

Influence of Code-mixed Advertising Language on Purchasing Decisions of Youth

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Abstract:

This study was aimed at investigating how Sinhala-English language mixing in Sri Lankan advertising on food and beverages impact purchasing decisions of youth. The study was conducted among 50 undergraduates belonging to Faculty of Humanities and Social Sciences, Faculty of Management Studies and Commerce, Faculty of Medical Sciences and Faculty of Applied Sciences of the University of Sri Jayewardenepura in December, 2022. Data were gathered using convenience sampling, and were analyzed using SPSS 25 version. The key results highlighted that while students offering English medium degrees and English as main study stream were positive about these shifts in language, those pursuing Sinhala, Pali and Buddhist subjects had completely negative or mixed feelings towards the notion of code-mixing. Expectation of language purity was identified as the driving force for those students to be discontented with it. Fast foods and snacks were recognized as the products for which code-mixing has been chiefly used. Overall, it was understood that respondents did not perceive code-mixing as derogatory to Sri Lankan culture and language, but view it as a feature of novelty. Moreover, participants considered code-mixed language as contributing to linguistic improvement and bridging inter-cultural harmony. Hence, the study determined that Sinhala-English code-mixing is a strong instrument in 'persuasive advertising' that convey a convincing and manipulative tone. It is concluded that English-Sinhala code-mixed advertising does not only reflect language change but also transformation in Sri Lankan gastronomy, culture and way of life as a whole.

Keywords – advertising language, code-mixing, consumer behaviour, food advertising marketing

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Introduction

The expansion and global spread of the use of English as an international language has significant socio-economic and cultural and linguistic implications which has become the borrowed linguistic component in most of the languages. Across cultures, English is frequently used in daily activities, and it appears to be the preferred lingua franca in code-switched advertisements. Consumers' language attitudes are an important concern when it comes to writing ads. Consumers attach certain associations to different languages. These associations then influence their attitudes towards commercials that are written in that language. In Sri Lanka, people tend to mix English and Sinhala in daily practices or routines, which is reproduced in advertisements.

With colonial past and introduction of economic reform and open-door policy, Sri Lanka has been developing closer ties with the west, especially the English-speaking countries for the political and economic purposes, which unavoidably leads to the language contact. As one of the outcomes of language contact, Sinhala-English code mixing appears constantly in people's daily communications in Sri Lanka today.

Code-mixing with English often symbolizes modernity, technology and westernization. Across various cultures, English is often used in marketing merchandises in different channels such as broadcast media (e.g., television and radio), print media (e.g., newspaper and magazine), as well as the interactive media (e.g., the Internet and social media). The growing popularity of English in Sri Lankan advertising campaigns can be to be in par with global advertising.

Objectives of the research

The aim of this research is to identify effect of code-mixed advertising on Sri Lankan youth consumers' perceptions and purchasing decisions.

Research Question

How does code-mixed advertising affect Sri Lankan youth consumers' perceptions and purchasing decisions?

Literature Review

Monolingualism, bilingualism and multilingualism

Monolingual refers to an individual who speaks only one language. Many people who are not brought up to be bilingual or multilingual learn chunks of languages in their life span. However, being able to greet someone and utter minimal common words in a second language does not mean they are bilingual. Bilingual or multilingual, generally they need to be able to communicate confidently in more than one language, otherwise they are considered to be monolingual. Bilingualism (multilingualism) refers to the coexistence of more than one language system within an individual, compared to monolingualism. The question of how the two languages interact at the cognitive and behavioral levels has been a concern to psycholinguists as well as to neurologists, clinicians, and educators. It was anticipated that developments in cognitive neuroscience could add knowledge on understanding of bilingualism.

Encyclopedia Britannica (2019) explains that bilingualism as an individual condition which is nested within a distribution of broader societal conditions that cause language contact. Bilingualism operates in different shapes which makes it unpredictable. Bilingualism may be the result of growing up in a bilingual community, such as a bilingual community of an immigrant community in UK or USA. However, that is different from bilingualism that results from growing up in an officially bilingual country such as, Canada, where its two official languages are separated by terrestrial regions. Bilingualism that results from having literacy in both languages is different from bilingualism in which schooling is available in one language but not the other. It may be learnt early by children in regions where most grownups speak two languages (e.g., French and dialectal German in Alsace). Children may also become bilingual by learning languages in two different social settings; for example, British children in British India learned an Indian language from their nurses and family servants. A second language can also be learned in school. Bilingualism can also refer to the use of two languages in teaching, especially to facilitate learning in students trying to learn a new language. Advocates of bilingual education in the United States argue that it speeds learning

in all subjects for children who speak a foreign language at home and prevents them from being marginalized in English-language schools. Critics counter that it hinders such children from grasping the language of the major society and limits their opportunities for employment and higher education.

Although the cognitive neuroscientist in bilingualism is on the basis of understanding the neural bases of the dissemination of the two linguistic systems in the bilingual, it can be seen that the research subjects and clinical patients invariably come from a sampling from the social distribution. It is thus essential to understand bilingualism from its social aspect. Although it may seem that monolingualism is the norm, half of the world is bilingual or multilingual. Therefore, being monolingual means s/he is the minority. In some countries speaking in two different languages on a daily basis is considered normal.

