



Language as a Barrier to Efficient Online Marketing Campaigns for Big Brands

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ABSTRACT

Marketing plays a significant role in the development of brand value as it helps in spreading awareness among the customer base. It is easier to market and advertises through the online marketing approach in recent times. Online marketing has helped companies to rescue the cost and time of the marketing process compared to the traditional method. However, the barriers can be seen in the marketing approach due to the differences in languages. Many marketing strategies have failed to approach the targeted audiences due to language barriers. It can be seen that word-by-word translation of words changes the core meaning of the message of the brand. It is important for companies to understand the cultural difference and the value of language to comply with local laws and cultural regulations. The study has promisingly answered vital questions regarding the topic. The answer to the question has possible through the collection of the data through the primary quantitative method. Data has been gathered from 55 participants and questionnaires have been prepared based on 10 questions. Statistical analysis has been done through the use of SPSS software which eases the hypothesis testing process. Therefore test of demographic and the variables is done prominently in this study. More suitable numerical data need to be collected with the aid of this research study.

Key words- Language barrier, efficient marketing, online marketing, customer interaction

Introduction

Communication is the key component of an effective market of a company as it helps in making products and services mobile. Proper communication helps transfer ideas from manufactories to the end users which helps in building and maintaining relationships with customers, and other important stakeholders in the company (Jones et al. 2021). It can be seen that organisations often face tremendous challenges while marketing due to the barriers in languages. It can be seen that the big brands with a multinational existence often require to market their products or assistance to audiences that articulate different languages. Formulating effective commercial messages and content that reverberate with apiece language class can be time-constraining and resource-intensive (Low et al. 2020). Miscommunication and wrong interpretation of the brand message can be reached the target audience of a big brand in foreign places while the language is not clear. This significantly lowers the brand reputation in the competitive market and companies may lose potential customers both in the local and international market.

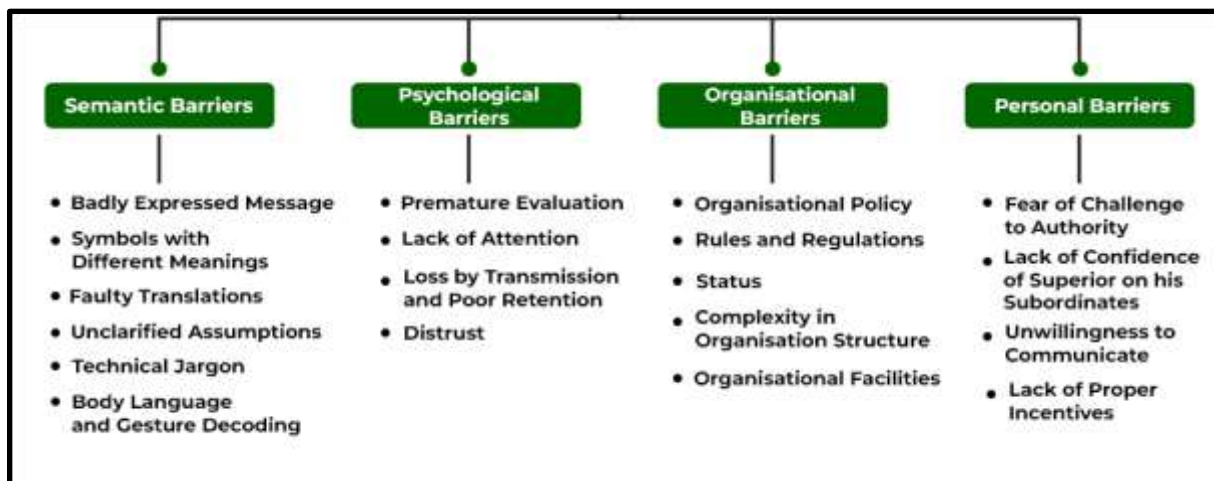


Figure 1: Types of language barriers seen in the marketing

(Source: Influenced by Katsikeas et al. 2020)

Figure 1 has represented the marketing mistakes due to the language barrier in companies. It can be seen that having no prior context of using a symbol from a different language can be troublesome for big companies while proceeding with marketing campaigns (Katsikeas et al. 2020). Apart from that faults in the translation system often imposes a challenge for the companies to manage the language of marketing content. Online marketing campaigns help organisations to attract new customers from the market and retain the existing ones effectively, in this process sending wrong messages due to a lack of understanding of a language or its tone can work opposingly.

