

Effective advertising through language adaptation: Tailoring ads to diverse purchasing contexts

Zeynep Aydin Gokgoz

Sabanci University, Sabanci Business School

Baris Depecik

Sabanci University

Ezgi Özgen

Sabanci University

Ayşegül Özsumer

Koç University

Cite as:

Aydin Gokgoz Zeynep, Depecik Baris, Özgen Ezgi, Özsumer Ayşegül (2025), Effective advertising through language adaptation: Tailoring ads to diverse purchasing contexts. *Proceedings of the European Marketing Academy*, (130376)

Paper from the 16th Annual Fall EMAC Conference, Istanbul, Turkey, September 17-19, 2025



Effective advertising through language adaptation: Tailoring ads to diverse purchasing contexts

Abstract

Brands adjust their advertising strategies to different purchase occasions, such as consumption target (self vs. others) or consumption domain (everyday vs. special occasions). This study examines whether tailoring language adaptation method in advertisements (i.e., dubbing vs. subtitling) to different purchase occasions enhances brand evaluations. Using Construal Level Theory, the authors investigate the impact of a construal match between language adaptation method and purchase occasion characteristics on brand evaluations. Through a series of cross-country experiments, authors reveal that matching construal levels improves processing fluency and consequently brand evaluations. The effect is particularly pronounced for subtitled ads targeting purchases for others or special occasions. The findings offer strategic insights for global brands, showing that tailoring language adaptation method to purchase occasions can substantially enhance brand perceptions across international markets.

Track: Marketing Communication (including digital) and Branding