Development of code-mixing

Code-mixing refers to the insertion of a foreign word or expression into a sentence (e.g., into an advertising slogan), resulting in a mixed- language message. Code-mixing is a linguistic practice bilinguals are engaged with around the world. Bilinguals use and encounter code-mixing in a variety of everyday interactions and situations, including advertising. Advertisers use the mixed code especially in advertisements that target the youth. The justification given is the “language they speak”. Especially for young bilinguals, it is a very important factor, both speaking in English and code specialization in terms of domains and role- relationships. Code-mixing is one of the mixed-language approaches and is often used to target consumers with knowledge of two or more languages. In linguistics, the term code-mixing is often used interchangeably with code-switching. However, unlike code-mixing, code-switching refers to the switch or shift from one language to the other which involves longer phrases of language as a clause or sentence boundary. On the other hand, code-mixing works in smaller units of language such as, words or phrases. According to Grosjean (2010), code-switching refers to the insertion of linguistic elements of one language into another language.

The Three-Circle Model of World Englishes developed by Braj Kachru in 1985 remains one of the most influential models that represents the growth and spread of English in the world. Kachru (1985) described the spread of English in terms of three concentric circles: the Inner Circle, the Outer Circle and the Expanding Circle. These circles represent “the type of spread, the patterns of acquisition and the functional domains in which English is used across cultures and languages” (Kachru, 1985). The “Inner Circle” of Kachru’s model refers to the traditional bases of English, dominated by the mother-tongue varieties, where English acts as a first language. Countries belonging to the “Outer Circle” are former colonies of the UK or the USA which marks the earlier phases of the spread of English in non-native settings, where the language has become the relevant country’s second language in a multilingual setting. The “Expanding Circle” refers to the terrains where English is learnt as a foreign language. These are not members of the British or the American colonies but, English is taught as a “foreign” language for international communication.

The expansion and global spread of the use of English as an international language has significant socio-cultural and linguistic implications. While English has rapidly developed complicated relationships within and between the communities around the world by playing its roles in the lives of communities ranging from marginalization, empowerment to upward mobility, it has become the borrowed linguistic constituent in most of the languages. English can be used as guest language or the embedded language with the host language or the dominant language, which is the primary language of an individual or the community, for verbal or written communications.

History of English in Sri Lanka

Fernando (1977) in her studies very accurately and elaborately discusses the spread and embrace of English by Sri Lankans during colonialism giving insights in to its effects in the post-colonial phases. English was introduced to Sri Lankans around 1796 by English through colonization. In 1802, Ceylon was officially declared a British Colony, gradually displacing both Dutch and the vernaculars, Sinhala and Tamil as the State language. It became the major

language of administration, law, education and of trade. English, in time, also came to be adopted as a parallel to 'mother tongue' by a section of the multi-racial non-European population of Sri Lanka comprising of Sinhalese, the Tamils, the Moors and the Malays and as such became in varying degrees the language of their household and social relations and of their amusement. The more Anglicized upper-class members of the Sinhalese middle-class group as well as Anglicized upper-middle-class Tamils, began speaking English in infancy and used it for almost all purposes. Sinhala was used to converse with the members of the older generation, infants, Buddhist monks and servants. The less Anglicized members of the middle-class group, mid and lower middle, usually learnt English at a much later stage, and might have found it necessary to use Sinhala in their conversation with monolinguals and proficiency of English was limited to comprehension. Both English and Sinhala were used in domestic and social intercourse among the members of the middle class. Though the original motives for the acquisition of English by the Sri Lankan middle class were primarily social and economic, once English became the language of the individual in domestic and social intercourse, it acquired certain emotional associations and even elicited a certain language loyalty. Some of these Anglicized bilinguals went to the extent of exhibiting a claimed lack of ability in the vernacular mother tongue. When English and the vernaculars were thus used in above domains, English was always reserved for administrative, professional, intellectual and the socially more esteemed areas.

Gunasekera (2005) mentions the “Kaduwa” syndrome in relation her research. She mentions that English became a weapon of subjugation, oppression and frustration for the non-educated masses as they could not achieve social mobility as they lack knowledge of English. The pinnacle of this language aggravation reached in 1970s with the emergence of the “Kaduwa” notion: an antagonistic movement against English. Many of the youth were educated in English as a second language. Those who faced difficulties with English language started to consider English as a weapon that designates power in Sri Lankan society and indicate class difference.

However, since Sri Lanka obtained its independence, English has lost its official language status in the country. Still, in a country where people are divided along various racial, social and linguistic lines, English, the language of the former rulers, has deeply rooted in the hearts and minds of almost all Sri Lankans. English is still the second language at school of all Sri Lankan students, be they Sinhalese or Tamil speakers. English is not a native tongue of the Sri Lankans. However, for some present-day youngsters of Sinhala, Tamil or Moor ethnic origins, who receive their entire school education in English and whose parents encourage them further to speak it at home too. English (not necessarily the standard British English though) has really become their first language. Nevertheless, the number of L1 speakers of English in Sri Lanka is, as at present, statistically very insignificant.

