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When Brands Use Dialects: The Impact of Different Regional
Dialects on Brand Authenticity and Brand Trust

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Abstract

Dialekte werden zunehmend als sprachliche Marketingstrategie eingesetzt, um sich in einem wettbewerbsintensiven Medienumfeld abzuheben. Diese Arbeit untersucht, wie regionale Dialekte in der Werbung die Markenauthentizität und das Markenvertrauen beeinflussen und welche Rolle Dialekteinstellungen und Dialektkompetenz dabei spielen. Im Fokus steht der österreichische Kontext, konkret der Vergleich von Steirischem und Wiener Dialekt bei steirischen Konsumenten vor dem Hintergrund des „Center-Periphery Cleavage“ und der „Social Identity Theory“. Ein between-subjects Experiment mit drei Sprachbedingungen zeigte, dass Steirischer Dialekt zu höherer wahrgenommener Markenauthentizität und höherem Markenvertrauen führte als Wiener Dialekt. Diese Effekte wurden durch die allgemeine Einstellung gegenüber Dialekten und teilweise durch Dialektkompetenz moderiert. Hochdeutsch unterschied sich nicht signifikant vom Steirischen Dialekt. Insgesamt zeigen die Ergebnisse, dass Dialektwerbung wirksam sein kann, ihr Erfolg jedoch stark von regionaler Passung, Zielgruppe und sozialen Bedeutungen des jeweiligen Dialekts abhängt.

Dialects are increasingly used as linguistic marketing strategy in order to stand out in a competitive media environment. This thesis examines how different regional dialects influence brand authenticity and brand trust and how these effects are moderated by dialect attitudes and dialect proficiency. It especially focuses on the Austrian context and studies the effects of Styrian and Viennese dialect among Styrian consumers considering the Center–Periphery Cleavage and Social Identity Theory. The between subject experiment with three different language conditions revealed that the use of Styrian dialect led to higher perceived brand authenticity and brand trust than Viennese dialect. These effects were further moderated by consumers' general attitude toward dialects and dialect proficiency. In addition, Standard

German did not differ significantly from Styrian dialect. Overall, the findings highlight that dialect use in advertising can be effective, but requires careful consideration of regional fit, target group characteristics, and the social meanings associated with the dialect used.

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1 Introduction

Languages are a crucial element in advertising, shaping how consumers perceive, interpret and emotionally connect with brands. Therefore, companies must carefully design and select the use of language elements for their campaigns (Ahmad & Norazira, 2024). One linguistic strategy increasingly employed in advertising is the incorporation of regional dialects, as consumers often respond positively to cues associated with their own cultural background (Koslow et al., 1994). Dialects can be associated positively and negatively with certain aspects and attributes, which can subsequently be transferred to the advertised product or brand. In this way, dialect use can influence consumers' perceptions and evaluations of the advertised brand (Hendriks et al., 2019). Understanding whether dialect use affects consumers' perceptions, and under which conditions these effects occur, represents an important step in linking sociolinguistic identity markers with consumer behavior (Kamayanai, 2025). Since consumer behavior is shaped, among other factors, by cultural background (Solomon, 2016), potential differences in consumers responses to dialect-based advertising should be taken into account.

Despite the growing interest in language variation in advertising, research on regional dialects remains limited. Existing studies have shown that accents, dialects, and non-standard language varieties can influence consumer responses, although much of this research has focused on comparisons between standard and non-standard varieties or on multilingual advertising contexts (Lalwani et al., 2005; Puntoni et al., 2009; Hendriks et al., 2019). Less attention has been paid to whether different regional dialects within the same language lead to different consumer responses, which is why previous studies explicitly call for more research in this field (Hendriks et al., 2019; Bachmann et al., 2023). The distinction between different dialects is important because dialects are not interchangeable linguistic cues. They differ in familiarity, comprehensibility, prestige, and social meaning. A dialect associated with consumers' own

region may evoke social closeness, identification, and familiarity, whereas another regional dialect may create distance or less favorable associations.

