgrounds and their Perceived Usability on Brand Slogans.

**Table 5.16 Respondent best language of origin = English**

Correlations<sup>a</sup>

		whenever I see a slogan written in French, English, and additional language I try to patronize the brand	I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin	An effective slogan create a memorable image of the brand as a result of the language used	I prefer slogans that display meanings about the brand through meaningful wordings
Spearman's rho					
whenever I see a slogan written in French, English, and additional language I try to patronize the brand	Correlation Coefficient Sig. (2-tailed) N	1.000 . 102	.365** .000 102	.244* .014 102	.306** .002 102
I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin	Correlation Coefficient Sig. (2-tailed) N	.365** .000 102	1.000 . 102	.403** .000 102	.292** .003 102
An effective slogan create a memorable image as a result of the language used	Correlation Coefficient Sig. (2-tailed) N	.244* .014 102	.403** .000 102	1.000 . 102	.333** .001 102
I prefer slogans that display meanings about the brand through meaningful wordings	Correlation Coefficient Sig. (2-tailed) N	.306** .002 102	.292** .003 102	.333** .001 102	1.000 . 102

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

a. Respondent best language of origin = English

According to the correlation matrix presented on the table above, the spearman correlation shows a positive moderate correlation coefficient among the items directly relating to consumer's preferences resulting from the perception of language in use. The items "An effective slogan creates a memorable image of the brand as a result of the language used" and "I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin" had a moderate positive correlation with coefficient (.403, sig 1% level p-value < .05). This goes same for (Q13 and Q12), (Q11 and Q10). It can be concluded that there is a moderate relationship between the perception of English speaking consumers and perceived usability of English in slogans because from the table above no coefficients were above 50% if multiplied by 100.

From the presentations on table 5.17 Below, shows a positive moderate correlation between variables at two different points of items, with a correlation coefficient of (.329, at 99% confident interval,  $p\text{-value} = .004 < .05$ ), between “An effective slogan creates a memorable image as a result of the language used” and “I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin”, the correlation between “I prefer slogans that display meanings about the brand through meaningful wordings” and “I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin” with a positive weak correlation coefficient of (.236, 95% CI,  $p\text{-value} = .04 < 0.05$ ) which is statistically significant.

**Table 5.17 correlation between brand slogans and perception from French speaking consumers.**

**Correlations<sup>a</sup>**

		whenever I see a slogan written in French, English, and additional language I try to patronize the brand	I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin	An effective slogan create a memorable image as a result of the language used	I prefer slogans that display meanings about the brand through meaningful wordings
Spearman rho					
whenever I see a slogan written in French, English, and additional language I try to patronize the brand	Correlation Coefficient	1.000	.143	.197	.074
	Sig. (2-tailed)	.	.219	.087	.526
	N	76	76	76	76
I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin	Correlation Coefficient	.143	1.000	.329**	.236*
	Sig. (2-tailed)	.219	.	.004	.040
	N	76	76	76	76
An effective slogan create a memorable image as a result of the language used	Correlation Coefficient	.197	.329**	1.000	.223
	Sig. (2-tailed)	.087	.004	.	.052
	N	76	76	76	76
I prefer slogans that display meanings about the brand through meaningful wordings	Correlation Coefficient	.074	.236*	.223	1.000
	Sig. (2-tailed)	.526	.040	.052	.
	N	76	76	76	76

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

a. Respondent best language of origin = French

According to the correlation matrix presented on the table 5.18 below, there is no positive correlation between variables, all the items are negatively correlated, with a weak and moderate relationship. The highest relationship lies between the variable items “An effective slogan creates a memorable image as a result of the language used” and “I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin”, with (rho= -.391, 0.01 level, p-value = .000<.05), also the statement “I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin” and “I prefer slogans that display meanings about the brand through meaningful wordings” with (-.348, 0.01 level, sig p-value .001<.05) and finally “whenever I see a slogan written in French, English, and additional language I try to patronize the brand and “An effective slogan create a memorable image as a result of the language used” ( -.295, 0.01 level, sig p-value 0.005<.05 ), the statement “An effective slogan create a memorable image as a result of the language used” and “I prefer slogans that display meanings about the brand through meaningful wordings” (-.254, 5%level of sig, p-value <0.05).

**Table: 5.18 Correlation Between Bilingual Consumers and Brand Slogans**

**Correlations<sup>a</sup>**

			whenever I see a slogan written in French, English, and additional language I try to patronize the brand	I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin	An effective slogan create a memorable image as a result of the language used	I prefer slogans that display meanings about the brand through meaningful wordings
Spearman's rho	whenever I see a slogan written in French, English, and additional language I try to patronize the brand	Correlation Coefficient	1.000	.187	.295**	.046
		Sig. (2-tailed)	.	.079	.005	.669
		N	89	89	89	89
	I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin	Correlation Coefficient	.187	1.000	.391**	.348**
		Sig. (2-tailed)	.079	.	.000	.001
		N	89	89	89	89
	An effective slogan create a memorable image as a result of the language used	Correlation Coefficient	.295**	.391**	1.000	.254*
		Sig. (2-tailed)	.005	.000	.	.016
		N	89	89	89	89
	I prefer slogans that display meanings about the brand through meaningful wordings	Correlation Coefficient	.046	.348**	.254*	1.000
		Sig. (2-tailed)	.669	.001	.016	.
		N	89	89	89	89

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

a. Respondent best language of origin = english and french

**Table 5.19 Correlation Between Multilingual Consumers and Brand Slogans**

Correlations <sup>a</sup>			whenever I see a slogan written in French, English, and additional language I try to patronize the brand	I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin	An effective slogan create a memorable image as a result of the language used	I prefer slogans that display meanings about the brand through meaningful wordings
Spearman's rho	whenever I see a slogan written in French, English, and additional language I try to patronize the brand	Correlation Coefficient Sig. (2-tailed) N	1.000 . 20	.220 .351 20	.122 .609 20	-.219 .353 20
	I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin	Correlation Coefficient Sig. (2-tailed) N	.220 .351 20	1.000 . 20	.645** .002 20	.437 .054 20
	An effective slogan create a memorable image as a result of the language used	Correlation Coefficient Sig. (2-tailed) N	.122 .609 20	.645** .002 20	1.000 . 20	.441 .051 20
	I prefer slogans that display meanings about the brand through meaningful wordings	Correlation Coefficient Sig. (2-tailed) N	-.219 .353 20	.437 .054 20	.441 .051 20	1.000 . 20

\*\* . Correlation is significant at the 0.01 level (2-tailed).

a. Respondent best language of origin = English, French and other languages

From the correlation on the table above, there is a positive relationship between the items per the perception of multilingual consumers. The highest significant coefficient lies between the item “I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin” and “An effective slogan create a memorable image as a result of the language used” with a strong correlation of (rho=0.645 correlation significant at 1% level and a p-value<.002) another moderate relationship lies between “I prefer slogans that display meanings about the brand through meaningful wordings” and “ An effective slogan create a memorable image as a result of the language used”(rho=0.441, p-value>0.05).

**Findings:** Among the four groups of consumers ranked according to their linguistic backgrounds, English speaking consumers had the highest positive relationship but weak. The strongest relationship came from multilingual speaking consumers with a rho value of .645 in which consumers achieved a sense of belonging and finds reasons to patronize the product when an advertisement slogan is displayed in the language they understand.



