

The Impact of English Language Usage by Pakistani Companies in Advertisement and Its Influence on Customer Perception on Product and Services

Qaisar Hayat Khattak

Lecturer in English, Department of English, Kohat University of Science & Technology Kohat at- qaisarhayat@kust.edu.pk

Javeria Naz

MPhil English Linguistic Scholar, Department of English, Kohat University of Science & Technology Kohat at- javeriaktk881@gmail.com

Tahira Khattak

MPhil English Linguistic Scholar, Department of English, Kohat University of Science & Technology Kohat at- tahirakhattak903@gmail.com

Abstract

This research work examines the impact of English language tradition by Pakistani companies in advertisements and its effect on customer insight of products and services. In spite of Urdu being the national language of Pakistan, many companies select to use English in their advertising. English is linked with modernism, competence, and international appeal, and is used as a sign of high grade and respect. The research intentions to understand the inspirations behind this language excellence, examine the advantages and difficulties of using English in advertising, and inspect customer sensitivity towards English language advertisements. The study develops a mixed methods tactic, including questionnaire surveys and analysis of company monograms. The findings highlight the influence of English language advertising on consumer perceptions and provide insights for developing current advertising strategies made-to-order to Pakistani consumers.

Introduction

In the globalized and organized world of business, publicizing has become the mainstay of trade and commerce. Language used in ads plays a crucial role in shaping customer discernments about foodstuffs and services. In Pakistan, Urdu is the national language, yet many businesses choose to expansively use the English language in their advertising to sway customers. English has become a symbol of modernism and prestige, associated with professionalism and international appeal. Pakistani companies use English as a status symbol to change customer perceptions. Pakistan, with its diverse culture and linguistic landscape, provides a unique opportunity to explore the role of language in advertising. English, being the most important language globally, is associated with modernity, professionalism, and international appeal. It is considered a mark of quality, invention, and status. This research aims to investigate the use of the English language in advertising by Pakistani companies and its influence on consumer perception.

- The objectives of this work are:
- To investigate popularity and extent of English language usage by Pakistani companies in their advertising.
- To understand the incentive behind Pakistani companies' choice to use English in their advertising despite Urdu being the national language.
- To examine the advantages and disadvantages of employing English in advertising.
- To analyze customer perceptions toward the use of English language in advertising by Pakistani companies.

This inquiry will relate a mixed-methods approach. The primary research instrument will be a questionnaire managed to customers to gather their viewpoints and answers to English language advertisements. Moreover, the emblems of selected Pakistani companies will be examined to provide graphic context to the study. This research work will mainly focus on Pakistani companies that use English in their advertisements. The study will distillate on the effect of English language usage on customer insights. However, due to the partial scope of the research, not all aspects of advertising and linguistic influence can be covered. The role of language in advertising and its effect on customer observation in the Pakistani setting are of great importance. This research will donate to considerate the part of language in marketing and the intended use of the English language by Pakistani companies to form customer perceptions. Additionally, the study may shed light on the linguistic preferences and sensitivities of Pakistani consumers, facilitating the development of effective advertising strategies tailored to their needs.

Literature Review:

While using English to market their goods, advertisers are determined to ensure that the language is understandable. According to Bhatia (2006), the issue arises when bilingualism levels are low in a country, making the intended message in English often unclear. Advertisers do not seem to pay much attention to the fact that customers frequently criticize English-language commercials

for being difficult to understand. This is due to the attention-getting nature of English, which compensates for its lack of understanding. Even if consumers don't comprehend the entire message, a single English word in an advertisement can capture their attention and achieve the desired effect (Bhatia, 2006). Recently, Japan has started using English as a means to attract consumer attention. Advertisements can take various forms, such as political, commercial, or personal, and different media channels, including mass media and multimedia, can be used for this purpose. Advertising originated around two thousand (2000 BC), perhaps 4000 years ago, with the Olden Egyptians cutting public signs in steel (Bhatia, 2006).

The transition from steel to digital advertising has gone through various stages up to the present. Advertising benefits people of all ages and is conducted using diverse media types and the most effective approaches (Kannan & Tyag, 2013). In today's globalized world, mass media advertisements are fascinating, engaging, and inventive, becoming an essential component of our daily lives. The promotion of sales and an increase in revenue are vital for businesses (Kannan & Tyag, 2013). Ads are all about persuasion; they should convince consumers to make purchases regardless of their class, caste, religion, or social standing. The effect must be strong to establish a brand image, inspiring an optimistic attitude toward product. When attempting to persuade customers, it is crucial to carefully select the words used. When directly engaging with customers, one should be passionate about maintaining strong interpersonal skills. Each time a media commercial is prepared, the communicator must be intelligent enough to convey the truth while effectively persuading the audience to buy the product.