Moreover, dialect advertising does not only function as an emotional or social cue but also requires linguistic comprehension. If consumers are less familiar with a dialect or have limited proficiency in it, the message may be more difficult to process, increasing cognitive effort and reducing processing fluency which can result in negative evaluations (Mai & Hoffmann, 2014; Dragojevic & Giles, 2016). Therefore, dialect advertising should not only be examined in terms of whether dialect use is effective in general, but also in terms of which dialect is used, for which target group, and under which affective and cognitive conditions.

Dialect use in advertising is especially relevant for brand-related perceptions like brand authenticity and brand trust. By signaling local embeddedness, cultural fit and naturalness, dialect may shape whether brand communication is perceived as genuine and credible, which are central aspects of brand authenticity (Morhart et al., 2015; Hendriks et al., 2019). At the same time, dialect can create familiarity and social closeness between the brand and the target audience, which can influence whether consumers perceive a brand as honest, reliable, and worth relying on (Chaudhuri & Holbrook, 2001; Delgado-Ballester, 2004; Alonso García et al., 2013).

The above outlined considerations lead to the following research questions for this master thesis:

RQ1: How does the use of different regional dialects in advertising influence brand authenticity and brand trust?

RQ2: How are these effects moderated by consumers' dialect attitude and dialect proficiency?

To address these questions, an experimental study is conducted in Austria, comparing how Styrian dialect, Viennese dialect, and Standard German influence consumers' perceptions of brand authenticity and brand trust. Austria provides a suitable field for this investigation because it is characterized by a high degree of regional dialect variations (Vergeiner, 2025) and dialects are widely used in everyday communication (Vollmann, 2021). Simultaneously, Austrian dialects are evaluated differently (Der Standard, 2020), suggesting that they may also produce different effects in advertising. Moreover, dialect is already used in Austrian advertising, especially to transmit tradition, naturalness, regional origin, and authenticity (ÖAW, 2024). All together the Austrian context allows for an examination of whether different regional dialects influence brand-related consumer responses in different ways.

The main aim of this thesis is to find out whether the use of regional dialects in advertising influences perceived brand authenticity and brand trust. More specifically, the study investigates whether dialects associated with different regional and symbolic meanings lead to different brand-related consumer responses. Standard German is included as a non-dialectal comparison condition to provide a baseline against which the effects of dialect use can be evaluated. In addition, the study aims to analyze whether these effects are moderated by consumers' attitude toward dialects and their dialect proficiency. Overall, the thesis seeks to contribute to a better understanding of how linguistic variation in advertising influences consumer responses in the Austrian context.

This thesis is divided into seven main parts. Following the Introduction, chapter two develops the theoretical framework. It first discusses the general role of language in advertising and then introduces dialect as a form of linguistic variation in marketing communication and explains how dialects are processed cognitively and emotionally. The theoretical part subsequently focuses on the Austrian sociolinguistic context and explains the relevance of center-periphery

relations and Social Identity Theory for understanding dialect perceptions. Finally, brand authenticity and brand trust are introduced as the central outcome variables of the study.

Based on this foundation, the following chapter develops the hypotheses and presents the research model. The methodology chapter then explains the experimental design, the creation of the advertising stimuli, the data collection procedure, and the measurement scales. The results chapter presents the empirical findings, including data preparation, manipulation checks, reliability analyses, descriptive statistics, hypothesis testing, and exploratory analyses. The discussion then interprets the findings considering the theoretical framework and outlines theoretical as well as managerial implications. Finally, the limitations of this study are discussed, and directions for future research are derived from them. The thesis closes with a conclusion summarizing the main contributions of the study.

2 Theoretical Framework

2.1 The role of language in advertising

Language plays a central role in advertising (Solomon, 2016) as it is not only used to convey information about a product or service, but also to shape how this information is perceived by consumers. The way a message is linguistically constructed can influence how a brand is evaluated and interpreted and influence consumers' attitudes toward a brand and contribute to the meanings associated with it (Ahmad & Norazira, 2024). In addition, language carries social and cultural meanings, allowing advertisers to signal identity and create connections with specific target groups (Ahmad & Norazira, 2024; Solomon, 2016). To achieve these goals advertisers, use, among others, language as a cultural artifact that captures the values and identities of target consumer groups (Musonda & Siame, 2025).

