Code Mixing as a Socio - Psychological Advertising Strategy in the Era of Glocalization

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Abstract

The inventive use of language in different areas by humans makes them creative and innovative. The use of innovative language in advertisements is to hold the attention of consumers and to motivate them to purchase different products. They (advertisers) use different and updated language techniques in advertising; one of them is code mixing (CM), which refers to the mixing of words from different languages in a systematic pattern. This paper intended to provide the role and impact of code - mixing in advertising in India through the interviews conducted from 100 individuals. This will result in understanding the concept of code - mixing from the perspective of 'global advertising strategy'. Additionally, it would help in understanding the cultural identities of other regions and 'social responsibilities'. The results obtained from lexical analysis of code mixed advertisements and readers' attitudinal surveys showed that the linguistic factors of advertisements are designed keeping multilingual reader's psychology in mind. Advertisers strategically utilize their linguistic creativity by including different symbolic meanings in their creative linguistic repertoire. It helps in keeping the product memorable. In order to fulfil the purpose of the study, quantitative approach was used to check whether code mixing in advertisements works as a successful language strategy in having imprints on consumers' minds. The paper provides new explanations using exploratory and descriptive analysis that would be helpful as an evidence to enhance the quality of communication in marketing. It will further provide insights to the advertisers for the development of new marketing policies.

Keywords: code- mixing, language of advertisements, print advertisements, Indian English

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Language plays a predominant role in the complex process of communication. From the time people began to use language for their communication, it has undergone phenomenal changes: from carving on the wall to writing on paper, from sounds to meaningful voices, from structure to words, it has brought a rapid change in itself with time, people, and geographic locations.

As communication takes place among people for exchanging thoughts, people began to use language in their own ways. 'Ways' here may refer to their specific purpose. Different purposes have given rise to the use of different terminology. People from different professions use different vocabulary. Use of technical language by an engineer, legal language by a lawyer, or medical language by a doctor makes language diverse.

The need of time made people learn more than one language. They began to mix languages as per the context and their conversation. Blend of two languages emerged out in the form of borrowing, switching, and mixing of lexical items of one language with other language to make it more communicative, attractive, memorable, and creative. As a result, English became the language of communication in various fields of globalized India. The practice of

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mixing two languages is known as code - mixing. It is very common in everyday communication among the young generation. Subsuming two important points - English as a status symbol and a language of expression - advertisers started using it as a marketing approach. They try every way to get hold of the customer's attention when it comes to the point of publicizing a product in the market. Fascinating language is one such strategy to evolve their product nationally and internationally.

Nelson Mandela, a talented man of extraordinary quality of negotiation quoted that "if you talk to a man in a language he understands, that goes to his head and if you talk to him in his own language that goes to his heart." Advertisers use such a language that can influence both head and heart together of a customer. Ke and Wang (2013) said that advertising is a 'business of words' where advertisers surround a consumer with their advertisement all around. It is used to persuade, recommend, suggest, and attract the attention of customers. A number of studies have been conducted on the linguistic factors of advertisements.

Advertisers update their language of ads with the changes in language of society as they are directly proportional to each other. India is a country with a multi-lingual society and people. People began to use English as it is considered to be language of 'social status and esteem'. English as a global language contributed in producing the integrated form of language, where English and the mother tongue blend together, which was described as glocalization or Englishization by Bhatia and Ritchie (2004).

Words from the 'guest language' are embedded in the 'host language' (Shridhar & Shridhar, 1980) as advertisers tend to find correlations between the selection of words and social structure. They use code-mixing in their advertisements as a 'global advertising strategy' as it appears to be more appealing to the young generation (Hsu, 2013). Effective use of nouns, adverbs, conjunctions, prepositions, and rhythmic words in the host language keeps the semantic meaning the same but gives rise to creative and dazzling attention to the product.