In today's world, customers are increasingly discerning and can quickly discern the intentions behind advertising messages. Advertisers cannot simply mislead consumers, as this would only lead to one-time sales. Making false claims to deceive clients is not a viable approach to ensure the long-term survival and success of a firm. To expand customer circles in a sustainable manner, the advertisement and brand quality must align. Language is an influential tool that can effectively encourage populations and engage their attention in literature and commerce. Selection of language to express clear and unambiguous ideas, with the target people, is of utmost importance. It is decisive for the messenger to utilize well-structured language that has an important impact on consumers' decision while avoiding empty and dubious terms. The vocabulary used should be sufficient to clearly communicate the intended message to consumers (Panda, 2015). Visual elements also have a profound impact on consumers. They help the public identify and remember a product. A well-designed advertisement can make the decision-making process easier for clients as they assess what meets their needs and allocate their budget accordingly.

Advertising should inform customers about the availability and features of various products in the market. It assists purchasers in comparing different products and selecting high-quality goods. This can be achieved through effective style and ideas. Actually the English language is renowned for the extensive terminologies it has as language. Without a rich

vocabulary, advertising develops weak and can't establish a brand's presence in the service market. The selected vocabulary should be tailored to the brand and attract potential customers. While many languages have limited vocabularies, analogues, and homonyms, English offers advertisers greater flexibility in terms of wording and meanings. Different advertisers can define brands in diverse ways by utilizing the English language. When media professionals take a fresh element for an announcement, they should consider the emotional impact of the language they use. Before revealing everything, careful choices must be made regarding what to engrave and what to refuse. They required to select the suitable words and deal with them to capture the favour of their target audience

The usage of compound adjectives inside advertising, perform an important role in increasing the effectiveness of promotional strategies and generating revenue. These compound adjectives are commonly utilized in the English commercial like 'top-quality,' 'cost-saving,' 'brightly colored,' 'flavor-infused,' 'feather-light,' and 'enduring' (Kannan & Tyag, 2013). These examples demonstrate the widespread adoption of compound adjectives in advertising to highlight the unique qualities and advantages of products over others. However, it is important to note that advertising language does not always conform to conventional grammatical rules. Comparatives are frequently employed even when zero direct contrast is made. For instance, an advertisement designed a soap product might claim, "It cleans clothes better," without specifying what it is better than (Linguarama International, Alton UK, 1992-2000). The analysis presented in this literature review focuses on the utilization of the English language as a means of communication in the field of literature. However, it is worth noting that language holds significant importance beyond the realm of literature. In the context of work and marketing, vocabulary plays an equally crucial role and deserves deliberate consideration.

Please note that while efforts have been made to improve the grammar, syntax, and flow of the text, some sentences may still require further clarification or refinement to align with the specific objectives and structure of a literature review.

Pakistani Companies that Have Monograms Incorporating English Letters or Symbols in their Designs.

The 10 famous Pakistani companies along with a short introduction of each one as an epitome for using English in advertisement by these mentioned companies and its influence on customer perception.

The names of the companies along with its short introduction are as follow:

- Pakistan International Airlines (PIA): Pakistan's coast-to-coast flag carrier airline, providing national and international air transportation services.



The symbol associated with Pakistan International Airline acronym is as PIA. Although this symbol adds a visual element and serves as a recognizable and distinctive feature of the PIA. Most of the part of Monogram is in English which depicts that English is the language of choice selected as a symbol of prestige by this national air line

- Nestlé Pakistan Limited: A well-known international food and beverage company operating inside Pakistan, offering diverse range of products, including dairy, beverages, confectionery, and infant nutrition.



Good food, Good life

The strategy of the make's publicity movements, such as the Good Food, Good Life campaign, emphasis on endorsing of the health and for its products in English language.

Nestle likewise practices sales elevations, such as reductions and vouchers, to inspire consumers to use its products.

Nestle Pakistan monogram clearly having English inclination and notion in English e.g. Good food good life.