## **5.9 Correlation Between the Split Consumer's Language Groups and Brand Advertisement**

The correlation matrix on table 5.20 below shows a spearman correlation between four split consumers language groups and perceived impact of using each of these language group in carrying out advertisement from the consumers own point of view. The split language groups are aligned on the first column of the matrix table to the right. Among which the highest moderate correlation lies within the perception of the English speaking consumers on brand advertisement, with a correlation coefficient of (.494, p-value  $0.00 < 0.05$ ) significant among the items “The perception I get from the language use in advertisement motivate me on patronizing and preferring the brand” and “I get more educated about a brand from the language use in advertising the brand”. This continue with English speaking consumers witnessing another negative moderate correlation between the items “It is important that brand awareness is created through advertisement” and “I get more educated about a brand from the language use in advertising the brand”. Among the French consumers, no significant level occurs, as such no correlation within the French speaking consumers.

Conclusively, because bilingual and multilingual consumers who are bases of this work perceived no impact positively or negatively as result of language used in carrying out advertisement, there is therefore that need to design advertisement in multiple language in order to encourage, motivate unilingual consumers on patronizing the brand being advertised.

**Table 5.20 correlation between split consumer's language groups and brand advertisement**

Correlations				The first cue for me to watch an advertising is the language in use	I get more educated about a brand from the language use in advertising the brand	The perception I get from the language use in advertisement motivate me on patronizing and preferring the brand	It is important that brand awareness is created through advertisement
Respondent best language of origin							
english	Spearman's rho	The first cue for me to watch an advertising is the language in use	Correlation Coefficient	1.000	.222*	.121	.014
			Sig. (2-tailed)	.	.025	.225	.889
			N	102	102	102	102
		I get more educated about a brand from the language use in advertising the brand	Correlation Coefficient	.222*	1.000	.494**	-.342**
			Sig. (2-tailed)	.025	.	.000	.000
			N	102	102	102	102
		The perception I get from the language use in advertisement motivate me on patronizing and preferring the brand	Correlation Coefficient	.121	.494**	1.000	-.168
			Sig. (2-tailed)	.225	.000	.	.091
			N	102	102	102	102
french	Spearman's rho	It is important that brand awareness is created through advertisement	Correlation Coefficient	.014	-.342**	-.168	1.000
			Sig. (2-tailed)	.889	.000	.091	.
			N	102	102	102	102
		The first cue for me to watch an advertising is the language in use	Correlation Coefficient	1.000	.219	.090	-.037
			Sig. (2-tailed)	.	.057	.439	.749
			N	76	76	76	76
		I get more educated about a brand from the language use in advertising the brand	Correlation Coefficient	.219	1.000	.159	-.040
			Sig. (2-tailed)	.057	.	.171	.728
			N	76	76	76	76
english and french	Spearman's rho	The perception I get from the language use in advertisement motivate me on patronizing and preferring the brand	Correlation Coefficient	.090	.159	1.000	-.168
			Sig. (2-tailed)	.439	.171	.	.146
			N	76	76	76	76
		It is important that brand awareness is created through advertisement	Correlation Coefficient	-.037	-.040	-.168	1.000
			Sig. (2-tailed)	.749	.728	.146	.
			N	76	76	76	76
		The first cue for me to watch an advertising is the language in use	Correlation Coefficient	1.000	.160	-.052	.166
			Sig. (2-tailed)	.	.134	.631	.121
			N	89	89	89	89
		I get more educated about a brand from the language use in advertising the brand	Correlation Coefficient	.160	1.000	.263*	-.100
			Sig. (2-tailed)	.134	.	.013	.350
			N	89	89	89	89
		The perception I get from the language use in	Correlation Coefficient	-.052	.263*	1.000	-.230*

english, french and other languages	Spearman's rho	advertisement motivate me on patronizing and preferring the brand	Sig. (2-tailed)	.631	.013	.	.030
			N	89	89	89	89
		It is important that brand awareness is created through advertisement	Correlation Coefficient	.166	-.100	-.230*	1.000
			Sig. (2-tailed)	.121	.350	.030	.
			N	89	89	89	89
		The first cue for me to watch an advertising is the language in use	Correlation Coefficient	1.000	-.021	-.235	.192
			Sig. (2-tailed)	.	.931	.319	.417
			N	20	20	20	20
		I get more educated about a brand from the language use in advertising the brand	Correlation Coefficient	-.021	1.000	.033	.344
			Sig. (2-tailed)	.931	.	.890	.137
			N	20	20	20	20
		The perception I get from the language use in advertisement motivate me on patronizing and preferring the brand	Correlation Coefficient	-.235	.033	1.000	.067
			Sig. (2-tailed)	.319	.890	.	.779
			N	20	20	20	20
		It is important that brand awareness is created through advertisement	Correlation Coefficient	.192	.344	.067	1.000
			Sig. (2-tailed)	.417	.137	.779	.
			N	20	20	20	20

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

## 5.10 The Correlational Matrix Between Split Consumers Language Groups and Brand Labeling

Brand labeling is the last among the four verbal branding elements that were sorted to be investigated from four different groups of consumers in accordance to their spoken and languages. As before the different split groups are align on the first column to the right. The spearman correlation between English speaking consumers and brand labeling shows a weak negative correlation (-.205, 5% level and p-value = .038) statistically significant that “Brands labels that are in a language I understand best gives me an ease on preference and purchase” and “Labeling in a language I understand help relate the advertising message to the actual product”. A positive moderate correlation lies between “Labeling in a language I understand help relate the advertising message to the actual product” and “I somehow feel discourage on preferring to purchase branded products without labelling” (.321, sig at 1% level, p-value .002). A strong positive correlation lies between multilingual consumers and brand labeling with a (.596, sig at 1% level, with a statistical P-value of .006) among “Once I buy a brand without understanding its labeling, I feel defeated on reinforcing my decision for the second time” and “I somehow feel discourage on preferring to purchase branded products without labeling”.

**Table 5.21 correlation matrix between consumer's language groups in Cameroon and perceived usability in brand labeling**

Correlations

Respondent best language of origin				Brands labels that are in a language I understand best give me an ease on preference and purchase	Labeling in a language I understand help relate the advertising message to the actual product	Once I buy a brand without understanding its labeling, I feel defeated on reinforcing my decision for the second time	I somehow feel discourage on preferring to purchase branded products without labeling	
English	Spearman's rho	Brands labels that are in a language I understand best give me an ease on preference and purchase	Correlation Coefficient Sig. (2-tailed) N	1.000 . 102	-.205* .038 102	.044 .664 102	.068 .494 102	
		Labeling in a language I understand help relate the advertising message to the actual product	Correlation Coefficient Sig. (2-tailed) N	-.205* .038 102	1.000 . 102	.210* .034 102	.033 .744 102	
		Once I buy a brand without understanding its labeling, I feel defeated on reinforcing my decision for the second time	Correlation Coefficient Sig. (2-tailed) N	.044 .664 102	.210* .034 102	1.000 . 102	.170 .087 102	
		I somehow feel discourage on preferring to purchase branded products without labelling	Correlation Coefficient Sig. (2-tailed) N	.068 .494 102	.033 .744 102	.170 .087 102	1.000 . 102	
		Brands labels that are in a language I understand best give me an ease on preference and purchase	Correlation Coefficient Sig. (2-tailed) N	1.000 . 76	-.172 .137 76	-.019 .872 76	.003 .978 76	
		Labeling in a language I understand help relate the advertising message to the actual product	Correlation Coefficient Sig. (2-tailed) N	-.172 .137 76	1.000 . 76	.218 .058 76	-.019 .870 76	
	Spearman's rho	Once I buy a brand without understanding its labeling, I feel defeated on reinforcing my decision for the second time	Correlation Coefficient Sig. (2-tailed) N	-.019 .872 76	.218 .058 76	1.000 . 76	.013 .913 76	
		I somehow feel discourage on preferring to purchase branded	Correlation Coefficient Sig. (2-tailed) N	.003 .978 76	-.019 .870 76	.013 .913 76	1.000 . 76	