**Figure 2: Conceptual Model Of Language Barrier**

(Source: Influenced by Qi et al. 2020)

In the marketing section, proper communication plays the vital role of attracting talent for the company, retaining customers in a competitive market and gaining the attention of generous investors. Meanwhile, presenting a context in the online marketing campaign that is not at all the language of the targeted audience can lead to the failure of the company in resonating with the population emotionally (Correani et al. 2020). This ultimately leads to a lower rate of engagement of customers, employees and other stakeholders and the overall productivity level reduced by the company. In the age of digitalisation. Online marketing has become an essential part of every business to perform in the local and in the international market (Qi et al. 2020). Thus, the barriers in languages while presenting marketing content through online campaigns need to be properly translated for the betterment of the business. It has been found that customers are more likely to show involvement with commencing and advertising materials that communicate directly to their needs, preferences, and cultural context.

Aim

The study has aimed to evaluate the language barriers in the efficient online marketing campaign by big brands.

Research Objectives

RO1: To understand the way language can impose barriers in online marketing

RO2: To analyse the way language barriers in marketing affect the business of a brand

RO3: To identify the importance of online marketing campaigns for the big brands

RO4: To recommend language barrier-based mitigation strategies for online marketing campaigns

Research Questions

RQ1: How language can impose barriers for big brands in the online marketing process?

RQ2: How do language barriers in marketing affect the business of a big brand?

RQ3: Why online marketing campaigns are important for big brands?

RQ4: What are the mitigation strategies for online marketing campaigns to reduce the language barrier?

Hypotheses

H1: Language barrier and the poor marketing campaign have a positive relation

H2: Improvement of linguistic approaches has a strong correlation with the online marketing campaigns

H3: Barriers in language for online marketing have a strong positive relation with the poor business performance of big brands

This study has its significance to deliver the importance of using proper language during online marketing campaigns by big brands for their better local and international market performance. According to, Desai & Vidyapeeth (2019) companies can miss out on potential customers in multiple regions by neglecting to address different language groups. In the process of a new generation online marketing system, language barriers are able to avert a brand from tapping into international markets effectively as well as limiting growth opportunities. Understanding the context of this study is able to help big brands in making changes in plans while preceding ith online marketing.

Literature review

Evaluating the way language can impose barriers in online marketing campaigns

Limiting the content of marketing language to a particular one can lead to the loss of potential customers from different language groups. In the context of this matter, Krizanova et al. (2019) explained, many companies have used the process of direct translating marketing content word-by-word which failed to capture the nuances of the original content. This process often fails to deliver the company message to the customer but rather creates miscommunication and wrong interpretations. Additionally, it can be seen that cultural differences also play a crucial role in the language-based content process for marketing success. According to, Ebrahim (2020) a lack of understanding of cultural values often restricts the understanding of the languages of a certain group, thus marketing campaign fails to attract the audience. It is important for buf brands to adapt the contents of marketing to the context of a particular cultural context. Online marketing through the use of proper use of language-based terms can help to understand the demand in a particular market, the need of that population and cultural preferences in an effective way.