Speaker types in Sri Lanka

Many languages are spoken in Sri Lanka, but this study focuses on the mixing context involving two of them: Sinhala and English. At present, Sinhala is spoken by about 82% of the population in Sri Lanka. Sinhala is established as a medium of instruction in education and language of written work in the government. English is established as an official as well as a link language. It holds the key to social mobility, and is a symbol of authority and high regard. The mixing context between these two languages in Sri Lanka has brought about changes both in status of the relevant languages and in the socio-economic condition of its speakers. Furthermore, it has resulted in creating a mixed discourse variety.

(Table no.01) A general categorization of speaker types in urban areas of Sri Lanka; from Senaratne, 2009.

<i>Speaker type</i>	<i>Social class</i>	<i>Comments</i>	<i>Characteristics of discourse in brief</i>
Monolingual English speaker	Upper and elite class	Forms a minority. Mostly belong to the upper elite rich class and hold high positions in society. Speakers reside in cities and urban areas.	A few words in Sinhala mixed in conversation with peer groups but mostly functions in English.
Bilingual speakers	Middle class & upper working class	Forms substantial majority. Mostly from the working class or the middle class. Speakers scattered around the country from urban to rural areas.	Speakers use English predominantly at work and both English and Sinhala in general discourse. These speakers form a special group as they can move back and forth from being monolingual in Sinhala and bilingual when the occasion demands.
Monolingual Sinhala speakers	Lower-class & working class	Forms a majority and mostly belong to the lower class. Speakers reside predominantly in the rural areas of Sri Lanka and in urban and suburban slum areas. Most speakers are in the low-income groups.	Speakers use predominantly Sinhala in their discourse with frequent inclusions that are register-specific. Many English inclusions are nativized into Sinhala.

The bilingual mode (symbolized by code-mixing) remarkably used by urban bilinguals make instances of monolingualism in Sinhala and English, more “marked” in participant related mixing. Senarathne (2009) identifies there is a functional separation of the two languages where English is considered “powerful” and used for formal, practical purposes and Sinhala is considered “beautiful” and used for cultural and personal reasons. It is clear that speakers prefer to be mostly monolingual or in other words not resort to code mixing in certain monolingual domains. Furthermore, code mixing was reportedly avoided in places of worship. As a prestigious language, English is used as a first and a second language by urban speakers in Sri Lanka. Just as code mixing invokes dual membership in two languages, being monolingual in Sinhala or English invokes the speaker’s affiliation with culture, elitism and status related to the languages concerned.

There are many roles acquired by the mixed code in Sri Lanka. The sociolinguistic analysis by Senarathne (2009) reveals code-mixing as a highly frequent phenomenon and the “expected” code in the urban bilingual setting. Functionally, the analyses also reveal it as the alternate code for Sinhala. Code-mixing thus is the “expected” linguistic code of most urban bilinguals. In essence, the phenomenal use of code-mixing implies speakers’ acceptance of it as conveying dual membership in both languages; Sinhala and English, in urban Sri Lanka. Gunsekara (2005), asserts that there is a “bias towards British English, particularly in Colombo.” She also propositions that there is a “growing acceptance and awareness of Sri Lankan English mostly tied up with the growing bilingualism.” (Gunasekera, 2005). Premawardhena (2007) asserts that there are two types of speakers found among Sinhala-English bilinguals; bilinguals who chiefly use Sinhala in their day-to-day communication with considerable use of English words, and speakers with English as their focal language with frequent borrowings from Sinhala. Furthermore, code-mixing is defined as an “unconscious behavior” indicative of a positive attitudinal change in urban Sri Lanka. Gunsekara (2005) on younger bilinguals in Sri Lankan bilingual society. She feels that for these young bilinguals it is a very important factor, both speaking in English and code specialization in terms of domains and role- relationships that would come much later than it would have for their parents and older siblings.

Overview of advertising

Advertising is a force that makes it possible to sell more merchandise due to its persuasive nature. As a tool of marketing communication, advertising is the structured and composed, non-personal communication of information. It is usually paid for and usually persuasive in nature. The language of persuasion is employed for successful advertising campaign thereby, boosting support of an idea, product or service. The persuasive nature of advertising however, has generated criticisms and controversies. Advertising has been vigorously attacked on the ground that it is unnecessary and wasteful and that through it, people are induced to buy worthless products. It is further argued by the protesters that much advertising is deceptive and deceitful.

Advertising is a key component of modern economies. From the moment a company starts advertising, it sets up a chain of reactions to economic events. The essential role of advertising in a modern consumer is to think of how people decide what they should buy. The economic impact of advertising has been somewhat controversial and criticized. Advertising is praised and criticized not only for its role in selling products, but also for its impact on the economy and society. Critics debate whether advertising increases or decreases the price of goods. In some cases, scale economies allow manufacturers to produce large quantities at low prices in response to demand created by advertising. However, many critics argue that advertising, especially on television, is expensive and that the cost of such advertising often adds to product prices. Despite these controversies regarding the economic impact of advertising, it is clear that marketing can introduce efficiency to the economy by allowing all options to be compared without personal testing. It can also be beneficial when advertising informs consumers of high and low cost products and services that replace outdated, outdated and inefficient offers. Effectiveness also can result when advertising alerts consumers to superior and less costly products and services which displace outdated, outmoded and inefficient offerings.