- National Bank of Pakistan (NBP): This is one of the largest profitmaking banks in Pakistani state, offering a wide range of banking services to individuals, corporations, and government entities. The monogram of the National Bank of Pakistan has English and Urdu both for th user attraction and recognition.

- Pakistan State Oil influence customers through English language as an advert means of influencing customers perception.



Pakistan State Oil

- Pakistan Tele Communication company limitedb , offering fixed-line, wireless, and broadband services to customers nationwide. PTCL through advert using English language as a means to influence customers to avail different internet and call packages. Their notion hello to the future is an



**Pakistan Telecommunication Corporation Limited
PTCL**

- Habib Bank Limited (HBL): One of the oldest and largest banks in Pakistan, providing a comprehensive range of financial services, including profitable and trade banking.
- HBL tries to place its position among other companies while using Sophisticated English language on advert and tokens to be wait as sated “You will be served shortly, be seated comfortably”. While receiving this token a customer thinks to be served with courtesy.



- MCB Bank Limited: A prominent commercial bank in Pakistan, offering retail, corporate, and investment banking services, along with a wide network of branches and ATMs. MCB company surmising to take over its prestige on other banks while advirting in English giving a belief of Islamic perspective to attract the customers.



- Oil and Gas Development Company Limited (OGDCL): The main assessment and production corporation in Pakistan's oil and gas division, involved in the investigation, development, and production of



- United Bank Limited (UBL): A major commercial bank in Pakistan, providing a complete suite of monetary facilities, including customer and corporate banking, investment management, and Islamic banking. Full monogram of this bank is in English with an attractive slogan “where you come first”



- Gul Ahmed Textile Mills Limited: A well-known textile company specializing in manufacturing and exporting textiles, including fabrics, apparel, and home textiles. They claim to transport value to their investors through ground-breaking advisement using English, knowledge, collaboration and by satisfying their social and ecological responsibilities.



These famous Pakistani companies use English in their ads to make connection with their customers through advertisement.

Research Methodology

Design of the study:

This study has quantitative research design to examine the influence of English in advertisements by Pakistani companies. Data will be gathered through a questionnaire and analyzed statistically. The main aim is to gain a comprehensive understanding of the perceptions and opinions regarding the usage of the English language in advertisements by Pakistani companies

Population and Sampling

The population selected for research comprises individuals who have encountered advertisements by Pakistani companies where English is extensively used to influence customer perception. A purposive sampling technique will be employed to select participants who have experience with such advertisements. The sample size will be determined based on statistical principles and the analysis adequacy.

Inclusion of Monograms

To provide visual context to the research, the monograms of selected Pakistani companies will be included in this study. These monograms serve as visual identifiers for the companies and provide insights into the strategies employed by Pakistani companies that extensively use English in their advertisements to influence customer perceptions of their products and services

Research Instrument

The research tool used to collect data will be a questionnaire, which will consist of previously developed items related to the research objectives.

Data Collection Procedure

The process of the collection of data will involve distributing the questionnaire to the selected participants. For electronic administration, the questionnaire will be shared via google form or

online survey platforms. For in-person administration, the questionnaire will be provided directly to the participants.

Data Analysis

The received data will be used through to statistical analysis using appropriate methods. Descriptive statistics as occurrences, percentages, means, will be utilized to abridge the demographic characteristics and responses from the questionnaire. Inferential statistics, such as correlation analysis and regression analysis, will be employed to examine the relationship amid variables.

Ethical Considerations

Ethical reflections will be given due attention during the research process. The members' informed consent will be obtained before their participation, and their privacy and confidentiality will be strictly maintained. The study will follow to moral guidelines and regulations to ensure the moralities and well-being of the participants.

Limitations

It is significant to recognize the limitations of this study. The findings may be limited in generalizability due to the specific sample selected through purposive sampling. Additionally, the reliance on self-reported data through questionnaires may introduce response biases. The researchers will make efforts to mitigate these limitations and provide a transparent account of the study's scope and implications.