The analysis in this paper intends to show how code mixing became an advertising strategy. The results of the study are collected from advertisements and responses, which were analyzed by taking into consideration the seminal works by connoisseurs of sociolinguistics, code mixing, and code switching. Therefore, this paper attempts to understand the socio-psychological effect through the conducted activity and print advertisements. Furthermore, it provides insights about the shift in the mind-set of customers who can be influenced by using code-mixing as an effective advertising strategy. It will be helpful in enhancing the quality of advertisements and will provide insights to copywriters, including marketing managers, in the field of advertising.

Review of Literature

(1) Advertisements : Psychologically affecting, persuading, reminding, and informing the customer's mind through communicating the message is perfectly done by advertisements. It is a 'non- personal communication' done on a payment basis which circulates the information of a product among the customers through the help of different means of communication. The main intension of advertising is 'persuasion'.

In the world of competition, where people are running parallel to compete with one another, they use advertisements as a tool to prove the superiority of their product. The advertisers differentiate their product from others by highlighting the important features. Language, pictures, or other devices are used in advertisements to make an influential impact on the consumers and readers. Ultimately, it can help to understand the audience's actions, emotions, beliefs, and attitudes and to receive fruitful advice and recommendations to try new products and to give suggestions on using a product repeatedly. Words of advertising are so powerful that they contribute 50 - 75% in selling a product (Ke & Wang, 2013).

Ke and Wang (2013) explained the basic function of advertisements through the abbreviation AIDCA which stands for 'attention, interest, desire, conviction, and action'. To fulfil their purpose of communicating the information for introducing a product, advertisers use such a language, which is easy to read, is memorable, and contains some catchy vocabulary.

To promote a product with higher memorability, they make innovative slogans that cover the most important part of an advertisement. People keep on repeating the good and rhythmic slogans even in their routine communication and hence remember a product. A slogan is a short sentence or a phrase which builds the image and identity of a brand. It is generally in bold fonts to attract the attention of a product. It should convey appropriate information in a very clever manner.

Some advertisements consist of repetitive slogans, which are deliberately put in to emphasize the quality and identity of a product. Comparing a logo and slogan, Leech (1966) said that a slogan is more powerful as it reinforces the identity and value of a product. They are made to make the product impressive and to satisfy the foremost purpose of marketing, that is, to make customers buy their product. Communicating the message through slogans, logo, body copy, headline, or through any other linguistic factor affects the consumers' psychology. Customers tend to interpret the message in their own context and as per their own needs. So, according to Wild, Wild, and Han (2008), a conveyed message should exclude all the factors that can distract or lose the track of a reader. For this, advertisers should give pivotal importance to the language used in advertisements.

(2) Code Mixing (CM) : It is a common phenomenon in a bilingual and multilingual country like India ; this happens due to the unavailability of the correct words in a particular language or by substitution of one word with other of a different language (Geetha & Kamatchi, 2010). According to McNamara (1969), bilingual is one who has the knowledge of more than one language and possesses the quality of using his/her second language skills when in need. On the other hand, according to Spolsky (1998), people with the knowledge of two languages can be found easily, and they are called bilinguals. Therefore, a bilingual can be defined as a person who is capable of functioning in two different languages. This may vary to the limited knowledge of two different languages or the strong command over two entirely different languages.

According to Wardhaugh (1992), "Conversational code-mixing involves the deliberate mixing of two languages without an associated topic change" (p.107). Hudson (1999) defined code-mixing as a case "where a fluent bilingual talking to another fluent bilingual changes language without any change at all in the situation" (p.53). He also said, "To get the right effect, the speakers balance the two languages against each other as a kind of linguistic cocktail" (p.53). Presently, people are fond of using code mixed language. It is used almost in every field of work in class room lectures, technical writing, daily conversation with friends and family, and so on. It is normal to use two languages by bilinguals in a formal and informal atmosphere. Even some evidences can be shown from literature, novels, and literary pieces (Rani, 2008).

Code-mixing is one of the strategies which is prevalent and is being entertained by the present generation in the advertisements. Different linguists have given different meanings associated with it as they termed it as 'transference' (Crystal, 1997 ; Kachru, 1978) ; 'embedding' (Bokamba, 1989) ; 'interference' and 'borrowing' (Gumperz & Hernandez, 1972). So, an utterance would be considered as code - mixed if it involves two languages at a time where elements of one language - 'host language' - are inserted into another language - 'guest language' (Shridhar & Shridhar, 1980).