Advertising may be a paid mediated sort of communication from an identifiable source and designed to influence the buyer to require an action. A persuasive communication employs persuasive techniques to catch consumer's

interests. People react to an equivalent advertisement differently and make decisions about the way to spend their available resources on consumption related items. The persuasive advertising lies on its ability to sway buyers to shop for particular product or “force” them to take care of such patronage. It then means that the advertisement must be capable of persuading prospective buyers to form right choice in buying decisions. Persuasive advertising refers to a persuasive type of marketing communication designed to win converts who are lured to patronise the goods, services or ideas advertised. Persuasive advertising is intended to induce people to buy. This becomes more important as the product faces increasing competition. The advertiser now needs to give more reasons or enticements to lure consumers.

Language of persuasion in advertising

Two variables exist in advertising: language and persuasion. Language is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols. Words, texts and sentences are attributes of a language capable of changing the meaning as well as the mood of advertising messages. In human communication, language is one of the major tools of thought. As per, Kenechukwu (2013) the words of a language or the units of meaning can be combined into astounding number of sentences to represent the relationship between objects or events in the world around.

On the opposite hand, persuasion means to tempt people to necessitate a desired action. Advertising messages are designed to induce and lure consumers to shop for particular products or services. One’s reaction to persuasive advertising depends in part on the message and to a considerable extent, on the way in which one perceives or interprets advertising messages. To achieve persuasive advertising, all the components in ad campaign are designed as to entice consumers into purchasing specific goods and services, often by appealing to their emotions and general sensibilities. The assumption here is that consumers already understand the basic nature of the product but need to be convinced of the desirability and the benefits of that set of particular goods and services apart from the competition. The goal of media messages is to influence the audience

to believe or to try to something. The effort to persuade is not a serious problem for consumers as long as they understand the purpose of advertisement. Many advertisements serve the basic media social function of coordinating economic activities. Asemah (2013) states that persuasion is a systematic and skillful method of creating awareness aimed at changing or strengthening opinions, attitudes, beliefs or values, for more of a positive outcome. This perhaps explain why Asemah (2013) asserts that persuasion is a skillful presentation of ideas and messages, with the various publics, with the intention of producing the desired result. It can be viewed as series of messages designed and initiated with the intention of making the recipient to voluntarily accept or internalise new ideas, beliefs, values and attitudes, in order to act in the desired way towards realising the ultimate reward for the communication effort. As Marston (1979) rightly points out that human cooperation can be actually sought in three basic ways, power, purchase and persuasion. Of the three, persuasion is most strongly desirable. Persuasion is the key aspect about the practice of integrated marketing communication and therefore the essence of all purposeful communication. Persuasion emphasizes seeking the foremost effective way of influencing the attitudes and behaviours of the recipient within the communication process, to enable the recipient view the message from the perspective of the originator of the message.

Kruti and Alan (2009) explain that the persuasive effect of advertising message is governed by not only what is said, but also by how it is said. The advertiser has got to turn the large idea into a true advertisement which will capture the audience's attention and interest. Graeme (2005) insists that devices of persuasion always have belief and values at their heart. Typically, advertisements are about rewards or punishment – it is good to purchase; it is bad to not purchase – supported core values about love of family, the importance of self-image so on. Criticisms have equally surrounded persuasive advertising especially when the weather of persuasion are stressed beyond the confines of truth. One argument against the persuasive power of advertising is that “advertising is propaganda”. Graeme (2005) suggests that market domination by a couple of companies means people are bereft of alternative sources of data about products. Another criticism is on the development and deconstruction of advertising texts and its effects on children's socialisation. Children find it difficult to construe advertising texts

appropriately thus; they erroneously accept make-believe characters as real models Meyrowitz (1985). Cutlip and Centre (1978) provide the subsequent guiding principles of persuasion: i. Identification Principle: most of the people will ignore a thought, an opinion or some extent of view, unless they see clearly that it affects personal fears, desires, hopes or aspirations. Your message must be stated in terms of the interest of your audience. ii. Action Principle: People seldom buy ideas separated from action taken or close to be taken by the sponsor of the thought or action that the people themselves can conveniently fancy prove the merit of the thought. Unless a way of action is provided, people tend to dismiss appeals to try to things. iii. Principle of Familiarity and Trust: We buy ideas from only those we trust, we are influenced by or adopt only those opinions or viewpoints that we think of credible. iv. Clarity Principle: things must be clear to us. The items we observe, read, see or hear; the items that produce our impressions must be clear, not subject to many interpretations. To speak, you want to employ words, symbols or stereotypes that the receiver comprehends and responds to.

