

our cognitive processes and communication patterns, reflecting the dynamic nature of language and mind.

Users often switch between languages or combine elements from different languages to express their identity and affiliate with specific communities. This phenomenon is especially noticeable on online platforms, where users use multilingual practices to navigate and assert their cultural identities in the digital sphere.

The ongoing development of digital communication technology is influencing modern communication styles, fostering linguistic diversity, and supporting worldwide linguistic trends. This transformation is not only changing how we communicate but also influencing cultural identity. Finding a balance between maintaining linguistic diversity and utilizing the advantages of digital communication is essential as we move forward. Ultimately, our capacity to utilize digital technologies while appreciating the diverse range of linguistic traditions around the world will probably determine how language develops in the future.

Reference

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D. Kostyuk

Д.Ю. Костюк

БНТУ (Минск)

Научный руководитель Д.И. Бондарчук

THE IMPACT OF LANGUAGE ON ADVERTISING AND CONSUMER PERCEPTION

Влияние языков на рекламу и восприятие потребителей

In order to reach and seduce their target audience, brands cannot ignore the influence of languages in their advertising communication. Indeed, the language chosen by brands to interact with different customers can affect the perception of the quality of services provided, as well as products that are sold, based precisely on the language used on the packaging or label. Before contacting different target groups in a particular language, several factors need to be carefully considered. The goal of the research is to analyze how the language used by brands in their advertising affects consumer perceptions of product and service quality.

Communication shapes our view of the world and our relationships with other people. Consequently, the languages we use to communicate also affect our perception of the

surrounding reality. Therefore, we understand why the languages used by brands can affect the perception of their consumers, as well as the quality of customer service.

It is important to explore how the strategic use of languages can be beneficial for business, emphasizing not only the influence of language on the effectiveness of advertising communications, but also on the relationships established through interaction between company employees and customers.

There are some aspects that may lead consumers to wish to express their thoughts in a language other than their native language, as well as some elements that may affect customers' language preferences. When we talk about languages, there are two important aspects: the functional aspect, that is, «I understand or I don't understand», and the emotional aspect, «I like it or I don't like it». In fact, the various factors that can influence preferences.

It all starts with identity and cultural factors, which mean that each client has a different relationship with different languages spoken. In this regard, it is worth analyzing the use of language variants, for example, dialects, by brands in marketing campaigns and their impact on consumers. Another important factor to consider is the context in which the interaction between the brand and the customer takes place, as customers may have completely opposite language preferences depending on the country or region where they are located.

In addition, there are other aspects such as «language proficiency» and «willingness to speak» the language on the part of customers, which can also vary depending on the type and «degree of complexity» of the interaction (for example, if they order coffee or buy another type of product). Certain personal characteristics of speakers, such as gender and age, can also influence their tendency to use or not use a particular language or language variant, so these personal characteristics can also influence consumer choices and behavior.

Languages are an integral part of the personality of speakers and, therefore, have an emotional value that must be taken into account and which can also be used by those involved in creating marketing campaigns.

Obviously, the use of a language is directly related to the country or regions where it is spoken most often; however, different language variants such as dialects and accents often coexist within the same country. They are associated with their respective native speakers and often become a distinctive feature of the inhabitants of a region or country. Brands can use this phenomenon to target specific consumer groups and create more personalized communication.

The research results demonstrate that factors such as cultural identity, emotional connection, and context-specific preferences play crucial roles. Strategic language use can enhance advertising effectiveness and strengthen customer relationships, as consumers' functional understanding and emotional responses to language impact their engagement and satisfaction. It also highlights the importance of thoughtful language selection in marketing to effectively engage diverse consumer groups.