Gupta (2007), while writing about other regional languages of India, observed that code mixing shows modernity. It is used to explore the nature, frequency, causes, and functions of using the communication with the masses. He said that English words are common English code mixed elements, while simple sentences are frequently code mixed. They are easy to read and are mostly pun.

✤ **Code Mixing in Advertisements :** People use two or more linguistic varieties in the same conversation or interaction. Crystal (1997) said that people switch to any other language which is known to them, if they cannot explain things in their own language. To make it more interesting and attractive, advertisers choose to use the linguistic phenomenon of code- mixing in their advertisements.

According to Tay (1989), "Code-mixing involves the embedding or mixing of various linguistics units, that is,

morphemes, words, phrases, and clauses from two distinct grammatical systems or sub-systems within the same sentence and same speech situation"(pp.408-409). For example: ' **नया टेस्ट, नयी मस्ती** ' (Advertisement, 2015, October 10). This embedding or mixing of English with a regional language makes it more creative and innovative.

Leung (2010) wrote that with reference to the language used in Hong-Kong, CM is a common character of the language used in Hong-Kong. Advertisers use English, Japanese, and vernacular Cantonese with Chinese to attract consumers and this is done predominantly to get across the messages which are being conveyed. Acharya (2009) explained that CM in Nepali commercials is used as a marketing strategy as it shows 'modernity'. He gave instances from the data which he had gathered and observed that only 43% of the commercials were purely telecast in Nepali, while 57% were code-mixed with English. He also highlighted the redefined roles of gender in the changing language phenomenon. Rasul (2013) described the impact of CM on Pakistani magazines as they included the phenomenon to explore the nature, frequency, causes, and functions of using and communicating the matter with the masses.

Using the quantitative method of research methodology, Shooshtari and Allahbaksh (2013) studied CM in Persian magazines and explained that English words, which are code-mixed in the magazine, are 'easy-to-read' words and mostly include pun. This is done for attention, persuasion, innovation, creativity, and prestige. Shooshtari and Allahbaksh (2013) studied the literature of different authors for the use of English in print advertisements. With reference to Japanese, Thai advertisements, Asian advertisements, Arabic advertisements, French advertising, Swedish advertising, Brazilian advertising, Korean advertisements, and German advertisements, in all these studies, the authors agreed with the point that it is done to show modernity, to have a psychological effect, internalization and Westernization, and to make them impressive.

(3) Factors Affecting the Mixing of Two Languages : There are number of reasons that affect the mixing of language. One of the most important reasons is making an advertisement of international standards (Larson, 1990). Even quality of modernization also comes with the inclusion of English words (Baumgardner, 2008 ; Bulawka, 2006 ; Gupta, 2007). To reach out to a larger group of customers in the world of glocalization, it is necessary to have multinational marketing which consists of a mix of different languages to make it a global brand by reaching out to people of every corner (Neelankavil, Mummalaneni, & Sessions, 1994). The major reason given behind the use of mixed words is globalization according to Gupta (2007).

(i) Colonization : The British colonization of East African territory is one of the factors that gave birth to the phenomenon of CM, lexical and grammatical borrowings, code-switching, bilingualism, language shift, development of pidgins and Creoles, and other linguistic phenomena.

(ii) Globalization : English as a language is greatly influenced by the globalization (Cerdeno, 2010) where people tend to mix two or more languages together. Grosjean (1998) estimated that more than half of the world's population is bilingual. According to Kia (2011), code-mixing is defined as the mixing of two languages in oral or written text. It is the generation of a new code when one language mixes with another language in a 'structurally defined pattern' in a globalized world. In addition, Kachru (1978) and Bhatia and Ritchie (1999) explained it as a transfer of linguistic units of one language into other.