english and french	Spearman's rho	products without labelling					
		Brands labels that are in a language I understand	Correlation Coefficient	1.000	-.065	-.093	-.026
		best give me an ease on preference and purchase	Sig. (2-tailed)	.	.543	.388	.811
			N	89	89	89	89
		Labeling in a language I understand help relate the advertising message to the actual product	Correlation Coefficient	-.065	1.000	.150	.321**
			Sig. (2-tailed)	.543	.	.161	.002
			N	89	89	89	89
		Once I buy a brand without understanding its labeling, I feel defeated on reinforcing my decision for the second time	Correlation Coefficient	-.093	.150	1.000	.167
			Sig. (2-tailed)	.388	.161	.	.117
			N	89	89	89	89
		I somehow feel discourage on preferring to purchase branded products without labeling	Correlation Coefficient	-.026	.321**	.167	1.000
			Sig. (2-tailed)	.811	.002	.117	.
			N	89	89	89	89
english, french and other languages	Spearman's rho	Brands labels that are in a language I understand best give me an ease on preference and purchase	Correlation Coefficient	1.000	.126	-.091	.082
			Sig. (2-tailed)	.	.597	.704	.730
			N	20	20	20	20
		Labeling in a language I understand help relate the advertising message to the actual product	Correlation Coefficient	.126	1.000	-.392	-.233
			Sig. (2-tailed)	.597	.	.087	.324
			N	20	20	20	20
		Once I buy a brand without understanding its labeling, I feel defeated on reinforcing my decision for the second time	Correlation Coefficient	-.091	-.392	1.000	.596**
			Sig. (2-tailed)	.704	.087	.	.006
			N	20	20	20	20
		I somehow feel discourage on preferring to purchase branded products without labeling	Correlation Coefficient	.082	-.233	.596**	1.000
			Sig. (2-tailed)	.730	.324	.006	.
			N	20	20	20	20

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

## 5.10 Component Factor Analysis for data Reduction and Test of Sphericity

Component Factor Analysis was used to find a way of summarizing the feelings and attitudes of consumers into a smaller set of dimensions with a minimum of loss of material. As mentioned above, before conducting the Component factor analysis, two tests were performed to check the presence of Multicollinearity or correlation among the risk variables: The Kaiser-Meyer-Olkin (KMO) measure for measuring sampling adequacy and the Bartlett Test of Sphericity for testing the presence of correlation. Component factor analysis using Varimax rotation was used to identify the underlying factors of the attitudes and beliefs of consumers in Cameroon from their linguistic perspective and for data reduction. When interpreting the rotated factor pattern an item was said to load on a factor if the factor loading is 0.4 or greater. Using this criterion, the rotated pattern matrix was examined for items that did not load onto a factor with other items from the same scale. Items that loaded cross-loaded on multiple factors were also examined and then deleted. The Eigenvalues were examined to decide the number of factors to extract. An Eigen value of greater than one ( $>1$ ) was used as a criterion to determine the number of factors. The resulting exploratory factor analysis showed that the factor patterns remained constant with nine factors explaining 58.1% of the total variance among the remaining variables. Principal component analysis, Varimax rotation was applied to the entire data set. A nine component solution was identified. All items loaded on their hypothesized factors and the overall factor solution has an excellent loading pattern explaining 58.1% of the variation. A principal components factor analysis with Varimax rotation was conducted on the data collected from the survey. The 27 items of data collected selected for this analysis were mainly the replies to Likert Scale questions in the survey. This yielded 9 factors with 30 Eigenvalues of over 1. The scree plot suggested that 9 factors be maintained. [see Figure 2 Appx III: 1 Scree plot]. From the KMO and Bartlett's test, we are interested in the KMO range. While KMO ranges from 0 to 1, higher values will show greater suitability. Ideally, this figure should be higher than 0.7, and it should not be lower than 0.6. Bartlett's statistic is also important, and we want this to be significant. Where both of these hold true, it can be said that the data is suitable for factor analysis. In our analysis, KMO is 0.739, and the Bartlett's test of Sphericity is significant at 0.000. The KMO at 0.739 is above the minimum acceptance level of 0.50. This is a very good result as KMO values of over 0.8 are considered to be very good and we can be confident that factor analysis is appropriate for these data. The Bartlett's Test of Sphericity was found to be 1441.55, with significance beyond the 0.000 level.

### 5.11 Non- Parametric Test: Chi Square Test for the Hypothesis

The Chi-square test of Hypothesis on the impact of Multilanguage's used on brand names as perceive by consumers is based on the significant value less than 0.05, for the null hypothesis to be rejected for the alternative and above 0.05, there is no evidence to reject the null hypothesis. The chi square is a non-parametric test which most often is used to test the degree of association between variables.

**Table 5.22: Multilingual Impact on Brand Names**

#### Test Statistics

Respondent best language of origin		q1 language impact on brand names	q2 language impact on brand names	q3 language impact on brand names	q4 language impact on brand names	q5 language impact on brand names	q6 language impact on brand names
English	Chi-Square	114.176 <sup>a</sup>	124.176 <sup>a</sup>	33.686 <sup>a</sup>	47.314 <sup>a</sup>	92.020 <sup>a</sup>	45.745 <sup>a</sup>
	df	4	4	4	4	4	4
French	Asymp. Sig (p < .05).	.000	.000	.000	.000	.000	.000
	Chi-Square	42.553 <sup>b</sup>	18.000 <sup>c</sup>	34.263 <sup>b</sup>	13.605 <sup>b</sup>	43.342 <sup>b</sup>	15.974 <sup>b</sup>
English and French	df	4	3	4	4	4	4
	Asymp. Sig. (p<.05)	.000	.000	.000	.009	.000	.003
English, French and other languages	Chi-Square	51.506 <sup>d</sup>	49.034 <sup>d</sup>	35.551 <sup>d</sup>	19.258 <sup>d</sup>	32.180 <sup>d</sup>	22.742 <sup>d</sup>
	df	4	4	4	4	4	4
	Asymp. Sig.(p < .05)	.000	.000	.000	.001	.000	.000
	Chi-Square	4.500 <sup>e</sup>	8.500 <sup>e</sup>	7.600 <sup>f</sup>	5.200 <sup>f</sup>	11.000 <sup>e</sup>	6.000 <sup>e</sup>
	df	4	4	3	3	4	4
	Asymp. Sig.(p< 0.5)	.343	.075	.055	.158	.027	.199

#### Findings:

From the table presented above, it can be deduced that among the four group of language label on the first column as Respondent best language of origin, the p- values from question 1 to 6 from the first group of language (English) is statistically significant i.e. With a [chi square values of 114.176a, 124.176a, 33.686a, 47.314a, 92.020a, 45.745a, and p-values all < 0.05]

Findings: we can therefore conclude that English as a language has a significant impact on brand names as per the sample population. French as a consumer language is statistically significant per

our table above with chi square values 42.553b, 18.000c, 34.263b, 13.605b, 43.342b, 15.974b, 81.763b, 37.816c across the 8 items as presented above shows that p-values  $< .05$  across the 8 items, French as a language as well has a significant impact on brand names as perceived by consumers from the sample population.