Language in advertisements does not constitute a self-contained system or an own linguistics variety. It rather is characterized by using the whole linguistic spectrum, that includes elements of everyday language, rhetorical figures, wordplay, repetition, simple syntax, stylistic deviations, and culturally specific forms of expression (Vasiloaia, 2009; McQuarrie & Mick, 1996). Its central functions is persuasive or appellative: advertising language aims to influence consumers attitudes and encourage them to consider, prefer or purchase a product or specific brand (Vasiloaia, 2009; Musonda & Siame, 2025). However, persuasion can only be effective if the advertisement is first noticed and remembered. Therefore, advertising language also fulfils an attention-seeking and mnemonic function, through elements of the linguistic spectrum mentioned above and unexpected linguistic choices (Krishna & Ahluwalia, 2008). These strategies help advertisements stand out in a competitive media environment and increase the chances that the brand or message remains salient to consumers.

At the same time, advertising language operates within a constant tension between creativity and familiarity. On the one hand, advertisements often rely on novelty, linguistic creativity, and the intentional breaking of conventions in order to produce surprise effects and attract attention (Krishna & Ahluwalia, 2008; Vasiloaia, 2009). On the other hand, advertising messages must remain understandable and accessible to the target audience. For this reason, advertisers also rely on established linguistic strategies to reduce the risk of misunderstanding and to help ensure that the message can be processed efficiently by consumers (Vasiloaia, 2009).

In addition to these cognitive functions, language in advertising also operates on an emotional and cultural level. Depending on the chosen linguistic characteristic language can evoke feelings, create associations, and contribute to the overall image and personality of a brand. From a branding perspective, language is therefore closely connected to the construction of brand meaning (Keller, 1993). It can help communicate what a brand stands for, how it wants to be perceived, and what kind of relationship it seeks to establish with consumers. Moreover, language is not culturally neutral, but carries social meanings and can signal belonging, identity, and cultural proximity (Krishna & Ahluwalia, 2008; Musonda & Siame, 2025; Piller, 2001). In this sense, advertising language does not only communicate what a product is, but also shapes how the brand is perceived and what kind of relationship consumers may establish with it.

This cultural dimension becomes especially important when advertising addresses audiences with specific linguistic or regional backgrounds. Advertising messages are embedded in cultural contexts, and their effectiveness may depend on whether they resonate with the linguistic norms and expectations of the intended target group. Research has shown that culturally specific features of language can affect how brands are perceived and that therefore communication strategies should be adapted to the mentioned culturally specific features of the audience. Conversely, neglecting local dialects or idiomatic forms of expression may result in miscommunication and unfavorable associations with the brand (Musonda & Siame, 2025).

One way to do justice to the cultural context is to employ multilingualism, making use of more than one linguistic code (Piller, 2001). Importantly, such linguistic codes do not only include different national languages but also involve regional and social varieties within one language, such as dialects and accents. As these varieties often carry social, regional, and cultural meanings, they can become useful tools in advertising communication.

2.2 Dialect and linguistic variation in marketing communication

2.2.1 Definition of dialect, accent and standard language

Language varieties often reflect differences in pronunciation, vocabulary, and grammar, and are commonly referred to as dialects, accents, and standard language. Before analyzing the use of dialect in marketing communication, it is necessary to distinguish between these concepts, as especially dialect and accent are often used loosely and interchangeably (Hughes et al., 2012).

A standard language can be understood as a variety that is widely accepted as the norm within a speech community and is typically used in formal contexts, like education and official communication (Wardaugh & Fuller, 2015; Milroy, 2001). The fundamental difference between a standard language and its dialect lies in the process of standardization. Standardization refers to the process by which a language variety becomes codified, for instance, through grammar, spelling rules, and dictionaries. It is also shaped by the degree of agreement among speakers and institutions regarding what is considered to belong to a language and what does not (Wardaugh & Fuller, 2015). Standard languages are therefore often associated with norms of correctness, prestige, and institutional legitimacy (Milroy, 2001). Nevertheless, ideas about what is considered “good” or “bad” language use are not only linguistic, but also socially constructed. As Milroy (2001) argues, standard languages are commonly linked to prestige and authority, while non-standard varieties are often evaluated in relation to this norm.