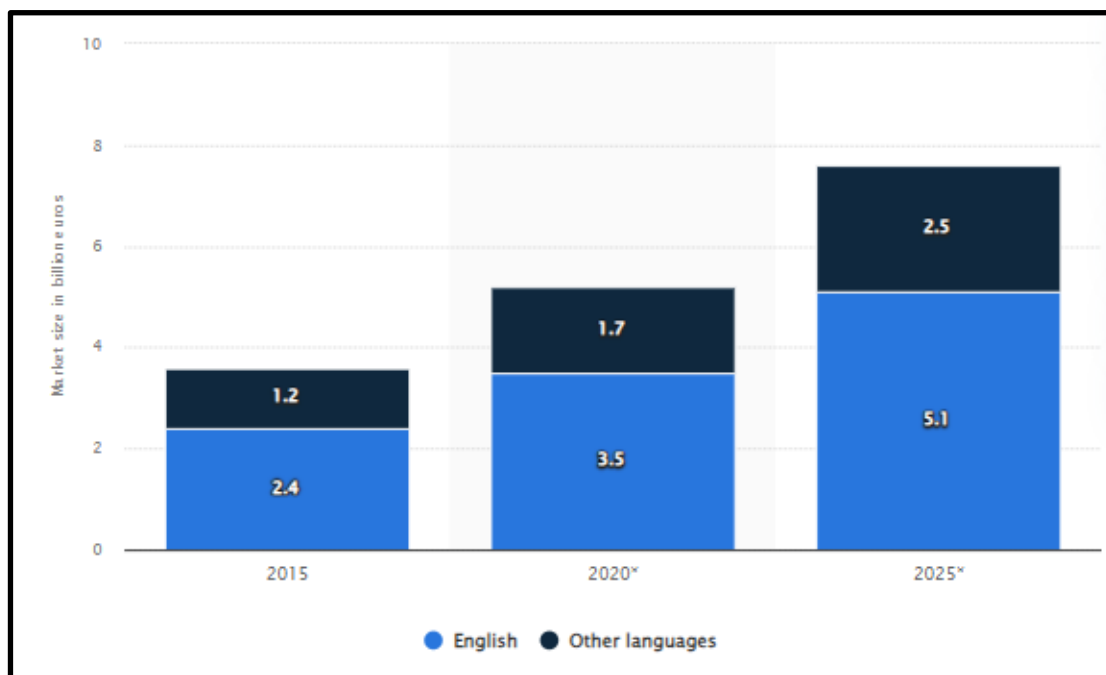


Figure 3: Market of digital learning approach of languages from 2015 to 2025

(Source: Statista, 2023)

The trend of online marketing has changed the course of business and learning different aspects of proper online marketing campaigns can help in improving the relationship with customers. Figure 3 has highlighted the usefulness of digital learning sessions for languages that can help in understanding different cultures. The numeric values of the figure depicted the market size of digital language courses across the globe. It can be seen that the global market size o learning English was \$ 2.4 billion in 2015 which will become \$ 5.1 billion in 2025 (Statista, 2023). This has helped to understand the way people are adopting cultural differences and learning the values of different languages. Thus, companies also need to prioritise the process of understanding the cultural sentiment of different languages for planning proper marketing and advertising campaigns on online platforms.

Different languages have distinctive search patterns and specific terminologies which can help in optimising the search process of a product while boring online shopping options. Language barriers in marketing have led to a lack of understanding of keywords for the targeted audience, and understanding the right keywords for each target audience is crucial for SEO marketing or search engine optimization marketing process (Jones et al. 2021). Campaigns of online marketing by big brands need to have adhered to local laws and legal conditions. The laws in regions can be different from each one due to the differences in language and culture. Unknowingly breaking any law through marketing in online platforms can be possible when a marketing team of brands do not have knowledge of the language of a particular population.

Analysis of the impact of poor language management in online marketing on the business performance of a big company

Language barriers in the marketing process through online challenges often restrict the reach of big brands in diverse market spaces. It can be seen in the statement of Redjeki & Affandi (2021) missing out on valuable opportunities to reach potential markets can lower the revenue collection of companies. In order to overcome the situation, companies often focus on innovative marketing strategies that can provide competitive advantages and improve the customer retention rate. Online marketing is a highly technical process and expansion in different regions by a company can be possible through the use of proper language and terminologies in the online marketing process. Here, Goldman et al. (2021) explained that disconnected and less engaged customers due to a lack of understanding of the marketing message of a brand make that brand lose sales target. The marketing message and the content need to be prepared as per the native language of the market company targeted to do business. Thus, language barriers in the process of marketing online can lead to lower interaction with customers, lower retention and poor sales.