The bilingual group of consumers, have a p-value  $< .05$  across all 8 items on brand names. the last group consisting of multilinguals consumers has chi-square values 4.5, 8.5, 7.6, 5.2, 11.6, 80, 2.8 for the 8 items and p-values  $> 0.05$ , we can therefore conclude saying multilingual consumers perceived no impact no matter the language used. Conclusively, languages got significant impact on single language consumers of French and English, bilingual consumers but not among multilingual consumers.

### **5.12 Chi Squared Test of the Impact of Multilingualism on Brand Slogans**

From the chi-square presentation on the table below, all the cells have expected frequencies less than 5 except for the last row which violate the assumption for chi-square. The (p-values  $< 0.05$ ) Across all the 7 items measuring consumer's perception of the different linguistic groups, which is statistically significant that English as a language has an impact on consumer's perception when used in slogans constructs.

The second group of language which is French has (p-values  $< 0.5$ ) across most items except item 14 which from the reliability test was not statistically reliable among the items constructs on measuring linguistic impacts on consumer perception. The third group of consumers fall in the bilingual group, just like in the case above they have statistical significant (p-values  $< 0.05$ ) across 6 items except item 14, which therefore implies that bilingual consumers perceived there is a significant impact of French and English influencing their preferential decisions when used on brand slogans.

Conclusively, with statistical p-values  $< 0.05$  for the above 3 groups of languages have significant impact.

From the chi-square presentation on the table below, all the cells have expected frequencies less than 5 except for the last row which violate the assumption for chi-square. The (p-values  $< 0.05$ ) Across all the 7



Items measuring consumer's perception of the different linguistic groups, which is statistically significant that English as a language has an impact on consumer's perception when used in slogans constructs.

The second group of language which is French has (p-values < 0.5) across most items except item 14 which

**Table 5.23 (H<sub>2</sub>) multilanguages has no significant impact on brand slogans**

**Test Statistics**

Respondent best language of origin		q9 language impact on brand slogans	q10 language impact on brand slogans	q11 language impact on brand slogans	q12 language impact on brand slogans	q13 language impact on brand slogans	q14 language impact on brand slogans	q15 language impact on brand slogans
English	Chi-Square	66.333 <sup>a</sup>	58.000 <sup>a</sup>	92.608 <sup>a</sup>	80.549 <sup>a</sup>	64.569 <sup>a</sup>	8.294 <sup>a</sup>	54.961 <sup>a</sup>
	df	4	4	4	4	4	4	4
	Asymp. Sig.	.000	.000	.000	.000	.000	.081	.000
French	Chi-Square	22.684 <sup>b</sup>	45.842 <sup>b</sup>	49.789 <sup>b</sup>	63.211 <sup>b</sup>	38.211 <sup>b</sup>	8.079 <sup>b</sup>	19.658 <sup>b</sup>
	df	4	4	4	4	4	4	4
	Asymp. Sig.	.000	.000	.000	.000	.000	.089	.001
English and French	Chi-Square	17.011 <sup>c</sup>	21.506 <sup>c</sup>	32.517 <sup>c</sup>	70.607 <sup>c</sup>	78.124 <sup>d</sup>	3.865 <sup>c</sup>	11.618 <sup>c</sup>
	df	4	4	4	4	5	4	4
	Asymp. Sig.	.002	.000	.000	.000	.000	.425	.020
English, French and other languages	Chi-Square	1.200 <sup>e</sup>	6.400 <sup>e</sup>	6.500 <sup>f</sup>	6.500 <sup>f</sup>	2.800 <sup>e</sup>	2.500 <sup>f</sup>	11.000 <sup>f</sup>
	df	3	3	4	4	3	4	4
	Asymp. Sig.	.753	.094	.165	.165	.423	.645	.027

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.4.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15.2.

c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.7.

d. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.8.

e. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14.8.

from the reliability test was not statistically reliable among the items constructs on measuring linguistic impacts on consumer perception. The third group of consumers fall in the bilingual group, just like in the case above they have statistical significant (p-values < 0.05) across 6 items except item 14, which therefore implies that bilingual consumers perceived there is a significant impact of French and English influencing their preferential decisions when used on brand slogans.

Conclusively, with statistical p-values < 0.05 for the above 3 groups of languages have significant impact

on brand slogans as perceived by consumers per the sample population. There is therefore no evidence to reject the null hypothesis that the multilingual group of consumers do not perceived any significant impact on Brand advertising slogan.

**Table 5.24 (H<sub>03</sub>) Multilanguages has no significant impact on advertisement.**

**Test Statistics.**

Respondent best language of origin		q17 language impact on advertising	q18 language impact on advertising	q19 language impact on advertising	q20 language impact on advertising	q21 language impact on advertising
English	Chi-Square	62.902 <sup>a</sup>	13.980 <sup>a</sup>	42.216 <sup>a</sup>	41.039 <sup>a</sup>	36.137 <sup>a</sup>
	df	4	4	4	4	4
	Asymp. Sig.	.000	.007	.000	.000	.000
French	Chi-Square	47.158 <sup>b</sup>	16.526 <sup>c</sup>	29.000 <sup>b</sup>	25.842 <sup>b</sup>	33.605 <sup>b</sup>
	df	4	5	4	4	4
	Asymp. Sig.	.000	.005	.000	.000	.000
English and French	Chi-Square	62.854 <sup>d</sup>	23.247 <sup>e</sup>	51.157 <sup>e</sup>	27.124 <sup>d</sup>	28.360 <sup>d</sup>
	df	4	5	5	4	4
	Asymp. Sig.	.000	.000	.000	.000	.000
English, French and other languages	Chi-Square	4.900 <sup>f</sup>	15.500 <sup>g</sup>	18.000 <sup>h</sup>	6.000 <sup>h</sup>	1.600 <sup>h</sup>
	df	2	4	3	3	3
	Asymp. Sig.	.086	.004	.000	.112	.659

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.4.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15.2.

c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.7.

d. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.8.

e. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14.8.

f. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.7.

g. 5 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 4.0.

h. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 5.0.

As presented on the chi- squared table above, the Asymp p-values are statistically significant across all the split language groups, with chi-squared p-values<.05. This is not true for the last group of multilingual speaking consumers, wherein most of the p-values across items are > .05, giving no evidence to reject the null hypothesis that multilingualism as used by multilingual consumers has no significant impact on brand advertisement carried in multiple languages. If a comparative analysis is done with others monolingual or bilingual consumers under the same test, as presented on table 5.21 above, we have enough evidence to reject the null hypothesis that unilingual speaking consumers and bilingual speaking consumers has a significant impact on verbal identity of branding such as the brand advertisement evidence with chi square p-values < .05.