Dialect mostly refers to linguistic features that are characteristic for a specific region. In a strict linguistic sense, a dialect is a language variety that is distinguished from other varieties by differences in grammar and vocabulary (Hughes et al., 2012). It also includes differences in pronunciation, idioms, and lexical choice. The Oxford Dictionary (n.d.-b) similarly describes dialect as a regional variety that differs from the standard or literary form of a language in terms of vocabulary, pronunciation, and idiomatic usage.

An accent, on the contrary refers to the variation in pronunciation (Hughes et al., 2012). It can therefore be understood as a distinctive way of pronouncing language that may be associated with a particular country, region, social class, or individual speaker (Oxford Dictionary, n.d.-a).

Consequently, the main difference between accent and dialect is that an accent refers only to pronunciation, whereas a dialect also encompasses differences in vocabulary and grammar (Wardaugh & Fuller, 2015).

Nonetheless the terms dialect and accent are often mixed up and used synonymously, even among linguists. Especially in North America it is often referred to dialects when talking about differences in phonetic features (Hughes et al., 2012; Trudgill, 1999).

It should be noted that the boundaries between dialect, variety, and standard language are not entirely fixed and may differ across linguistic traditions. In English-language sociolinguistics, varieties such as British English, American English or Australian English are still referred to as dialects in a broader sense (Hughes et al., 2012), whereas in the German-speaking context Austrian German is typically not considered a dialect, but a national standard variety within the pluricentric German language (Muhr, 2008).

For the purpose of thesis, dialect is understood as a non-standard regional variety that differs from standard language beyond pronunciation alone, whereas Austrian Standard German is treated as standard variety rather than a dialect.

2.2.2 Consumer perceptions on dialect

Findings on the effects of dialects are mixed. In non-commercial contexts dialects are generally evaluated negatively in comparison to standard language (Hendriks & van Meurs, 2022). As well in the commercial context non-standard accents have in general lower ratings than the standard variety (Hendriks & van Meurs, 2022). Hendriks & van Meurs (2022) further point out that dialects in the commercial context could be viewed even more critically as consumers might get the feeling that an ad consciously uses dialect to influence their buying behavior. Although dialects are also often associated with warmth and trustworthiness of the speaker (Bachmann et al., 2023; Hendriks & van Meurs, 2022). Moreover, some dialects are preferred over others (Bachmann et al, 2023)

Regardless of the choice of language variety, characteristics, both negative and positive, that are associated with the used variety will be transferred to the product (Hendriks et al., 2019).

An advantage of using dialect in advertising is its ability to attract consumer attention. Since advertising is typically expected to follow the norm of standard language, the use of dialect may violate these expectations and therefore create a surprise effect. This unexpected linguistic choice can make an advertisement stand out and encourage audiences to pay closer attention to the message (Lalwani et al., 2005). In this sense, dialect may be particularly effective in situations where the primary objective is to increase awareness or draw attention to a product.

The appropriateness of dialect use also depends on the objective of the advertisement (Lalwani et al., 2005), as well as the type of advertisement (Hendriks et al, 2019) as different linguistic varieties may be more effective for creating awareness than for encouraging purchase-oriented evaluations (Lalwani et al., 2005).

In addition, consumer familiarity with the language variety plays an important role in how a variety is perceived: the more familiar a language variety is, the more likely consumers are to

respond positively to it (Lalwani et al, 2005), as familiar words tend to trigger favorable responses (Lwin and Wee, 1999). This suggests that people that speak dialect more frequently or are used to non-standard language in general might respond more positively to dialect advertising.

Evidence from Switzerland supports the idea that dialect use in advertising does not necessarily harm brand evaluations. Bachmann et al. (2023) show that advertisements using Swiss German seldom received lower ratings than advertisements using Standard German. In some cases, Swiss German even led to more positive evaluations. This was also the case for advertisements by large international brands, suggesting that the use of a regional language variety does not automatically disadvantage brands, even when the company itself is not locally rooted.