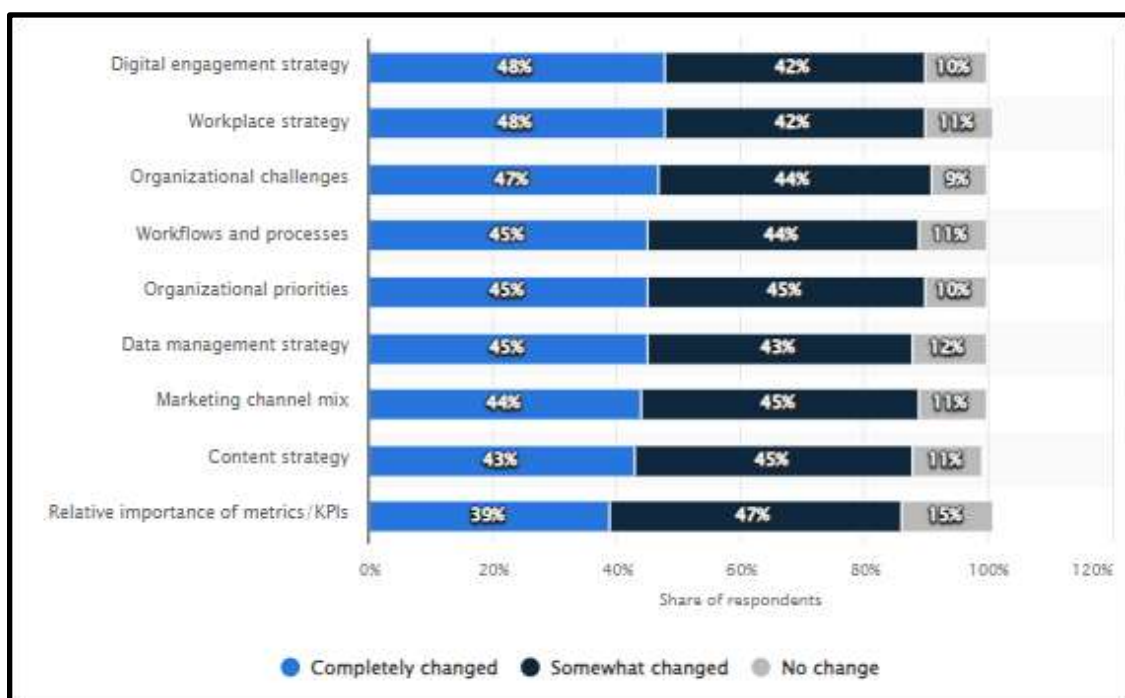


Figure 4: Strategic change in marketing due to the COVID-19 pandemic globally

(Source: Statista, 2023)

Marketing processes across the globe have changed immensely in 2020 due to the spread of Covid-19. Priyono et al. (2020) mentioned here, the traditional mode of advertising and marketing has changed significantly due to the pandemic as the dependency of people increased on online platforms. Figure 4 has represented the graphical analysis of the changes in marketing due to covid-19 globally. 44% of the respondent to the survey conducted in 2021, has mentioned that the marketing mix has changed vividly (Statista, 2023). This has highlighted the reason for strengthening the language efficacy of the companies to perform in the vast and wide international market. The online market provided the opportunity to achieve the attention of potential customers from all over the world, where the only requirement is to understand the differences in languages.

The use of technology no doubt has helped companies to ease the challenges and barriers faced due to the lack of understanding of different languages. Alwan & Alshurideh (2022) revealed by discussing the fact that poorly translated content in different markets often represents the unprofessionalism of a company. Lack of care for the population a company targeted for business and absence of proper attention to all the details can be seen through the poor translation of the brand messages which ultimately impact the trust of customers and atonement the reputation of the company. It can also be seen through the explanation of, Kurdi et al. (2022) language barriers can hinder the ability of a brand to intercommunicate the worth of its items or services effectively. Conceivable clients and buyers in different cultures with different language-based understandings may not fully understand the benefits offered by the company, leading to missed sales opportunities. Apart from that investing in marketing campaigns which are not sincerely optimised for the audiences of a particular language can lead to inefficient spending (Liu et al. 2021). Thus, the challenges in language barriers in marketing campaigns often hamper the business growth of big companies.

Identifying the importance of online marketing for the company and the ways it can become better

Online marketing camping is significantly important for big brands as it helps in reaching a diverse audience across the world. Baker et al. (2019) mentioned here, the digitalisation of business and the online reach of companies has transcended the boundaries in different geographical locations for the companies. This has allowed the brand to connect with potential consumers and clients in different regions. Apart from that, Katsikeas et al. (2020) mentioned that marketing campaign run on the Internet and social media requires minimal investment as compared to the traditional advertising process. Targeting a specific audience to offer brand products and services has become easier, faster and cost-effective through the use of an online marketing approach. In the discussion of, Goldman et al. (2021) it can be seen that reduction of the wasteful spending by companies on broad-reaching advertisements has helped it to manage its budgeting for marketing. Apart from this, the use of online marketing approaches has helped bif brands to get valuable insights into the data for tracking their performance in different markets. This helped in shaping the marketing approach for their future events.

Collection of the real-time information through data analysis has helped the big brands to make changes in their anime marketing approaches. According to, Hanggraeni et al. (2019) the online marketing process allows brands to interact with their customers directly through social media platforms, or emails. Implementation of a direct connection and communication channels with the customer can help companies to increase the engagement of customers. Brand advocacy through online channels helped companies to clear misconceptions of customers, answer queries and mitigate the challenges they are facing in the online shipping process. Apart from this, Herhausen et al. (2020) mentioned big brands and multinational companies are able to tailor their online marketing campaigns according to the preference of individual customers. This process of personalization helps in creating a more appropriate and influential experience for customers that eventually increases the chance of a higher sales rate. Online marketing allows brands to obtain instant feedback from potential customers. Companies are able to use such feedback in improving company products, assistance, and commencing strategies (Liu-Thompkins, 2019). The entire procedure effectively enhances overall customer satisfaction.

Methodology

Understanding the barriers in languages while making content for the online marketing process is important to improve the business performance of companies in the global market. In order to collect relevant information regarding the chosen topic in this study, the primary quantitative method has been undertaken. It can be seen that using the close-ended question to gather real-time views and perceptions of people can help in understanding the actual value in a faster way (Benny Gerard et al. 2020). In addition to this, descriptive research design and deductive research approaches have been used in this research paper. This study conducted a survey where 10 questions have been prepared for the 55 participants to collect information regarding marketing efficiency based on language proficiency. Collected information later has been analysed through the use of SPSS software which has helped in establishing the relation between the dependable and independent variables.