### 5.13 Brand labeling. (H<sub>04</sub>) multilanguages has no significant impact on brand labeling.

Multilingual consumers in Cameroon perceived no significant impact the type of language used in labeling brands, this is evidence from the fact [p-values > 0] across most of items measurements from the last group of languages as presented on the table above. Since most of the p-values are statistically significant across others groups such as the monolingual and bilingual groups, it should be noted that these groups of consumers face linguistic challenges on the type of language as perceived by the individual consumer used on brand labeling.

**Table 5.25 Chi-Square Test Statistics of multilingual impact on labeling**

Respondent best language of origin		q22 multilingual impact on brand labeling	q23 multilingual impact on brand labeling	q24 multilingual impact on brand labeling	q25 multilingual impact on brand labeling	q26 multilingual impact on brand labeling	q27 multilingual impact on brand labeling
English	Chi-Square	30.627 <sup>a</sup>	105.843 <sup>b</sup>	66.725 <sup>b</sup>	73.529 <sup>c</sup>	108.588 <sup>b</sup>	64.863 <sup>b</sup>
	df	3	4	4	5	4	4
French	Asymp. Sig.	.000	.000	.000	.000	.000	.000
	Chi-Square	52.684 <sup>d</sup>	53.211 <sup>d</sup>	26.500 <sup>d</sup>	89.526 <sup>d</sup>	36.895 <sup>d</sup>	24.789 <sup>d</sup>
	df	4	4	4	4	4	4
	Asymp. Sig.	.000	.000	.000	.000	.000	.000
English and French	Chi-Square	42.180 <sup>e</sup>	47.236 <sup>e</sup>	29.483 <sup>e</sup>	49.258 <sup>e</sup>	9.742 <sup>f</sup>	54.539 <sup>e</sup>
	df	4	4	4	4	3	4
	Asymp. Sig.	.000	.000	.000	.000	.021	.000
	Chi-Square	7.600 <sup>g</sup>	13.200 <sup>h</sup>	5.200 <sup>h</sup>	3.600 <sup>h</sup>	.800 <sup>h</sup>	10.800 <sup>h</sup>
English, French and other languages	df	2	3	3	3	3	3
	Asymp. Sig.	.022	.004	.158	.308	.849	.013

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.4.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15.2.

c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.7.

d. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.8.

e. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14.8.

f. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.7.

g. 5 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 4.0.

## **CHAPTER SIX**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **6.0 Introduction**

This chapter captures the findings from the entire work, and summarize the analyses and the findings from multilingual impacts on verbal elements of branding based on the framework that was adopted as well as the recommendations that will be given based on the empirical findings.

#### **6.1 Main Objective**

The main emphasis of this thesis was to point out how communication hindrance through the use of languages between the final consumer and their final products can co-exist each other. It should be noted here that a well presented and labeled brand, which in itself meets every characteristic on educating the consumer helps the consumers on making just the right preferential decisions that will enable them to go just for the right brand. Producers as well as presenter and marketers a great deal of rendering after sale services. Specifically, it was aimed to determine whether monolingual consumers, bilingual consumers and multilingual consumers of French English and Others dialectical languages in Cameroon has had any impact as used on product advertisement, labeling and product names.

To access the relationship that exist between consumer's perception as a result of language used in carrying out verbal branding and how this perceived usability affects their preferential decisions. According to the theoretical review, most consumers around the world perceived and preferred brands with desired "Lucky Names". These are brand names that are perceived to have gotten some additional benefits attached to the actual good from what the name described, such names go with country of origin of the brand. This is exactly what De Run et al (2012) found from their research on Chinese Malaysian consumers would prefer English branded names over Malaysian and Chinese brand names. To access the impact of consumer's perception of advertising message

received by consumers in English, in French and in both French, English and other dialectical languages or lingua franca.

## **6.2 General Findings**

Findings from this research suggest that more than 93% of the respondent sample population have at least faced some degree of linguistic challenges as presented through verbal elements of the brand/product. Consumers from certain linguistic backgrounds are said to be unilingual or monolingual if they can only read, write and interpret content presented at their disposal by marketers in the language they do understand best. as per the sample population, English as a language, French as another official language in Cameroon used for commercialization, can play a vital role in terms of consumer's perception on their usage in commercialization. Monolingual consumers i.e. consumers who in one way or the other speak only one among the two languages, perceived greater impact on enforcing their preferential decisions among brands.

- ❖ Findings also revealed that among the four verbal elements of branding under taken for this study, brands labeling had the highest multilingual impacts with a 64.8%. this was closely followed with the perception from most of the respondent that advertising brands to consumers in their own language of origin act as a cue to stay on watching the advertisement on the brand as well as preferential effect after the advertisement.
- ❖ The result as per the sample population also showed that multilingual consumers in Cameroon constitute a minuet population from the different linguistic ranks.
- ❖ Among the four groups of consumers ranked according to their linguistic backgrounds, the spearman correlation showed that English speaking consumers had the highest positive relationship but weak. The strongest relationship came from multilingual speaking consumers with a rho value of .645 in which consumers achieved a sense of belonging and finds reasons to patronize the product when an advertisement slogan is displayed in the language they understand.

### **6.2.1 Empirical Findings**

Consumers split according to their linguistic background in Cameroon are not evenly distributed per the sample population, with English speaking consumers being slightly higher followed by

bilingual speaking consumers. Most of the respondent slightly agree they had witness linguistic challenges is a result of the multilingual nature of the country.

This research found that the respondents were neutral or that the “first cue for consumers to stay watching an advertisement on a particular brand is the language in use, with unilingual English speaking consumers displaying a moderate relationship. Furthermore, on average, the respondent slightly agrees that commercializing branded products in a language they do understand best give them the urge to stay patronizing the brand.

### **6.2.2 The Hypotheses**

#### **H: 1 Multilingualism has no significant impact on brand names**

The non-parametric chi square test on table 5.22 chapter 5 shows that p-values  $> 0.05$ , there is no evidence to reject the null hypothesis, therefore the hypothesis here is supported.

#### **H: 2 Multilingualism has no significant impact on brand advertising Slogans**

This was analyze using the chi square test as shown in table 5.23, with chi square p-value  $> 0.05$ , the Hypothesis as well is supported.

#### **H: 3 Multilingualism has no significant impact on brand advertisement**

According to the chi square test on table 5.24 with P-values greater than 0.05, there are no evidence to reject the null hypothesis is therefore supported.

#### **H: 4 Multilingualism has no significant impacts on Brand Labeling**

Table 5.25 in Chapter 5 displays this, whereby most of the p-values are greater than 0.05, no evidence to reject the null hypothesis therefore the fourth hypothesis here is supported.

### **6.3 General Discussion**

The generalized discus on this research topic “The impact of multilingualism as used in brand verbal identity elements on consumer’s perception and preference in Cameroon” shows that a vast majority of consumers in Cameroon are rather monolinguals either French speaking only or English speaking only. This clearly can be seen on the table of frequencies, table 5.5 with a cumulative percentage of 62.2% as against 38% of being either bilingual or multilingual. If faced with multilingualism only 7% from the sampled population constituted. This particularly contradict the generalized assumption that the country is multilingual as well as consumers in this

sub region. It implies that consumers in the Cameroonian market are monolinguals whereas the country is multilinguals.