Dialects can also strengthen the perceived connection between a product and a specific region. In the case of products that are strongly associated with a particular place of origin, the use of the corresponding regional dialect can reinforce this product-region relationship by making the regional identity of the product more salient. As a result, the product may be perceived as more authentic, more locally embedded, and more consistent with consumer expectations regarding its origin, which can in turn lead to more positive evaluations (Hendriks et al, 2019).

Overall, consumer perceptions of dialect are dependent on context. Dialects may be evaluated negatively when they are associated with lower status, reduced professionalism, or manipulative intent. At the same time, they can foster warmth, familiarity, attention, and regional authenticity when they fit the product and target audience. To understand why dialects can produce such controversial responses, the cognitive and emotional processes through which dialects may shape advertising effects have to be explored.

2.2.3 Cognitive and emotional processing of dialects

The persuasive effects of dialect in advertising can be explained through both affective and cognitive processing mechanisms. According to the Elaboration Likelihood Model (ELM), persuasive communication can be processed either through a central route, which involves careful evaluation of message content, or through a peripheral route, where attitudes are shaped by heuristic cues such as familiarity, emotions, or speaker characteristics (Petty & Cacioppo, 1986). In advertising, dialect may function as such a peripheral cue by activating emotional and social associations linked to a particular language variety.

However, unlike many other peripheral cues, dialect additionally requires linguistic comprehension. Consumers must be able to understand the dialect in order to process the advertising message fluently. From a cognitive perspective, comprehension is therefore a crucial precondition for positive dialect effects. If consumers are unfamiliar with a dialect, the message may become harder to process, increasing cognitive effort and reducing processing fluency (Mai & Hoffmann, 2014; Dragojevic & Giles, 2016). Research on language attitudes suggests that reduced processing fluency can negatively influence evaluations of speakers and language varieties, as listeners may partly attribute processing difficulty to the speaker or the variety itself (Dragojevic et al., 2021). Accordingly, consumers with higher dialect proficiency are expected to process dialect advertising more fluently and evaluate it more positively than consumers with lower proficiency.

At the same time, dialects are not processed solely as linguistic information but also as socially meaningful cues. Language varieties are commonly associated with specific regions, social groups, and stereotypes. Prior research shows that accents and dialects can trigger processes of social categorization and stereotype activation, which subsequently influence evaluations of speakers, messages, and brands (Mai & Hoffmann, 2014; Dragojevic et al., 2021). In

advertising contexts, dialect may therefore evoke feelings of closeness, authenticity, nostalgia, or regional belonging, particularly when consumers hold positive associations with the dialect represented (Dragojevic et al., 2021).

This affective dimension is particularly relevant for dialect attitude. Consumers who generally evaluate dialects positively may perceive dialect use in advertising as authentic, warm, and relatable (Wang et al., 2025). By contrast, consumers with negative dialect attitudes may perceive dialect as inappropriate, unprofessional, or less credible. Dialect attitude therefore reflects the emotional and evaluative orientation toward dialects and is expected to shape whether dialect use strengthens or weakens advertising responses.

2.3 The Austrian context

2.3.1 Linguistic characteristics and regional variation

German is considered a pluricentric language (Muhr, 2008), meaning that it functions as the official language in more than one country and has developed distinct national varieties such as German German, Swiss German and Austrian German (Soukup & Moosmüller, 2011). In this sense, Austrian German should not be understood as a deviation from German German, but as a legitimate national variety within the broader German language. Within Austria, linguistic variation is strongly shaped by regional dialects. In the southern German-speaking area, which includes Austria, two major dialect groups can be identified: Alemannic dialects and Bavarian dialects. Most Austrian dialects belong to the Bavarian dialect group, which can be further subdivided into Upper Bavarian, Central Bavarian, and Southern Bavarian. These include all dialects in eastern, southern, and central Austria. Vorarlberg is the only Austrian federal state whose dialects belongs predominantly to the Alemannic dialect group, while western parts of

Tyrol are considered a transition region between Alemannic and Bavarian (Vergeiner, 2025; Fanta-Jende, n.d.). This regional distribution is shown in Figure 1.