Findings and analysis

Demographic Analysis

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.8	1.8	1.8
Female	14	25.0	25.0	26.8
Male	14	25.0	25.0	51.8
Prefer not to say	27	48.2	48.2	100.0
Total	56	100.0	100.0	

Table 1: Gender

(Source: SPSS)

Table 1 helps to analyze the frequency of the participants based on their gender. Therefore, according to this table 14 female and 14 male participants are taking part in this process. After that, 27 participants are not preferred to take part in this data collection process.

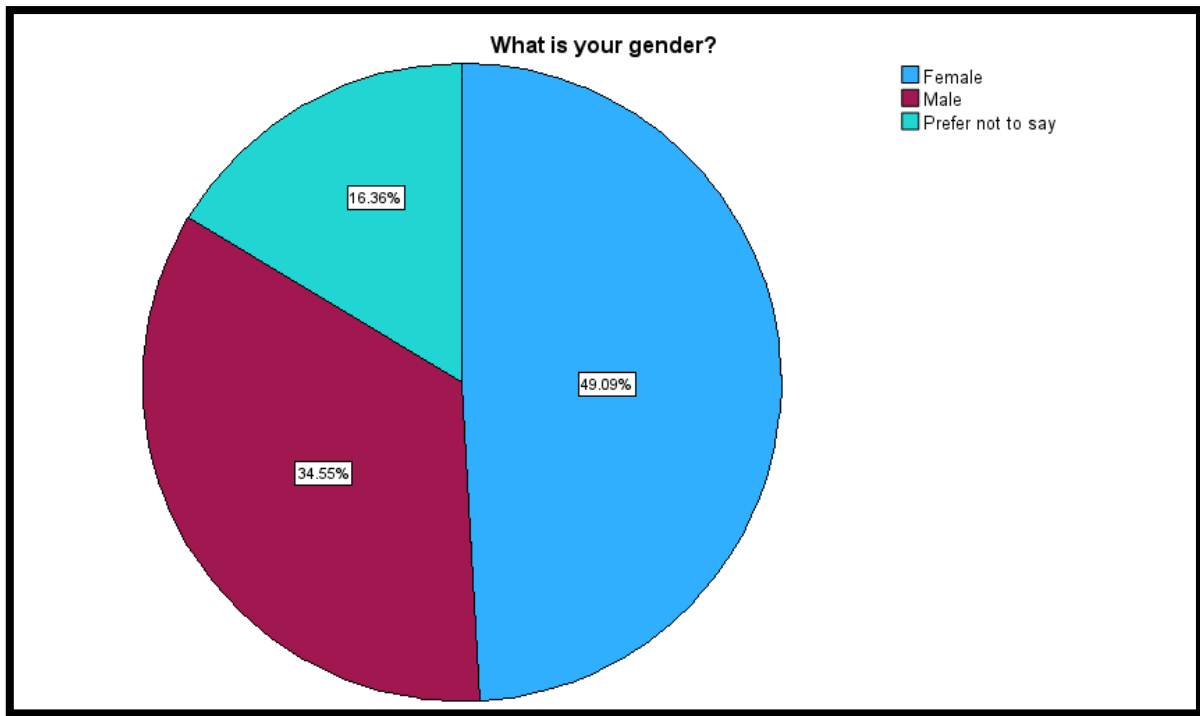


Figure 5: Gender

(Source: SPSS)

Figure 5 analyzes the response rate of the participants according to their gender. Therefore, 25.-% of male respondents is allowed to take part coin this process. Therefore, 25.0% of female percipients take part in this process.

Age Group

What is your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 to 30	6	10.9	10.9	10.9
	31 to 40	32	58.2	58.2	69.1
	41 to 50	9	16.4	16.4	85.5
	Above 50	8	14.5	14.5	100.0
	Total	55	100.0	100.0	

Table 2: Age Group

(Source: SPSS)

Table 2 is based on the age group of the participant. 6 respondents belong between 20 years 30 years of age group, therefore, 32 participants belong between the 31 to 40 years of age group..