Data Analysis

Demographic Analysis

Category	Percentage
Gender (Male)	80.4%
Gender (Female)	17.6%
Age (Under 18)	<3%
Age (18-24)	9.6%
Age (25-34)	63.5%
Age (35-44)	17.3%
Age (45 and above)	7.7%
Educational Level (Master's degree)	34.6%
Educational Level (BS degree)	15.4%

English Language Usage in Advertisement

Statement	Agree	Strongly Agree	Disagree	Neutral

Pakistani companies use English in advertisements	54.7%	28.3%	9.4%	7.5%
English influences perception about the product	56.6%	24.5%	11.3%	7.5%
English is used for companies' own benefits	49.1%	30.2%	13.3%	7.3%
English advertisements are more appealing	47.2%	24.5%	9.4%	18.9%

Effectiveness of English Language in Advertisement

Statement	Agree	Strongly Agree	Disagree	Neutral
English increases understanding of products	45.3%	18.9%	15.1%	20.8%
Urdu should be prioritized in advertisements	41.5%	37.7%	9.4%	11.3%
English hides weaknesses in products	43.4%	22.6%	17%	17%
English captures customer attention	52.8%	26.4%	11.3%	9.4%

Global Language and Target Audience

Statement	Agree	Strongly Agree	Disagree	Neutral
English is used for international appeal	60.4%	32.1%	5.7%	1.9%
English targets specific audience	53.8%	30.2%	7.7%	8.3%

Purchase Decision

Statement	Agree	Strongly Agree	Disagree	Neutral
English advertisements influence purchase decisions	30.2%	18.9%	24.5%	26.4%

Findings:

- **Demographics:** The majority of respondents (80.4%) were male, indicating a gender imbalance in the sample. The age distribution revealed that the largest segment of respondents fell within the 25-34 age range (63.5%). Educational level analysis showed that 34.6% held a Master's degree, suggesting a relatively higher level of education among the respondents.
- **Influence of English in Pakistani Advertisement:** A significant proportion of respondents (54.7% agreed and 28.3% strongly agreed) acknowledged the extensive use of English in advertisements by Pakistani companies. This suggests that English language advertising has a substantial impact on shaping consumer perceptions.
- **Perception of English Language Influence:** A majority of respondents (56.6% agreed and 24.5% strongly agreed) believed that English in advertisements used by Pakistani companies influences their perception of the advertised products. This finding highlights

the persuasive power of English language advertising in shaping consumer attitudes and preferences.

- **Benefits of English Language in Advertisement:** The majority of respondents (49.1% agreed and 30.2% strongly agreed) recognized that Pakistani companies use English in advertisements for their own benefits. This finding suggests that English language advertising is perceived as advantageous by companies in terms of attracting customers and promoting their products and services.
- **Appeal and Persuasiveness of English Advertisement:** A substantial portion of respondents (47.2% agreed and 24.5% strongly agreed) expressed agreement that advertisements in English by Pakistani companies are more appealing and persuasive compared to those in other languages. This indicates a perceived superiority of English in terms of capturing consumer attention and driving purchasing decisions.
- **Understanding and Information:** A significant number of respondents (45.3% agreed and 18.9% strongly agreed) believed that the use of English in advertisements by Pakistani companies increases consumer understanding of the products and services being advertised. This suggests that English language advertising effectively conveys information to consumers, facilitating their comprehension of the advertised offerings.
- **Preference for National Language:** A considerable proportion of respondents (41.5% agreed and 37.7% strongly agreed) advocated for the use of Urdu, the national language of Pakistan, in advertisements by Pakistani companies. This finding indicates a preference for prioritizing the national language over English, emphasizing the need to balance language choices to better connect with the target audience.
- **Perception of English as Hiding Product Weaknesses:** A notable percentage of respondents (43.4% strongly agreed and 22.6% agreed) believed that Pakistani companies employ English in their advertisements to mask the low quality of their products. This suggests a negative perception of English language advertising as a means of concealing product deficiencies, requiring companies to address this concern through enhanced product quality assurance measures.
- **Effectiveness of English in Capturing Attention:** The majority of respondents (52.8%) agreed that English language advertisements by Pakistani companies are more effective in capturing customer attention compared to advertisements in other languages. This finding highlights the perceived attention-grabbing power of English in advertising campaigns.
- **Global Appeal of English:** A significant proportion of respondents (60.4% agreed and 32.1% strongly agreed) believed that companies worldwide use English in their advertisements to create a sense of appeal at an international level. This finding underscores the recognition of English as a global language and its association with broader marketing strategies aimed at reaching a global audience.