(iii) Bilingualism : CM started with the effect of bilingualism (Crystal, 1997), but it evolved in advertisements as a communication in response to the sense of messages they receive through it (Leiss &Botteril, 2005). Advertisers use this as a strategy, keeping in mind the type of product to be advertised. Advertisements of 'luxury items' (as described by Krishna & Ahluwalia, 2008) include English-Hindi code-mixed taglines, while advertisements of 'necessity products' possibly include only the lexical items of a regional language, creating a sense of 'group belongingness'.

(iv) Standardization : Advertisers target their group of customers when they come up with their product. Copywriting using code mixing gives them an opportunity to introduce the same product in other countries which do not have Hindi as their mother tongue. Incorporating English lexical items widens the target group and hence the sale of products (Baumgardener, 2008).

(v) Image Building : Brand name and product name with English dominance gives a global image to a product. This helps them in positioning a brand in the world, keeping customers from all around the world, and retaining a unique image of global status (Baumgardner, 2008).

(vi) Fills the Missing Gap : Code mixing helps in filling the gap with appropriate words of another language. **डेटा जो दे सफ,चेट औरकॉल करने की आज़ादी** (MTS, October 8, 2015). Instead of data, surf, chat, and call, if the words are used in pure Hindi ; **आधार-सामग्री, नेटचलाना ,गपशप, बुलावा,** they won't satisfy the purpose of conveying the right message.

(vii) Status Symbol : Language that people use might serve as their status symbol. Using words from English language helps to establish a status in front of those who are less powerful in using that language (Gross, 2000). Using the same idea, advertisers use lexical items from different languages, establishing a position and status in the market.

(viii) Commercialization : Advertisements are the mode of making a bond between a buyer and producer which are developed to have social, political, economic, or cultural impacts, but also to have other types of relations. "Advertising strategies involving foreign words taken out of their original context and domesticated for commercial purposes contribute to or at least play an ethnocentric view of foreign languages" (Homes, 2005, p.213). Even social media marketing is attaining a great hike by developing customer trust and engaging in customer interactions (Sharma & Kalra, 2011)

(4) Linguistic Features of Advertisements that Affect the Socio - Psychology of the Human - Mind : Analyzing and understanding individuals in social conditions and surroundings is termed as social psychology. According to Maslen (2008), "A good sales writer is the one who knows his reader the same way - their foibles, their motivations, their innermost fears and desires" (p. 45). Baron, Byre, and Suls (1989) defined social psychology as the scientific field that seeks to understand the nature and causes of individual behaviour in social situations. Advertisers observe certain behaviour, actions, and feelings of different people in different societies. The way they feel, believe, think, and intent is constructed together on a psychological basis to influence customers.

There are different linguistic features of print advertisements that play an important role in influencing customers. Headlines help in direct selling with a fast start to a product. It uses two to three important qualities of a product to get the attention of a customer. Body Copy, on the other hand, is an answer to all the questions that pop up in the minds of readers. What to buy, from where to buy, price, location, varieties, distributors and quality, etc., are described perfectly (Burton, 1991). The trademark of advertisements, which is termed as slogan, is registered with full protection. It is the part of an advertisement of prime value. So, it should follow the important qualities of memorability, readability, and selling power. It should reflect the most important features of a product in an attractive manner which can motivate a person with the reasons to buy the product (Ke & Wang, 2013).

Many research studies have been conducted on CM. Leung (2010) supported his research by examining the reasons of code-mixing in print advertisements of Hong-Kong newspapers. Hsu (2013) contributed by focusing on the public's attitude of mixing languages. Though these studies are not directly related to this research, they are still

important as they help us by providing a baseline to co-relate the study of 'lexical words' with their uses and effects on the Indian society. These lexical words are defined as the unit of language that have lexical meaning (independent meaning, different from phonological and grammatical meaning) in a semantic context (Crystal, 1997).