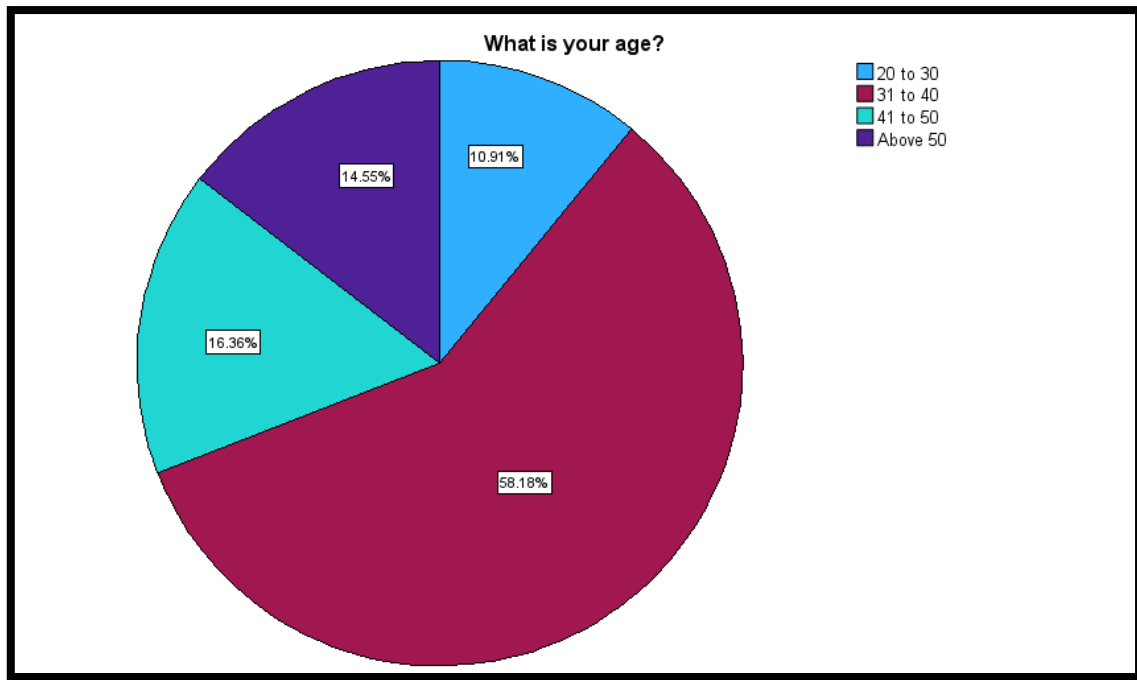


Figure 6: Age Group

(Source: SPSS)

Figure 6 helps to identify the response rate of the participants. Therefore, the maximum response rate of participants belonged between the 31-40 years age group, and their response rates were 58.2%. Thus, the lowest response rate is above 50 years of age group and their response rate is 14.5%.

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above 60,000	8	14.5	14.5	14.5
	From 20,000 to 30,000	6	10.9	10.9	25.5
	From 31,000 to 45,000	19	34.5	34.5	60.0
	From 46,000 to 60,000	22	40.0	40.0	100.0
	Total	55	100.0	100.0	

Table 3: income

(Source: SPSS)

Table 3 is based on the response rate of the participants based on their income range. 8 participants are belonging between above 60000 income range. After that, the frequency of response rate of is 22 and the respondents are belonging between 46000-60000 income range.