Social aspect of advertising

The goal of advertising is not just to sell products and services, but also, to influence consumers to act or think in a particular way. The social impact of advertising is anchored on the premise that advertising shapes and mirrors society. Advertising takes place within the society by man and for his benefits. It then means advertising also mirrors culture and society. Advertisements are designed to reflect culture and appeal to the sensibilities of individuals during a given society. The chemistry of colour in advertisements speaks volumes of a given society. Advertising's persuasive nature makes it an influential institution of socialisation. The sociology of advertising therefore, refers to a sociological look at the role of advertising in influencing and sharpening society.

Advertising affects on consumer's knowledge, standard of living, and feeling of happiness and well-being, and its potential positive effects on the mass media. An advertisement increases the knowledge of the consumers about the merchandise such as, its price, features, benefits and sturdiness and induce them to shop for an equivalent that results in increase of demand of the product in the

market; for example, promoting Android based mobile and its features and benefits. Nokia was initially very easiest in operating and generally uneducated people can even operate it, likewise Google's Android OS is now very easy in operation and include a wide variety of functions through its Apps and a little educated person can easily operate it. Benefit of using mobile phone has changed now, as earlier it was only confined to communication purposes but its uses has now changed as there are immense features available to the user convenience and corporations as per its advertising.

Habits, customs, attitudes, beliefs, value, and taboos are the part of culture. Every person or a group of individuals possess different habits, values and way of living. So, ads should be made accordingly and also to cater with the social norms and principles. For example, in Gujarat, global restaurant chains like Subway, KFC and McDonalds are also expanding their menu for their vegetarian customer segment. They administered a survey in Gujarat and sent a proposal to the US HQ to open an all-veg outlet with a pure Jain counter in Ahmedabad as Gujrat is the only state that contributes 60% of the entire sales from vegetarian food. KFC plans to feature five more stores within the state this year with increased vegetarian options. Pizza Hut made its Gujarat foray with its first only vegetarian restaurant in the world in Ahmedabad, offering Jain food. Pizza outlet Domino's Pizza also has four restaurants in Gujarat, which supply completely vegetarian menu.

Advertising broadly helps in conveying the message of alert and cure of varied social problems prevailing in society like environment, health, safety etc. It aware the society and allow them to up so far about recent sensitive issues and make themselves able to face the complications of it. For instance, if people realize the precise symptom and cure of any disease, they will save the lives. In recent time ads were produced that specialize in harassment of girls and letting them aware that what to try to during this situation and promoting women safety and protection. Consumer welfare and protection actually lies in safely fulfillment of their expectations and therefore the aspirations on goods and services that they have. For instance, advertisement warned the peoples using tobacco that results in cancer.

Economic aspect of advertising

Advertising affects on prices and monopoly condition. A competitive advertising expenses results in increase of worth of the merchandise and ultimately consumers need to pay for it. Advertising cost increases with time due to increasing competition day by day. Companies are making a highly persuasive & interactive ad copies and during this process they incur an enormous cost that ultimately the burden is on consumer pocket. The advertising cost also increases, if new product is entered into the market where old product is already firmly established, if there is a cut-throat competition in the market or could also be when expending a replacement market of huge customer base. In other words, increasing consumer demand through advertising can wipe out a decrease in consumer demand with an increase. Such a price rise is usually seen within the short run, whereas within the end of the day, it goes down due to advertising cost diminishes with time and developing brand loyalty to the customer. Also, increased economies of scale further reduces or continues the worth of the merchandise. Sometime advertisement creates monopoly condition within the economy by publicizing a specified product in a very imperative way.

Price rise creates an inflationary condition within the economy, and advertising could also be an enormous factor behind it. But, some products do not advertise much, but even their prices are high and that they are still the leaders in market as they need their name to retain. e.g., luxury goods.

Economic implication of advertising is extremely clear, that it largely affects the firm's internal economic activities like pricing, demand creation, choice formation, market extension etc. and externally by contributing to the value and national development. Though advertising is extremely productive, it requires proper invigilation because it directly makes impact on peoples mind and persuades them towards a direction, which should be ethical.

Advertising creates, maintain and extend demand for the products through brand image and with this regular psychological brand imaging process, customers develop brand loyalty, which stick the customer to an equivalent brand irrespective to the opposite competitor's product. A persuasive advertisement has tendency to make demand within the market and educating consumers about differences and

quality results in increase of market opportunity for the consumers. The consumers are now demanding the difference that further initiate and promote the economic production process. Competitors will attempt to break this example then price may keep up increasing due to ad expense or could also be decreasing when any firm adopts price down strategy or the new small industry will attempt to grasp this chance, resulting national development through this process.

Psychological aspect of advertising

Human behavior adversely affects decision making when it comes to purchasing goods. The psychological dimension of advertising centers on consumer behavior that affects the effectiveness of the message productivity. Advertising is clearly an attempt to change attitudes by forcing consumers to shop for ads.

Advertising psychology is a psychological study of the impact of consumer behavior on his/her purchasing decision. It looks at three psychological bonds equally; the advertiser, the consumer, and the product/ service. Folkertz and Lacey (2004) write that advertising uses social images and appeals to the mental and physical needs of people. Its content can motivate people to sell a product or adopt a specific lifestyle. Understanding the buyer's needs is important when creating a proper advertisement. This is because marketers understand the buying behavior of consumers when designing ads for a specific effect.