The generalized discus on this topic as well as previous researchers had speculated on this relationship, Khalique et al (2011), in Malaysia. “The impact of multilingualism (Multilanguages) as applied on brand verbal identification process among linguistic groups in Cameroon shows that among the 102 responds out of the 287 respondents are English speaking consumers, while 76 of the respondents are French speaking, 89 bilingual consumers and 20 multi lingual consumers”. This signify 35.5%, 26.5%, 31% and 7% respectively, conversely this implies that a larger population from the sample population are single language consumers rather than multilingual consumers. This in particular contradict the existing fact or ideas that some brand advertisers, consumers within the Cameroon market sphere are bilinguals as well as multilingual. Most of the respondents believed that, advertising brands using their preferred language. According to table 5.10, 33.1% agreed and 25.4% of the respondent strongly agreed that carrying out advertisement in their agreed language of origin act as a cue to stay watching any advertisement on the brand, as well as preferred effect after the advertisement. The findings clearly showed that English speaking consumers in Cameroon clearly preferred their advertising brand names, Labels to be in their preferred languages as well as the French speaking consumers which is their first language than in their second or third language for the multilingual consumers. In addition, preferential decisions for the brands depend on the degree of cue processing from the content sent across. Most of the respondent more than 70% had acquired secondary, high school or university education which enabled them process and interpret slogans meanings and labels correctly before making their preferential decisions. However, there is a certain degree of preference for English as a business language over the French language.

Despite the dominant nature of the French language over the English language in the country, each Linguistic group of consumers preferred advertisement and naming to reflect their first language or language of origin. The spearman correlation matrix among the four ranked language groups showed that there is a relationship more positive between the perception and preferential ability for branded product as a result of the perception consumers have from the language used in branding the verbal identity of the product. From the results found in table 5.19 in chapter 5 on the spearman’s correlation between different linguistic ranks and their degree of associations with

brand slogans measured by the correlation coefficient, the multilingual rank of consumers portrayed the strongest positive relationship. It can be stated here that the strong relationship stems from the fact that consumers who happen to fall in this group, feel no linguistic barriers across a number of languages as well as from verbal elements used in branding. conversely to this, the degree of association differs greatly when a unilingual consumer is involved as is the case on table 5.16 and 5.17 in chapter 5 whereby the English consumers portrayed a positive but weak relationship between variables while French speaking consumers presented rather a negative weak relationship in some cases no relationship at all.

## **6.4 Conclusion**

However, the results of this study point out some facts that should be of interest to marketers. The result provides that throughout the labeling, advertising process of any brand in Cameroon. Care should be given to target audience by investigating which language should best suit the audience in order to provide content in that languages. Branding verbal elements paying strict attention on the language applicability of target audience should be a top priority to marketer, especially when commercializing in a multilingual or bilingual country like Cameroon.

French and English Cameroonians are more of monolingual consumers than bilingual consumer's multilingual consumers. When confronted with which language group to present verbal branding, elements, those who are English speaking preferred their advertising, labeling and advertising slogans to be presented in their English language, same goes with the French consumers. But when confronted with the choice of presenting in both languages, the choice is still better than including their Local dialects.

## **6.5 Limitations**

- ❖ This research consisted of so many limitations. This study was primarily limited by its small sample size of 287 participants due to cost and inadequate time frame to work with a larger sample population, a larger size of about 1000 respondent is needed to draw conclusions to the entire country, while the participants also represented a narrow range of social-cultural and linguistic background such that participants study could have gotten a better output or be more



informative if the survey questions could have been open ended with the ability for participants to express themselves.

- ❖ A comparative analysis can also be carried from limiting this study only to official languages of English and French into examining also local dialects and how they could influence consumer's communication and understanding/interpretation of content send out in the form of advertising, labeling, advertising slogans and the perception behind names of brands we this sub market region.
- ❖ Another limitation is at the level of accuracy of the data that was being used for further analysis. Since data had to passed from one stage to another between the assistant on the field and the researcher overseas, I believe they could have been distortions as such might have been altered in one way or other implying that the result gotten above might not be accurate as expected to be.

## **6.5 Recommendations**

- ❖ I will recommend that an extension of this study be carried out to examined if there is also a gender effect on the use of a particular language in branding verbal elements. As well as the literacy influence on branding and brand perceptions in Cameroon.
- ❖ Further research could be carried out to examined the role of nonverbal branding elements and consumers' preference on brands. Nonverbal identification elements of branding such as logo, colors, shape and size.
- ❖ There is therefore need for entrepreneurs, marketers, brand providers to present their products in multiple languages since just 7% indicated that multilingualism have no impact on them due to their multilingual nature implying that 93% of the sample population faced linguistic barriers. Marketers therefore have the need to present content if using any of the verbal identity elements in multiple languages so as to get all the consumers involved.
- ❖ Similarly, further study could be carryout within but with the same case study more from the respondents own point of view. While avoiding data inaccuracy, I recommend the sample pop could be stratified into focus groups, wherein each group is study carefully per each language group. In addition, with the help of electronic medium, electronic alternatives such as survey monkey could be use instead of the traditional method of self-administered survey technique through field dropped and pick technique.

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## APPENDIX I

### QUESTIONNAIRE

**Dear Participant:** The questionnaire below is design as part of my masters' thesis studies that focuses on exploring the preferential abilities of Cameroonians consumers as a result of their language differences used in brands names, advertisements and labeling. The compacted questionnaires will be used for scientific academic purposes only on circumstances will your contributions other than general findings be shared with other persons or organizations. Your kind assistance on the completion of the questionnaire will directly affect the outcome of my thesis. Thank you for your time.

#### **Part 1**

Please do make a tick in respond to the following questions (✓) / Veuillez cocher une case pour répondre aux questions suivantes (✓).

- 1 What is your gender Male ☐ or Female ☐ / Quel est votre sexe Homme ☐ ou Femme ☐
- 2 What is your language of origin French ☐ English ☐ others ☐ / Quelle est votre langue d'origine Français ☐ Anglais ☐ autres ☐
- 3 What your nationality Cameroonians ☐ others ☐ / Votre nationalité Camerounais ☐ autres ☐
- 4 What your level of education FSLC ☐ O/L ☐ A/L ☐ Higher certificate ☐ others name it.....  
Quel est votre niveau d'éducation FSLC ☐ O / L ☐ A / L ☐ Certificat supérieur ☐ Autres .....
- 5 Your age: 15-25 ☐ 26- 30 ☐ 31-45 ☐ 45and above ☐

#### **Part 2**

Dear respondent kindly respond to the following statements by ticking an X in the box that best meet the following options 1=Strongly Disagree 2= (SA), Disagree (D), 3=Neutral (N), 4 = Agree(A),5=StronglyAgree(SD).

Cher Interlocuteur, veuillez répondre aux énoncés suivants en cochant un X dans la case qui

correspond le mieux aux options suivantes: 1=Fortement en désaccord (SD), 2=En désaccord (D), 3=Neutre (N), 4=D'accord (A), 5=Tout à fait d'accord (SA).