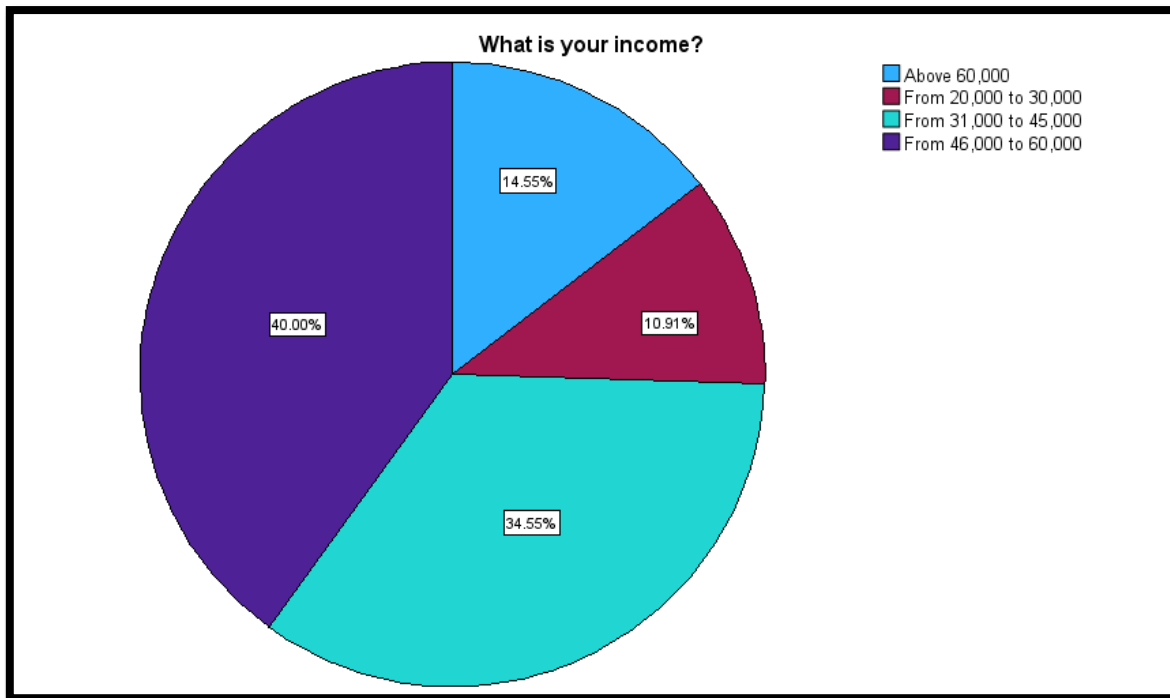


Figure 7: Income

(Source: SPSS)

Figure 7 is based on the response rate of the participants and it shows that the maximum response rate is 40.0% and respondents belong between 46000-60000 income range.

Statistical Analysis

Descriptive Analysis

Descriptives								
Descriptive Statistics								
	N	Minimum	Maximum	Mean		Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error
DV	55	1	5	3.82	.191	1.415	-.648	.634
IV 1	55	1	5	3.82	.191	1.415	-.648	.634
IV 2	55	1	5	3.82	.191	1.415	-.648	.634
IV 3	55	1	5	3.82	.191	1.415	-.648	.634
Valid N (listwise)	55							

Table 4: Descriptive analysis of different variables

(Source: IBM SPSS)

Table 4 helps to identify the “mean” and “standard deviation” value of the variables. Therefore, the “mean value” of (DV is 3.82. moreover, IV 1 carried out the “mean value” of 3.82 Therefore, the IV 2 have 3.82 “mean” value.

Hypothesis 1

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.341 ^a	.117	.100	.417	.117	6.995	1	53	.011	3.270

a. Predictors: (Constant), DV
b. Dependent Variable: IV 1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.217	1	1.217	6.995	.011 ^b
	Residual	9.220	53	.174		
	Total	10.436	54			

a. Dependent Variable: IV 1
b. Predictors: (Constant), DV

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.293	.552		4.152	<.001
	DV	.341	.129	.341	2.645	.011

Table 5: Linear regression analysis

(Source: IBM SPSS)

Table 5 details the regression analysis of the first hypothesis. As per the “model summary” table, the significance value of the first variable is 0.011. Therefore, according to “The ANOVA” table significance value of this variable is also 0.011. Therefore, the “t value” of this variable is 2.645. Moreover, with the aid of this table, it is mentioned that there is no existing co-relation is found between these two variables.

Hypothesis 2

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.819 ^a	.671	.665	.417	.671	107.963	1	53	<.001	3.270

a. Predictors: (Constant), DV
b. Dependent Variable: IV 2

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.780	1	18.780	107.963	<.001 ^b
	Residual	9.220	53	.174		
	Total	28.000	54			

a. Dependent Variable: IV 2
b. Predictors: (Constant), DV

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.707	.552		-3.092	.003
	DV	1.341	.129	.819	10.391	<.001

Table 6: Linear regression analysis for Hypothesis 2

(Source: IBM SPSS)

According to table 6, the significance value is .001, and the "t value" is 10.391. This significance value is less than 0.05, therefore, it is indicated that there is a significant relationship exists between these independent and dependent variables.

Hypothesis 3

Model Summary ^c										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	1.000 ^a	1.000	1.000	.000	1.000		1	53		. ^b

a. Predictors: (Constant), DV
 b. Not computed because there is no residual variance.
 c. Dependent Variable: IV 3

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.436	1	10.436	106.900	<0.001 ^b
	Residual	.000	53	.000		
	Total	10.436	54			

a. Dependent Variable: IV 3
 b. Predictors: (Constant), DV

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.000	.000		3.023	.004
	DV	1.000	.000	1.000	9.974	<0.001

Table 7: Linear regression analysis for Hypothesis 3

(Source: SPSS)

Table 7 helps to understand the relationship of the third hypothesis. Therefore, as per the "model summary" table, the significance value is .001 and the "t value" of this variable is 9.974. Therefore, it is noticed that there is a significant relationship is exist between these variables.