Consumer behavior is for activities; the actions and influences of people who purchase and use goods and services to meet their personal or household needs and wants. Consumer behavior studies the characteristics of individual consumers in an effort to understand people's needs. Hoffman (2007) defines consumer behavior by studying how people behave when receiving and using products (and services).

Culture is lifetime of a given society. Generally, accepted cultural norms and values of a given society can affect the behaviour of consumers towards certain products and services; as an example, pork is not likely to form optimum sales in areas where religious sentiment is attached to pork. Culture is therefore formed and shared by homogeneous groups of individuals. Personal factors such

as a buyer's demographics and psychology, personality and self-concept influence his/her buying behavior. A person's job plays a big role in influencing his / her purchasing decisions.

Social groups such as inquiry groups, relationships, relatives also influence consumer behavior. Every person has people who influence him / her in any way. The family also plays an important role in influencing individuals' purchasing decisions. A person's mental and emotional state affects his purchasing behavior. Motivation, cognition, learning, and beliefs and attitudes are all psychological factors that influence purchasing behavior. A person's personality also affects his buying behavior. Each person has his / her characteristic personality traits that reflect his / her purchasing behavior.

Methodology

This section covers data collected from undergraduates who are studying at the University of Sri Jayewardenepura. The study was conducted among 50 undergraduates belonging to Faculty of Humanities and Social Sciences, Faculty of Management Studies and Commerce, Faculty of Medical Sciences and Faculty of Applied Sciences of the University of Sri Jayewardenepura in December, 2022. Data were gathered using convenience sampling, and were analyzed using SPSS 25 version.

Results

Demographic profile of respondents of questionnaire

(Table no. 02)

<i>Demographic Details</i>		<i>Frequency</i>	<i>Percentage (%)</i>
1. Gender	Male	18	36
	Female	32	64
2. Faculty	Management Studies & Commerce	17	34
	Humanities and Social Sciences	20	40
	Medical Science	8	16
	Applied Sciences	5	10
3. Income Level	Low Income	12	24
	Middle Income	33	66
	Upper Middle Income	5	10
	High Income	0	0
4. Race	Sinhala	42	84
	Tamil	4	8
	Muslim	4	8.0
5. Religion	Buddhist	39	78
	Christian	4	8
	Islam	4	8
	Hindu	3	6
6. Mothertongue	Sinhala	42	84
	Tamil	8	8
7. Duration of Watching TV (per week)	Less Than 5hrs	26	52
	5-10 hrs	24	48

(Source: compiled by author, 2022)

The demographic profile of respondents who participated in the study was shown in table no.02. The gender combination of respondents were 64% female and 36% male. This implied that there was a significant difference between number of males and females of the respondents. The majority of the respondents were from the Faculty of Humanities and Social Sciences (40%) and 34% respondents from the Faculty of Management Studies and Commerce while least number of respondents were from the Faculty of Medical Sciences (16%) and Faculty of Applied Sciences (10%). 66% respondents belonged to the middle-income level and there were no any respondents belongs to the high-income level. Majority of respondents were in Sinhala and Buddhist categories which were 84% and 78% respectively. Comparing the majority category, other races and religions were least represented. Further, most of respondents' mother tongue was Sinhala (42%). Duration of watching TV was one of the major categories of the analysis. According to the table no. 02, 52% respondents were fallen under the 'less than 5hrs' category while 48% respondents were fallen under the '5-10 hrs.

Academic background of the Degree programme of respondents of questionnaire
(Table no.03)

		<i>Frequency</i>	<i>Percentage (%)</i>
Medium of the Degree	English	33	66
	Sinhala	17	34
Name of the Degree	B. Sc.(Special) in Biology	3	6
	B.Sc.(Special) in Plant Bio Technology	1	2
	B.A Economic	1	2
	B.A special Degree in Political Science	1	2
	B.A. English	1	2
	B.A.(Special) Degree in Mass Communication	5	10
	B.A. Music Special	1	2
	B.A. Philosophy and Psychology	2	4
	B.A. Political Special	1	2
	B.A. Special	1	2
	B.Com (Special)	1	2
	B. Sc Commerce	1	2
	B. Sc Finance (Special)	2	4
	B.Sc. (Special) Estate Management and Valuation	2	4
	B.Sc. Accounting (Special)	1	2
	B.Sc. Business Administration (Business Economics)	1	2
	B.Sc. Business Administration (Special)	1	2
	B.Sc. HRM (Special)	2	4
	B.Sc. in Business Information Systems (Special)	1	2
	B.Sc. Marketing Management (Special)	2	4
	B.Sc. Public Administration (Special)	1	2
	BA (Special) Degree in Sinhala.	7	14
	BA in English	3	6
MBBS	8	16	

(Source: compiled by author, 2022)

The table 02, illustrated the medium of the degree and name of the degree. Most of respondents belonged to English medium and most of degree programme were covered under all four faculties. Further, this factor was determined to understand different perceptions of undergraduates from different study programmes on code mixing, since it was observed that, some Sinhala Special Degree students viewed it as a negative notion when English medium students accepted it as a positive aspect.