Puntoni, de Langhe, and van Osselaer (2009) observed that people are highly attached to the advertisements on their emotional side if the language of advertisement is more attached to their native language. Schmitt, Pan, and Tavassoli (1994) supported Puntoni et al. (2009) by claiming that if an emotional message is to be conveyed, then it should be done in the customer's native language. On the other side, Arens, Weigold, and Arens (2008) gave importance to the understanding of a customer and said it is better to mix languages as it affects the emotional side of a customer in more or less the same way. Harris, Cleason, and Aycicegi (2005) studied the emotional side of bilinguals and came out with the results that no words or language is apprehended in dominance to other languages. Incorporating lexical items from a different language in the host language makes advertising more creative and commercial. This attracts the reader who spends some valuable and intellectual hours on reading a newspaper which he/she is considered to read and see the headline and visual illustrations first and then the body copy (Belch & Belch, 2003 ; Leiss & Botteril, 2005). Headlines are the leading portions that are read first by the reader. They are set in large type and are considered an important part of a print advertisement, while the body copy is the main long written text portion that gives relevant information and features of the product (Belch & Belch, 2003).

Advertisers subsume lexical words from English in Hindi newspapers, which have gained them an international repute as it brings 'linguistic flavour' in an advertisement (Nandi, 2013). The experimental use of language by advertisers in using new and catchy slogans helps to make advertisements more attractive and memorable in the consumer's mind. They are used more in bilingual countries so that a consumer can notice and appreciate the linguistic change, pun, and the use of rhythmic patterns (Alcnauerova, 2013). Using some words from a different language in Indian print advertisements helps advertisers to build up confidence in the product that can have socio-psychological implications on the consumers' minds (Hsu, 2013). Martin (1998) said that few advertisements give a seductive essence, as in the slogan of American Jean Company 'Men prefer women in Lee' (Alcnauerova , 2013).

Research Approach

This paper has attempted to understand the role of code mixing as a socio-psychological advertising strategy that can be used in understanding the process of generating innovative advertisements in the era of glocalization. Also, it has tried to have insights about the use of words frequently used by people during communication, which can be influenced by the social context. This conceptual paper is based on systematic literature review, which includes selected seminal papers.

The study aims at investigating Hindi and English CM found in newspapers. Only code-mixed advertisements were selected for the research purpose. The study only takes into consideration the print advertisements of the popular Hindu daily Dainik Bhaskar, including its supplements. Out of the different parts of print advertisements - headline, body, illustrations, logo, slogan (Belch, 2005), the study was conducted only on the linguistic aspects: headlines, slogan, and body copy. No non-linguistic aspects like colour, picture, size, product design, etc., were taken into consideration by us. The mixing of lexical items from any language other than English and Hindi were not taken into consideration. Advertisements from other print media, like magazines and journals, were not included in this research. Data collected for understanding the reasons and effects of CM were collected from the respondents based in Jaipur city.

This study sought to use both qualitative and quantitative approaches. The qualitative approach involves analyzing data, while the quantitative approach describes the collected numerical data. The qualitative approach is used to study the lexical items of code - mixed advertisements. The method used by us is content analysis through

which collected data of print advertisements were analyzed. Babbie (1990) defined it as the analysis of recorded data. Through this method, texts of advertisements were studied for a valid understanding.

We counted the statistics of different parts of speech on our own to avoid any confusion. Identification of all nouns, verbs, pronouns, adverbs, conjunctions, adjectives, and interjections were done with reference to their use in different parts of an advertisement. Finally, uses of these lexical items were segregated on the basis of their availability in slogans, headlines, body copy, logo, and name of company.

The data of this study are the linguistics features of the advertisements printed in the newspaper. The study took data from the daily Dainik Bhaskar, which is a Hindi newspaper with the highest sales and readership (Audit Bureau of Circulations, 2014). Duplicated advertisements were not selected to eliminate any discrepancies in the results that may occur due to duplication. Advertisements were selected on the basis of purposive sampling. The period of selecting the advertisements was from October 1 - October 30, 2015. This month was selected as it is considered to be the festive month in the Indian calendar and includes the maximum number of advertisements. Furthermore, an activity was conducted with 100 participants to observe the practicality of the idea used in this study. Data collected from advertisements and activity were later analyzed keeping in mind the socio-psychological effect consumers have after reading code mixed words in slogans, headlines, and body copy of advertisements.