Figure 1

Linguistic Landscape of Austria (Vergeiner, 2025)



In addition to regional differences, there are also notable differences between urban and rural areas. In rural regions, dialects tend to be more dominant and widely used in everyday communication, whereas in urban areas, Standard German exerts a stronger influence, resulting in less frequent dialect use and less intense dialectal pronunciation (Vollmann, 2021). In cities such as Graz, everyday speech is often neither traditional dialect, nor pure Standard German, but rather a mixed urban variety shaped by both dialectal and standard-oriented features (Vollmann, 2021). Dialect use in Austria is therefore not only shaped by geography, but also by social factors such as education, social class, and communicative context. Dialect and standard language should not be understood as two completely separate systems. Rather, especially in the Bavarian-Austrian dialect region, speakers often move along a dialect–standard continuum and adapt their language use depending on the situation, the interaction partner, and the degree of formality (Soukup & Moosmüller, 2011; Vollmann, 2021). This differs from the Alemannic-speaking region of Vorarlberg, where dialect use is often described as more widespread across

communicative domains and language attitudes resemble the situation in Switzerland more closely (Ammon, 1995). Importantly, this variation does not only occur between different situations. Speakers may also switch between more dialectal and more standard-oriented forms within the same interaction, thereby using linguistic variation as a flexible communicative resource (Ammon, 1995; Muhr, 2008; Vollmann, 2021).

The flexible use of language indicates that linguistic variation in Austria is not only a matter of geography, but also of social meaning. Different varieties can signal regional background, familiarity, and group belonging (Trudgill, 1999; Champoux-Larsson & Zakrisson, 2025), which makes dialect particularly relevant for questions of identity and perception.

2.3.2 Sociolinguistic perceptions in Austria

Building on this linguistic variation, it is important to consider that language varieties in Austria are not only geographically distributed, but also socially evaluated. Austrian German has come to function as a symbol of linguistic and cultural distinctiveness, reflecting the country's effort to differentiate itself from Germany despite sharing the same language (Muhr, 2008).

This symbolic relevance of language is important because dialects in Austria can evoke positive and negative associations, depending on the context in which they are used and the social meanings attached to them.

In Austria, in schools exclusively Standard German is taught and treated as the legitimate linguistic norm, while dialect generally has little space in everyday classroom communication (ÖAW, 2024). Students are taught to speak “properly” and “correctly, with Standard German functioning as the underlying benchmark. This orientation is also explicitly reflected in the curriculum, particularly at the elementary-school level, where Standard German is positioned as the central reference point of classroom language (Soukup & Moosmüller, 2011), even

though dialect and standard language may be compared as part of language awareness (BKA, 2023). Standard German is therefore also often associated with higher levels of education, intelligence, and social status, whereas dialect may be perceived as less educated. At the same time, however, dialect can also evoke positive associations, as it is often regarded as more natural and more honest (Soukup & Moosmüller, 2011). The strong orientation towards Standard German is also reinforced by public institutions (Soukup & Moosmüller, 2011). As a result, other language varieties are often evaluated in relation to this norm, and deviations from it are perceived as less correct or less appropriate (ÖAW, 2024). This helps explain why dialect can carry negative connotations in certain contexts, even though it remains highly relevant in everyday communication.

Furthermore, survey findings conducted from Austrian media channels indicate that attitudes toward dialects are not uniform. The results of these surveys suggest that individuals often evaluate their own regional dialect more positively than other Austrian dialects (Der Standard, 2020). Importantly, these perceptions also vary across regions. Particularly in western Austria dialects hold a different sociolinguistic status. In Vorarlberg and Tyrol, dialect is strongly embedded in everyday communication and is widely used across generations, including among young people (ÖAW, 2024).

Moreover, Viennese is particularly relevant in this regard, as it is frequently evaluated less positively than other Austrian dialects. The survey findings reported by Austrian media repeatedly show that Viennese ranks among the least favored dialects in Austria, whereas dialects such as Carinthian, Styrian, or Tyrolean are often perceived more positively (Der Standard, 2020; Ö3, 2024). This suggests that negative evaluations of Viennese are not merely linguistic but are likely connected to broader social and regional associations attached to Vienna as the capital. In the context of the present study, this is especially relevant, as the Viennese

dialect may therefore evoke different consumer responses than dialects associated with more positively evaluated regions.