Details of the residence of respondents of questionnaire

(Table No. 04)

Name of the District	Nature of the District				Total
	Urban	Suburban	Rural	Other	
Ampara	0	1	0	1	2
Anuradhapura	0	3	0	0	3
Badulla	0	1	1	0	2
Colombo	4	8	1	0	13
Galle	1	2	0	0	3
Gampaha	1	2	0	0	3
Hambanthota	0	1	1	0	2
Jaffna	0	1	0	0	1
Kaluthara	2	0	0	0	2
Kandy	1	0	0	1	2
Kegalla	1	0	0	0	1
Kurunagala	0	2	0	0	2
Matara	0	2	2	0	4
Monaragala	0	1	0	0	1
Nuwaraeliya	0	0	1	0	1
Polonnaruwa	1	0	1	1	3
Puttalam	0	2	0	1	3
Rathnapura	0	1	0	1	2
Trincomalee	0	0	0	1	1
	10	27	7	5	50

(Source: Compiled by Author,2022)

Above table no. 04 shows the details of the respondent residence. It can be clearly seen that out of 25 districts; 19 districts were covered, and majority represented the Colombo district (13). Majority respondent were under the suburban areas as well (27 out of 50).

Language skills of respondents of questionnaire

(Table No. 05)

	Speaking		Writing		Reading		Listening	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
English	45	90	4	94	47	94	4	94
			7				7	
Sinhala	50	100	4	92	47	94	5	10
			6				0	0
Tamil	35	70	3	60	31	62	2	44
			0				2	

(Source: Compiled by Author,2022)

Table 05 presents the language skills of the respondents. The majority of the respondents (100%) has ability to speak and understand Sinhala language, and can be identified as the most fluent language. However, Tamil is considered as the least conversed language.

Data analysis of survey on consumer perception on code- mixing

To gather data, Likert type questions were also developed. It is five-point with a Likert type scale ranging from 1 (Strongly disagree/Disagree) to 5 (Agree/Strongly agree). The following criteria were adopted for the Likert scale for respondents to answer under part II of the questionnaire (Refer to annexure 01 for the questionnaire). Mean value was determined for the data analysis.

(Table No. 06)

<i>Main factor</i>	<i>Sub factor</i>	<i>Mean response value</i>	<i>Average mean value</i>
Advertising	Food and beverage products are advertised via code-mixed advertisements.	3.86	3.6 2
	Code-mixing usually happens in advertisement of almost all Sri Lankan channels.	3.56	
	Code-mixing is a strong communicative tool.	3.88	
	Code-mixing brings novelty to advertisements.	3.78	
	Code-mixed advertising is an outcome of advancements in food technology.	2.98	
Emotion	Viewers are generally impressed by food advertisements which make use of code mixing.	3.76	3.3
	Code-mixed food advertisements arouse flaunting behavior.	2.94	
	Association with code-mixed food advertising gives a person an educated outlook.	2.46	
	Association with code-mixed food advertising suggests modernity.	3.48	

	I feel comfortable with code mixed advertisement.	3.84	
Persuasion	Code-mixed food advertisements appeal more to the urban population.	3.94	3.4
	Mostly target group of code mixed food advertisements are youth.	3.08	
	Code-mixed advertising suggests that the advertised product is trustworthy.	2.42	
	Code-mixing ads persuade buying the advertised food product compared to that of non-code-mixed product advertisements.	2.98	
	Code-mixing helps to memorize the commercial.	3.92	
	Code-mixed commercial slogans come to my head when I am not watching the advertisement.	3.86	
	I have personally purchased food products manipulated by code-mixed advertisements.	3.56	
Culture and Language	Code-mixed advertising makes language convincing.	3.5	3.17
	Code-mixed advertising improves linguistic skills.	3.68	
	Code-mixed advertisements compensate the linguistic Lack.	3.66	
	Because of code-mixing promoted by TV channels people are forgetting the vocabulary of their mother-tongue.	2.36	
	Code-mixed advertising is impolite.	2.26	
	Code-mixed advertising is a sign of inter-culturalism. harmony	3.70	
	Code-mixing in Sri Lankan channels promote values of the western culture	3.42	
	Code-mixed advertising leaves a negative impact on Our culture	2.76	

(Source: Compiled by Author,2022)

‘Advertising’, ‘Emotion’, ‘Persuasion’ and ‘Culture and Language’ were

measured using 5 point Likert scale questions. Existing levels were categorized according to mean values. 1 to 2.0 indicated that the lower level, 2.1 to 3.0 indicated that the median level and 3.1 to 5.0 indicated that the highest level.

Mean response value depicted in table no 06. It can be clearly seen that the code mixed on 'advertising' and code -mixing on 'persuasion' has recorded the higher mean response value of 3.62 and 3.4 respectively when compared to the other factors.

Discussion

Mainly, noodles, biscuits and cooled drinks were observed and identified to have code-mixed more in advertising. This factor is interesting as these three products served mainly as snacks and fast food which are favourites of children and the youth. Even on screen, it can be identified that using children and mostly, youth figures and characters to market these products. Hence, it can be stated that code-mixing is a phenomenon directly catering to the youth of Sri Lanka.