The data was collected only from a single newspaper as other competing newspapers included the same advertisements. Moreover, 100 advertisements were collected, which is considered sufficient to be used in the study. In addition, an activity was conducted with 100 participants to see the memorability of linguistic features of advertisements among a group of 100 people. The activity began with showing the presentation of 20 code mixed advertisements. Participants were asked to read the linguistic items of advertisements. Later, they were asked to write as many words they remembered. The participants were from the age group of 24-75 years, were post graduate and graduate students, IT professionals, and teachers who were well versed in Hindi and English.

Main Observations

Linguistic Items	Nouns	Verbs	Adjectives	
Body Copy	189	19	2	210
Headline	30	4	6	40
Slogan	22	2	5	29
Name of Company	18	0	2	20
Logo	1	1	2	4
Total	260	26	17	303

The above table shows the frequency of nouns, verbs, and adjectives in 100 advertisements. Other parts of speech - pronouns, adverbs, conjunctions, and interjections were observed during the collection of data, but they were not code mixed as per the our observations. The body copy consists of the maximum number of code- mixed lexical items.

Deal pe Deal (Elica Kitchen, Dainik Bhaskar, October 10, 2015)

Repetition of words, rhythmic quality of advertisements are highlighted by the copywriters in the above mentioned advertisement as they try to emphasize the product and make it catchy and memorable. Such use of words shows the exaggerating quality of offers that invokes the customer to buy the product and to use offers and deals. Repetition is done to reinforce the identity of a product and to make it more powerful.

Example 1

प्रोडक्ट के लिए सर्च करे (OLX, October 5, 2015)

Example 2

ऐसे फीचर्स जिससे अधूरी ना रहे कोई ख्वाइश (Figo, October 6, 2015)

In the Example 1 and Example 2 of code mixing in body copy, the lexical items used are *'product'* and *'features'*. Use of such words in advertisements reflects the familiarity of the products with the present generation. As people are fond of using multiple languages, in that context, they find it more understandable. The language of advertisers goes hand in hand with the language prevalent among people. This affects the mind set of consumers regarding the standard of the product. English words reflect the modernization and Westernization of the product too.

Example 3

फिटनेस से भड़कर कुछ भी नहीं (Nutrigain, October 6, 2015)

Example 4

हेयर ट्रांसप्लांट अब जयपुर में (Medispa, October 11, 2015)

Examples 3 and 4 are examples of code mixing in headlines. Use of *'fitness'* and *'hair transplant'* reflects the mind-set of advertisers, which is to use such frequently used terms which people use in their daily communication rather than using pure translation '**तन्दुरुस्ति**' and '**बालप्रत्यारोपण**', which are difficult to understand as they are not used frequently in daily conversations. Headlines give the information of a product in an innovative way. Some headlines are 'direct' while others are 'indirect' which hides a good idea behind the words and leaves the interpretation on the reader. It answers different questions on selling a product and services to the customers. It includes major information about the offers, schemes, and discounts that a customer can avail.

Example 5

बालों को करे हाईलाइट
आपको मिले लाइमलाइट (Hair and Care Oil, October 1, 2015)

Example 6

हॉलिडे भी,
डील्स भी (Big Bazaar, October 2, 2015)

Slogans in advertisements are an influential weapon. They not only carry important information, but also the culture and social considerations. Rhythmic quality of slogans in advertisements makes them memorable. The long lasting remembrance comes with the words used in the language of advertisements. Use of rhythmic words like 'highlight and limelight' reflects the action and reaction of using a particular product. Understanding the

psychology of female customers which says words and communication and their effect on the woman's inner mental process creates a fantasy for her (South, Clare, & Franco, 2008). The big idea and the heritage of a brand should be revealed in a slogan. A slogan attracts the complete attention of a reader and makes the product unique.