Correlation Test

Correlations					
		DV	IV 1	IV 2	IV 3
DV	Pearson Correlation	1	1.000**	1.000**	1.000**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	55	55	55	55
IV 1	Pearson Correlation	1.000**	1	1.000**	1.000**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	55	55	55	55
IV 2	Pearson Correlation	1.000**	1.000**	1	1.000**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	55	55	55	55
IV 3	Pearson Correlation	1.000**	1.000**	1.000**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	55	55	55	55

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

Table 8: Correlation test between a dependent variable and independent variables

(Source: SPSS)

As per Table 8, the significance value of the first variable is .001, therefore, these two variables are co-related to each other. The significance value of the second and the third variables are both .001. Therefore, these variables also have highly correlated relationships with their dependent variables.

Discussion

A proper discussion of the findings is possible here due to the proper analysis of the collected data. Language barriers in the online marketing process can result in law breaching challenges as the content of marketing can violate the language-specific rule in distinct marketing areas (Kraus et al. 2021). Similarly, the content of marketing which have failed to deliver cultural nuances often fails to reverberate with the niche market. This leads to a lack of emotional connection with customers from a diverse market and led to lower brand loyalty. Language barriers in marketing can also impact employee engagement as they feel frustrated to cope with constant content failure (Ritz et al. 2019). The use of the SPSS tool has established a positive relation between the independent variable 1 or IV1 and the dependable variable or DV, thus, confirming the barrier in language can lead to the poor marketing campaigns by the brand on online platforms.

The lower job satisfaction level in employees reduces the productivity level of big brands. In order to the impact of language barriers on the performance of the business, big brands need to invest in professional language services which help in the adoption of different cultures effectively (Redjeki & Affandi, 2021). Multilingual marketing strategies along with collaboration with digital learning industries can help in making regional marketing content by the employees of big brands. This can be drawn from the confirmed correlation between IV 2 and DV. Similarly, the positive correlation between IV 3 and DV has proved the importance of mitigating language barriers to improve the marketing performance of big brands in an effective manner. Cultural research and understanding of local laws are able to increase the reach of a brand in the global market and help in improving its relationship with foreign customers.

Barriers in language while marketing through online platforms need to be mitigated as big brands are able to enhance brand visibility and awareness effectively among niche markets. Here, Schouten et al. (2021) reminded that a consistent and strategic presence in the online platform for marketing or interacting with customers has helped the brand in building a strong brand identity. In a suggestive way, Priyono et al. (2020) stated, developing marketing content according to a specific region by considering the linguistic and cultural differences can help in the international reach of companies.

Collaboration with experts in local markets and translators who properly understand the nuances of the brand message effectively can help in performing an efficient online marketing campaign by big brands.

Conclusion

Languages have acted as a significant barrier in online marketing campaigns for big brands. It can be seen in the detailed elaboration throughout the study that barriers in the language in marketing have various consequences that can prominently impact the brand value and reputation in the competitive market. The use of translation tools for word-by-word translation can dilute the meaning and destroy the nuances of the message of the brand that it wanted to spread through marketing. The importance of online marketing by the brand has been discussed profoundly which can help in understanding the proper way to establish relations with customers to make them longer positive with the companies. Apart from this, it can also be seen that language barriers lead to the failure of a marketing campaign by companies that demotivates the employees, and constant content failure in the marketing and advertisement demotivates the employees and reduce their engagement with the work. Thus, the overall process leads to a lower level of production for the company.

All the relevant information for understanding these factors has been collected through the primary quantitative, method. The collection of data through this method helped to understand the perspective of participants regarding the topic despite their different income levels, age, and gender. The use of SPSS software for analysing the collected information has helped in establishing the hypothesis in this study effectively. It can be seen that the relationship between using proper budgeting in the marketing section has helped companies to adhere to the language-based difference which increased the marketing performance.

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Appendices

Appendix: 1

Survey link:

https://docs.google.com/forms/d/e/1FAIpQLSd70i1OSMm2DoaAuGvU6ZJ8RME1G9cDtPemxNrykR8G6Eiutw/viewform?usp=sf_link

1. What is your age?

- 20 to 30
- 31 to 40
- 41 to 50
- Above 50

2. What is your gender?

- Male
- Female
- Prefer not to say

3. What is your income?

- From 20,000 to 30,000
- From 31,000 to 45,000
- From 46,000 to 60,000
- Above 60,000

4. Efficient online marketing is highly important to make a brand recognisable in the competitive market

5. Poor translation of the marketing content can leads to misinterpretation of the brand message

6. Using the idiomatic expressions in marketing and advertising impact the engagement levels of target audience

7. Poor budgeting for marketing lacks in language localisation process and increase challenges for companies

8. Compliance with linguistic regulations and language preferences of locals subsidies to fruitful online advertising campaigns for big brands

9. Language can be a barrier for effective online advertising as the cultural sensitivity can be tempered

10. Using visuals and symbols for overcoming the language barriers in advertising can help big brands