#### **SECTION A. Language on Brand Names**

		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
<b>1</b>	<b>Personally I like identifying branded products by their names</b>					
<b>2</b>	<b>I create loyalty for a brand through it name</b>					
<b>3</b>	<b>I prefer purchasing the same brand through the names I already know</b>					
<b>4</b>	<b>I prefer companies assign brand names that are captivating to their target market</b>					
<b>5</b>	<b>I like patronizing brands through names that are in language which best display my need for the product.</b>					
<b>6</b>	<b>I prefer brands names that are easy to pronounce in the language I know</b>					
<b>7</b>	<b>I prefer brands through those names that I can express my wish to the provider</b>					
<b>8</b>	<b>Brand names that are easy to pronounce are preferred no matter the language in which they are displayed in.</b>					

#### **SECTION B. Language on Brand Slogan**

<b>9</b>	<b>When I see a meaningful slogan that I love written on the product I always buy.</b>					
<b>10</b>	<b>whenever I see a slogan written in French, English, and additional language I try to patronize the brand</b>					
<b>11</b>	<b>I Achieve a sense of belonging and satisfaction when brand slogans are written in my language of origin</b>					
<b>12</b>	<b>An effective slogan create a memorable image as a result of the language used</b>					
<b>13</b>	<b>I prefer slogans that display meanings about the brand through meaningful wordings</b>					
<b>14</b>	<b>It doesn't really matter the language use, but the understanding gotten from the slogan</b>					



15	It's important that slogans are design in accordance to the desired language of the consumer					
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### SECTION C. Language on Brand Adverts

16	It is important that brand awareness is created through advertisement					
17	The first cue for me to watch an advertising is the language in use					
18	Advertisement in a language I best understand educate me more than in other languages					
19	I get more educated about a brand from the language use in advertising the brand					
20	The perception I get from the language use in advertisement motivate me on patronizing and preferring the brand					
21	The amount of politeness exhibited in an advertisement result from the language use					

### SECTION D. Language on Brand labelling

22	I am motivated when I buy a brand with complete labelling					
23	I somehow feel discourage on preferring to purchase branded products without labelling					
24	Brands labels that are in a language I understand best give me an ease on preference and purchase					
25	Labeling in a language I understand help relate the advertising message to the actual product					
26	Labeling that are in a language I best understood enable me on purchasing the right brand.					
27	Once I buy a brand without understanding its labeling, I feel defeated on reinforcing my decision for the second time					

## APPENDIX II

**Table 1: Main Language Families that constitute more than 250 national languages in Cameroon's economic and socio linguistic culture**

Language class	Estimated no of sub languages under each class
Afro-Asiantic	55
Niger-Congo	165
Nilo-Saharan	2
Adamawa	28
Ubangian Languages	4
Benue-Congo	42
Senegambian	1
<b>Total</b>	<b>298</b>

**Source:** Multilingual Cameroon by Tove (2008)

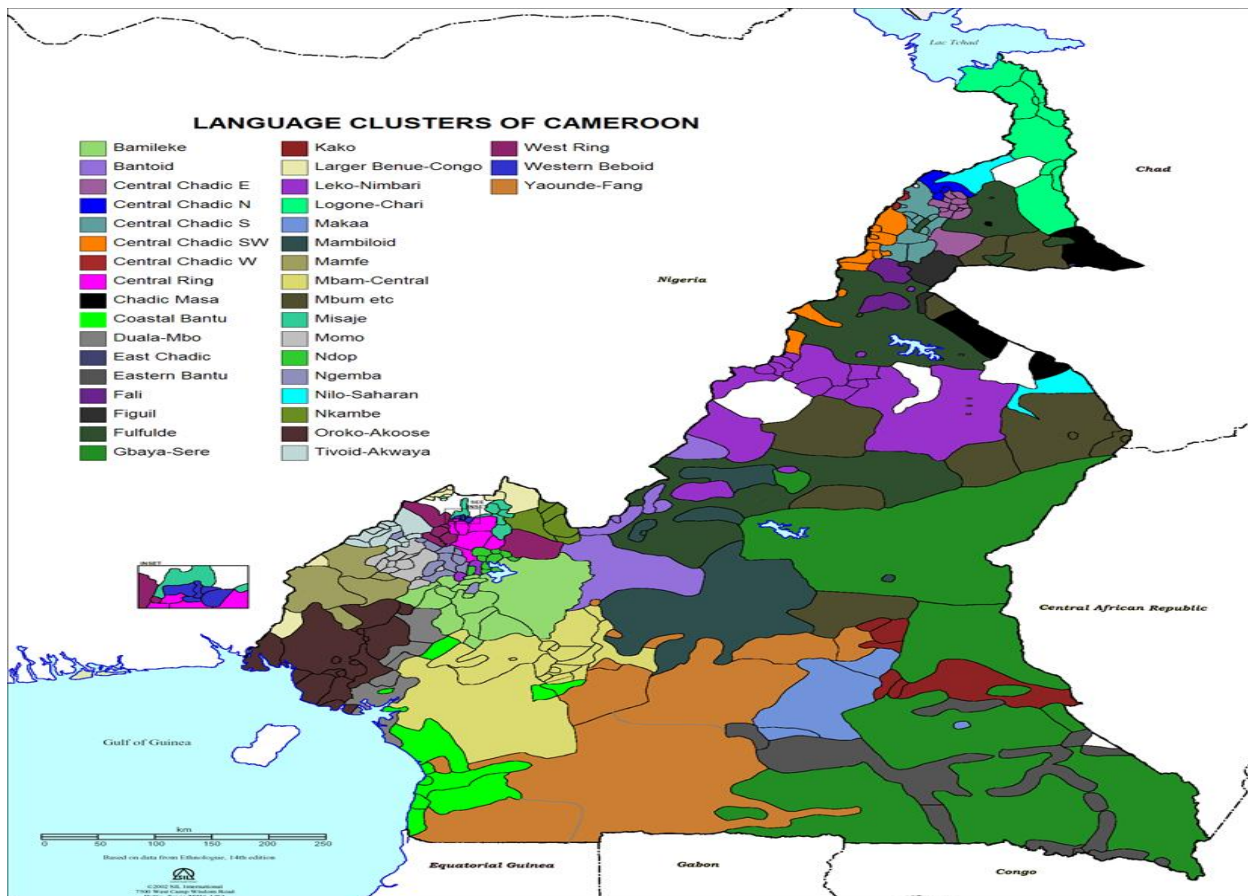


Fig 1: Language distribution in Cameroon

<https://www.bing.com/images/search?q=map+of+language+distribution+in+cameroon>

**Table: 2** key official Languages categories, percentages and population as from 2005 in Cameroon.

<u>Languages</u>	<u>Percentage (%)</u>	<u>Population</u>
French (total)	57.6	6,405,981
English (total)	25.2	2,802,794
French only	46.0	5,112,479
English only	13.6	1,509,292
French and English	11.6	1,293,502
Neither French nor English	28.8	3,199,221
<b>Total</b>	<b>100,00</b>	<b>11,114,495</b>

(Source: “Troisième RGPH 2005 - Alphabétisation” pg. 220.) (population of age 12 and above)

There has been no census in Cameroon since 2005, so it is difficult to estimate the exact numbers of French speaking and English speaking consumers in the population as of now. However, report by (2005) suggests that the current population of Cameroon is divided by the language groups and class as stated above.