In the mean value analysis of undergraduates on code-mixed advertising in Sri Lanka, "Advertising", "Emotion", "Persuasion" and "Culture and Language" as notions were measured using 5 point Likert scale questions. Existing levels were categorized according to mean values. 1 to 2.0 indicated the lower level, 2.1 to 3.0 indicated the median level and 3.1 to 5.0 indicated the highest level. Mean response value was depicted in table no 06. It can be clearly seen that the "code mixing on advertising" and "code mixing on persuasion" has recorded the higher mean response value of 3.62 and 3.4 respectively when compared to the other factors.

In the mean value analysis (refer to table no.06) data were gathered from 50 respondents. Highest mean values were received for four items under the realm "code-mixing and advertising". "Food and beverage products are advertised via code-mixed advertisement" received 3.86, "Code-mixing is a strong communicative tool", 3.88 and "Code-mixing brings novelty to advertisements", 3.78, placing the main topic on average mean value of 3.62 which is a high value. This means that respondents accepted code-mixing as a strong medium in contemporary advertising in Sri Lanka.

In the mean value analysis (refer to table no.06), relationship between “code-mixing and emotions” was determined highest mean values received from two aspects. Sub factors, “Viewers are generally impressed by food advertisements” which make use of code mixing was at 3.76 and “Respondent feel comfortable with code mixed advertisement” was at 3.84, housing the main factor in an average of 3.3. This suggested that respondents had a very positive attitude towards code-mixed advertising. The latter sub factor indicating that they are comfortable with code-mixing can be alluded to comments of Gunsekara (as mentioned in the literature review), on younger bilinguals in Sri Lankan bilingual society where that for present day young bilinguals it is a very important factor, both speaking in English and marking of code in terms of social circumstances that would come much later than it would have for their parents and older siblings.

Further, in the mean value analysis (table no.06), third main factor was “persuasion”. Sub factors, “Code-mixed food advertisements appeal more to the urban population was at 3.94, “Mostly target group of code mixed food advertisements are youth” was at 3.08, “Code-mixing helps to memorize the commercial” was at 3.92, “Code-mixed commercial slogans come to the respondent’s head when s/he is not watching the advertisement” was at 3.86 and finally, the “respondent has personally purchased food products manipulated by code-mixed advertisements” was at 3.56. These findings implied that the main target of these advertisements is urban youth and they are highly manipulated to purchase the advertised food and beverage products through code-mixing commercials. A considerable amount of respondents too agreed with the fact that they had personally purchased products being persuaded by such commercials which is a good example as to how powerful the code-mixed advertising as a novel concept. With persuasive power of code-mixed advertising, we can observe that still the Sri Lankan youth are intelligible and smart to decide right and not to get carried away and spend wisely. The sub factors, “Code-mixed advertising suggests that the advertised product is trustworthy” as placed on 2.42, and “Code-mixed ads persuade buying the advertised food product compared to that of non-code-mixed product advertisements” at 2.98, suggest that with their low mean values that the young consumer does not perceive the product to be extremely reliable and comparatively in better quality advertised via code-mixing. Hence, it could be

understand that the youth of Sri Lanka can make wise decisions when it comes to purchasing goods.

Finally, in the in the mean value analysis (table no.06), “culture and language” is considered for evaluation. Sub factors, “Code-mixed advertising makes language convincing” was at 3.5, “Code-mixed advertising improves linguistic skills” was at 3.68, “Code-mixed advertisements compensate the linguistic lack” was at 3.66, and “Code-mixed advertising is a sign of inter-cultural harmony” was at 3.70. The results indicated that the respondents viewed code-mixing as an encouraging phenomenon in terms of both language as well as cultural harmony.

Conclusion

Due to the shadows of British rule prevailed in the subcontinent, the prestige factor attached to English has been on the rise, and television advertisements have brought a striking and notable transformation in the linguistic image of Sri Lanka. The national language of Sri Lanka, Sinhala, is gradually losing its esteem and vigor. English has been embraced as a replacement for Sinhala in various fields. The occurrence of the mixing of English words in everyday Sinhala discourse is increasing day by day. The hybridization of language cannot be labeled as a mere linguistic modification; it is rather a socio-cultural phenomenon that needs to be studied.

The mode of mixing processes used by the creative writers depends mainly on speaker type, social class, age and gender. The survey conducted on youth consumer perceptions on code-mixed advertisements identified that mainly youth are targeted and manipulated and mostly fast foods and snacks are being advertised via code-mixed commercials. For them code-mixing is said to be a spontaneous outcome which can be a result of their close relationship with mass media, new media and diverse social connections.

The relationship between rapid demand for advertisements and the mixed variety with the change of widely used language in Sri Lanka can be understood through this study. Further, the survey concludes that the Sinhala-English code mixing in television food and beverage advertisements do not only reflect language change but also transformation in Sri Lankan culture/ way of life as a whole. The

findings will be useful for the marketers to understand language choice of the consumer in persuasive advertising.

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