Example 7

Big Bazaar (October 2, 2015), Memory Mantra (18 October), Smart Humsafar (October 10, 2015), and Malamaal Offer (October 10, 2015) are few examples of code mixed names of companies and schemes. Alliteration used in *'big bazaar'* and *'memory mantra'* makes the name of company and schemes easy to speak and catchy. Use of the word *'malamaal'* affects the psychology of a person that the offer will help them to gain money. Such lexical items attract the attention of consumers. Brand names are not only names, but they also explain some implicit features of a brand. Such brand names get the direct attention of readers as a bazaar which is 'Big,' which may imply that it consists of everything in it and *'Memory Mantra'*, which is available in capsules and syrup. A buyer would expect it to work as a mantra for people who are weak in studies and need some tonic for brain storming.

Example 8

Jab we invest (Reliance Mutual Fund, October 8)

Code mixing can be found even in the logos of a company. This not only shows the short laconic phrase which is code mixed, but also makes it creative and innovative. Customers tend to get attracted and remember as it contains words from both the languages.

During the activity which was conducted with 100 participants, they were shown 20 code mixed advertisements. After which they were instructed to write the words they remembered. They were given a short span of 5 minutes to write down the words ; 832 lexical items were noted down by the participants out which 519 were English words and rest 313 items were in Hindi.

Connecting the idea of code mixing with the data collected through both the sources, we observed that advertisers use such a language which is prevalent in the present scenario among the crowd. It is the language in which people feel comfortable as they themselves use it in their communication. This strategy is used by advertisers to direct the attention of customers towards a product. The language used is close to their heart and using both the languages affects the minds and heart of readers.

The existing literature gave insights of how code mixing as a communicative strategy became a persuasive advertising strategy. Code mixing that came into existence with the mixing of linguistic units of different language affects the socio psychology of people as it is frequently used by the people around. Advertisers keep on searching for the latest methods and techniques through which they can get the attention of customers and make them buy their products. Influencing a customer with the use of language is a difficult job that a copywriter performs keeping in mind different perceptions of customers on the global-local interface.

Managerial Implications

It will also provide information to the advertisers and copywriters about the on-going trends in language of advertising writing. Advertisers should now focus more on the creativity of language that they are employing in an advertisement. They should emphasize on flexible approach in writing brand taglines if they have not started to do so. Writing of an advertisement should include different factors, which can ultimately lead to the recognition of a brand and a product. Advertisers must not only concentrate on the entertainment factor as language leaves a long lasting impression on the minds of customers and viewers.

Conclusion

The study reviewed that the main purpose of using code mixing in advertisements is to affect the mindset of consumers socio-psychologically. Most of the code mixing is found in body copy of an advertisement, and the least is found in logos of companies. CM is a global phenomenon these days (Celik, 2003), which is highly entertained by the young generation. While making an advertisement interesting and creative, it helps in understanding the cultural identities of other regions and 'social responsibilities'.

The unfolded information will help people to understand the changes in language that occur due to mixing of languages. The study can help in building new strategies in the marketing industry of India. The outcome of the research is of significance to other researchers who want to pursue their higher studies in lexical analysis and CM. This will be of great interest to the students who are interested in knowing more about code-mixing in Hindi newspapers as probably, no research has been conducted on the English-Hindi patterns.

The results of this study can contribute to the development of new strategy related to the language of advertisements in terms of deeper understanding of psychological mind set of different consumer groups to gain progress in selling of products. Additionally, this will help marketing managers in making different policies for understanding how to use words of English to influence people more prominently.

Limitations of the Study and Scope for Further Research

The study was conducted only in Jaipur city, Rajasthan. Studies conducted in other parts of the country would be able to give better a reflection on the factors that affect code mixed advertisements. Perhaps, a study across different cities in India would be able to throw a better light on the factors affecting code mixing in advertisements.

There is a scope for further studies, which can explain the difference between code mixing, code switching, and borrowing according to the advertisements of the Indian scenario. Additionally, a study can also be conducted on the visual advertisements with respect to multiple language taglines that evolved over time. Innovations in the language can be seen with changes in time, technology, and mind-set of people. A comparatively enriched study can be done on the change of language with respect to time.

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