## APPENDIX III

### 5.6 Data Reduction and Analysis

The items construct on the questionnaire were specifically analyzed with the help of the factor analysis. The factor analysis is a data reduction technic which aimed at aligning correlated variables explaining the same relative variable called factors or components (Elizabeth Garreth, 2006). The factor analysis is based on key assumptions to ensure the results are not misleading. They are;

- A large range of ordinal variables measuring on either 5 or 7 point Likert scale.
- The sample size should be relative large enough (adequate enough)
- There should be a linear relationship between all variables
- The data should be suitable enough for reduction

### 5.7 Analyzing the output from the principal component analysis

**Table: 5.12 KMO and Bartlett's Test Sphericity**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.739
	Approx. Chi-Square	1441.559
Bartlett's Test of Sphericity	df	351
	Sig.	.000

The KMO measures the sampling adequacy. This is to fulfill the 2<sup>nd</sup> assumption of factor analysis. From the table above the KMO statistical value lies at point (0.739) which is good since the KMO accept values between 0.5-1.0. The Bartlett's test of Sphericity is statistically significant with a statistical value of ( $p < 0.05$ ), this tells us that the various factors as constituted in the component Matrix table are not identical from each other, there is a significant relationship between the various items of multilingual verbal branding elements and their different component factors. This relationship can also be seen from the significant statistical values as indicated on the table of correlation matrix between variables.

**TABLE: 5.13 Component Extraction.****Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.353	16.123	16.123	4.353	16.123	16.123	2.165	8.017	8.017
2	2.279	8.439	24.562	2.279	8.439	24.562	1.984	7.349	15.366
3	1.673	6.196	30.759	1.673	6.196	30.759	1.837	6.805	22.171
4	1.607	5.950	36.709	1.607	5.950	36.709	1.818	6.734	28.904
5	1.333	4.935	41.645	1.333	4.935	41.645	1.770	6.556	35.460
6	1.236	4.577	46.221	1.236	4.577	46.221	1.746	6.467	41.927
7	1.164	4.313	50.534	1.164	4.313	50.534	1.621	6.002	47.930
8	1.038	3.843	54.377	1.038	3.843	54.377	1.489	5.515	53.445
9	1.011	3.743	58.120	1.011	3.743	58.120	1.262	4.675	58.120
10	.981	3.633	61.752						
11	.919	3.404	65.156						
12	.851	3.151	68.307						
13	.822	3.043	71.350						
14	.792	2.934	74.284						
15	.718	2.659	76.944						
16	.692	2.564	79.507						
17	.660	2.444	81.951						
18	.622	2.304	84.255						
19	.603	2.233	86.489						
20	.560	2.074	88.563						

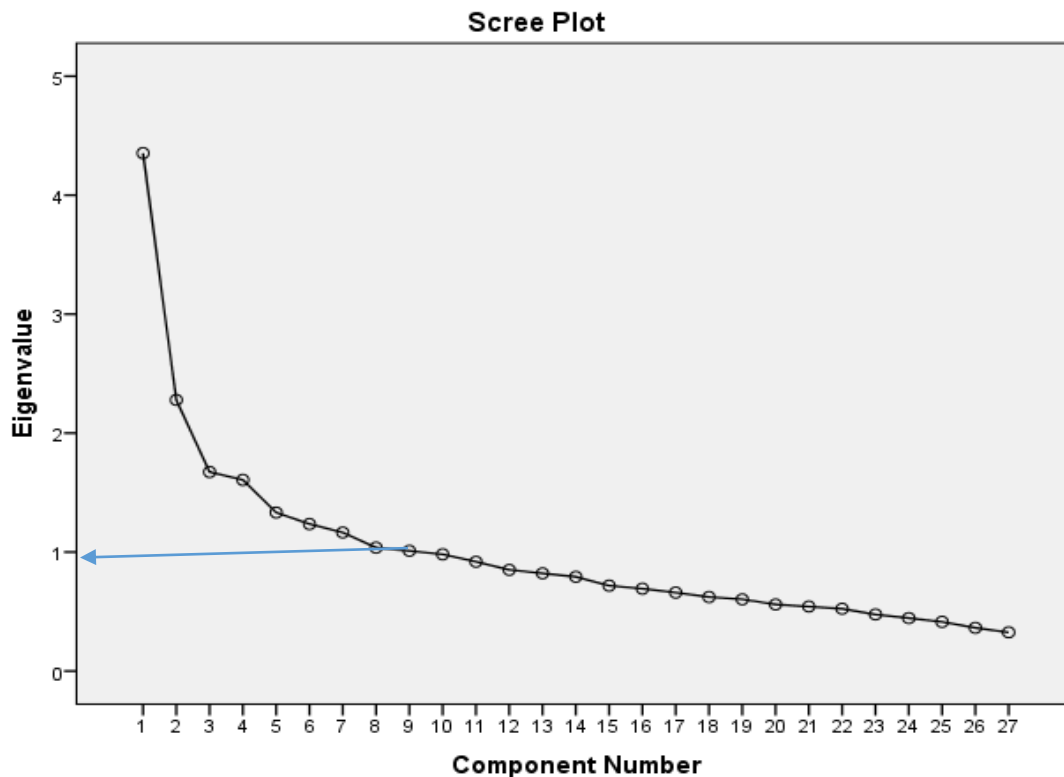
Extraction Method: Principal Component Analysis

The above table is based on Eigen value (which is the extraction of factors > 1.0). Before the extraction, SPSS had earlier identified 27 components this are all the 27 items ordinal scaled to measure consumer's preferences from their linguistic point of view. As displayed on the table above, only 9 items (factors) are extracted giving a cumulative linear relationship percentage of 58.1% of the total factors, with component 1 explaining 16.1% highest of the total variance

relationship among the 27 items measuring the degree of multilingual impacts on consumer's perception.

### 5.8 The Scree Plot

The scree plot is a more logical way of presenting the Eigen value extracted to form the new components. It lies in between the component matrix table and the total variance explain table.



*Figure 2 Extraction of eigenvalues above 1.0 indicated with the blue arrow.*

### 5.9 The Rotation Matrix or R-Matrix

The rotation matrix is one of the matrix from the SPSS outputs when working with factor analysis. It meant to display the relationship which occur between variables. The R-matrix group variables with a common relationship together under a specific factor. These factors show a more similar relationship around the first two factors which are consisting of items on accessing the impact of multilanguages on brand advertisement and advertising slogans of brands

**Table 5.14 Rotated Component Matrix**

	Component								
	1	2	3	4	5	6	7	8	9
q25 multilingual impact on brand labeling	.674								
q19 language impact on advertising	.644								
q21 language impact on advertising	.641								
q17 language impact on advertising	.600								
q13 language impact on brand slogans		.631							
q11 language impact on brand slogans		.615							
q12 language impact on brand slogans		.559							
q5 language impact on brand names		.429	.697						
q9 language impact on brand slogans			.555						
q10 language impact on brand slogans			.448						
q7 language impact on brand names			.446						
q8 language impact on brand names			.411						
q18 language impact on advertising				.749					
q14 language impact on brand slogans				.682					
q26 multilingual impact on brand labeling					.810				
q27 multilingual impact on brand labeling					.702				
q15 language impact on brand slogans						.777			
q16 language impact on brand slogans						.522			
q3 language impact on brand names						.511			
q2 language impact on brand names							.774		
q1 language impact on brand names							.740		
q23 multilingual impact on brand labeling								.648	
q20 language impact on advertising								.627	
q24 multilingual impact on brand labeling								.569	
q22 multilingual impact on brand labeling									.696
q4 language impact on brand names									.547
q6 language impact on brand names									.458

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 14 iterations.

multilanguages on brand advertisement and advertisement brand slogans.