- **Recommendations:**

- Customized Language Strategies: Companies should adopt customized language strategies that consider the preferences and cultural context of their target audience. While English language advertising may have its benefits, a balance should be struck by incorporating the national language, such as Urdu, to establish a stronger emotional connection and resonate

Appendices: A

List of Pakistani Companies whose monogram are included in research

1. Pakistan International Airlines (PIA)
2. Nestlé Pakistan Limited
3. National Bank of Pakistan (NBP)
4. Pakistan State Oil
5. PTCL Pakistan telecommunication Authority
6. Habib Bank Limited (HBL)
7. MCB Bank Limited
8. Oil and Gas Development Company Limited(OGDCL)
9. United Bank Limited (UBL)
10. Gul Ahmed Textile Mills Limited)

Appendices: B

Questionnaire

Section-1

1. Gender

Male

Female

Other

2. Age

18-24

25-34

35-44

45 and above

3. Education Level

Under matric

Matric

FA

BA

MA

Higher

other

Section-2

4. believe that Pakistani companies extensively use English in their advertisement.

a) Strongly agree b) Agree c) Neither agree nor disagree d) disagree e) Strongly disagree

5. English in advertisement used by Pakistani Companies influence any perception about the product.

a) Strongly agree b) agree c) Neither agree nor disagree d) disagree e) Strongly disagree

6. I think the decision to use English language in advertisement by Pakistani Companies is for their own benefits.

a) Strongly agree b) agree c) Neither agree nor disagree d) disagree e) Strongly disagree

7. I found English language advertisement by Pakistani Companies more appealing and persuasive than advertisement in other language.

a) Strongly agree b) Agree c) Neither Agree nor Disagree d) disagree e) Strongly disagree

8. The use of English language in advertisement by Pakistani companies increase my understanding of the product and services.

a) Strongly agree b) Agree c) Neither Agree nor Disagree d) disagree e) Strongly disagree

9. Urdu being the National Language of Pakistan, should be used by the Pakistani companies in advertisement of their product and services.

a) Strongly agree b) Agree c) Neither Agree nor Disagree d) disagree e) Strongly disagree

10. Pakistani companies That use English language in their advertisement are producing good product compare to other companies.

a) Strongly agree b) agree c) Neither Agree nor Disagree e) Strongly disagree

11. Pakistani companies try to hide their low quality product through the mean of English language being utilized in advertisements.

a) Strongly agree b) Agree c) Neither Agree nor Disagree d) disagree e) Strongly disagree

12. English- language advertisements by Pakistani companies are more effective in capturing my attention compared to advertisement in other language.

a) Strongly agree b) agree c) Neither Agree nor Disagree d) disagree e) Strongly disagree

13. The use of English- language in advertising by Pakistani companies creates a sense of international appeal and global reach.

a) Strongly agree b) agree c) Neither Agree nor Disagree d) disagree e) Strongly disagree

14. I believe that Pakistani companies use English in their advertising to target specific audience or demographic

a) Strongly agree b) agree c) Neither Agree nor Disagree d) disagree e) Strongly disagree

15. English language advertisement by Pakistani companies make me more like to consider purchasing their product or services.

a) Strongly agree b) agree c) Neither Agree nor Disagree d) disagree e) Strongly disagree

Bibliography

- Bhatia, V. K. (2006). *Advertising in a multilingual environment: Perspectives from Hong Kong*. *Journal of Pragmatics*, 38(10), 1702-1726.
- Kannan, V. R., & Tyagi, S. K. (2013). *Effectiveness of advertisement*. *Journal of Creative Communications*, 8(2), 123-139.
- Linguarama International, Alton UK. (1992-2000). *Grammar review*. Retrieved from <https://www.linguarama.com/ps/grammar.htm>
- Panda, D. (2015). *The power of language in advertising*. *International Journal of English Language, Literature and Humanities*, 3(4), 1226-1236.
- Farrukh, M., Khan, M. B., & Nawaz, A. (2019). *The Influence of language in advertisements on consumer buying Behavior: A study of Pakistan*. *Pakistan Journal of Commerce and Social Sciences*, 13(1), 140-161.
- Hussain, M., Ali, A., & Ahmed, Z. (2019). *The use of English in advertising and its impact on consumer perception: A case study of Pakistan*. *International Journal of Management, Innovation & Entrepreneurial Research*, 5(1), 57-65.
- Jabeen, S., & Haque, A. U. (2017). *Impact of language in advertising on consumer perception: A case study of Pakistan*. *Management and Administrative Sciences Review*, 6(3), 265-275.