In the Austrian advertising landscape dialect is also used, especially when brands aim to evoke associations with nature, tradition, rural life, regional origin, and authenticity. This is particularly visible in advertising for products such as organic food, where dialect can help create an impression of originality and local embeddedness (ÖAW, 2024).

These sociolinguistic perceptions provide an important basis for understanding why dialect effects in advertising may differ depending on the specific dialect used. If dialects are associated with regional belonging, social proximity, or authenticity, they may positively influence brand perceptions. However, if a dialect is linked to negative stereotypes or symbolic distance, its use in advertising may be less effective.

2.4 Centre-Periphery Cleavage & Social Identity

The preceding chapter has shown that dialects in Austria are not merely regional linguistic varieties but can also carry social, cultural, and symbolic meanings. This is particularly relevant in the case of Viennese, which is associated with a specific regional variety as well as with Viennese as Austrias political and cultural center. Negative attitudes toward Viennese may therefore reflect more than linguistic aversions. They might also be connected to broader symbolic tensions between the capital and other regions. Such tensions are not only observable in Austria. In Germany for example, survey findings indicate that people from Berlin are evaluated less sympathetically by respondents from other federal states, a pattern that has been linked to Berlins role as the seat of government and to more general metropolitan aversion (Die Zeit, 2025). In Spain, public debates similarly point to frictions surrounding Madrid's perceived centralism and its role as the dominant national center (García González, 2025). These examples suggest that negative evaluations of capital-associated varieties or identities can be understood within a more comprehensive center-periphery logic and or not limited to Austria.

This pattern may be understood in light of the center–periphery cleavage, which describes a conflict between the culturally and politically dominant center and the populations located in provincial or peripheral regions. This cleavage emerges from resistance to the nation-building influence of the center and may take ethnic, religious, or linguistic forms (Knutsen, 2009). Applied to the Austrian case, negative attitudes toward the Viennese dialect can therefore be interpreted not merely as language preferences, but as expressions of a broader symbolic distance from the capital and its perceived dominance. In Austria regional differences are particularly strongly associated with libertarian–authoritarian value orientations. More specifically, Knutsen’s (2009) analysis identifies Vienna as markedly more libertarian and secular than the other Austrian regions. This suggests that the Austrian center–periphery divide is not only political and geographic, but also value-laden, which may further reinforce the symbolic distinctiveness of Viennese in relation to other regional varieties (Knutsen, 2009).

Against this background, Social Identity Theory offers a useful framework for understanding how dialects can function as markers of group belonging and symbolic boundaries between “us” and “them”. Group belonging plays a central role in this context, as language varieties can function as markers of social identity (Giles & Johnson, 1987). Tajfel and Turner (1986) define social identity as those aspects of an individual’s self-concept that are derived from membership in social categories. In this sense, people do not only define themselves through personal characteristics, but also through their belonging to social groups. A key mechanism in this process is social categorization. Tajfel and Turner (1986) describe social categories as cognitive tools that individuals use to structure their social environment. At the same time, these categories help individuals locate themselves within that environment. Dialects can be understood as one such categorization cue, as they make regional and social belonging salient. The way a person speaks may therefore trigger perceptions of in-group or out-group membership and shape how others are evaluated.

Language is particularly relevant in this context because it functions as a salient marker of social identity. Norton (1997) argues that language and identity are closely intertwined, as linguistic practices help individuals position themselves socially. Similarly, ethnolinguistic identity theory emphasizes that language can serve as a central marker of group belonging (Giles & Johnson, 1987). This makes dialect especially relevant for advertising, where even subtle linguistic cues may influence how closely a brand is perceived to align with the consumer's own social world. Regional accents and dialects form an important part of local identity, as they signal where speakers come from and connect them to a particular place (Trudgill, 1999). A dialect that is associated with the consumer's own region may create a sense of familiarity, belonging, and social proximity, whereas a dialect linked to another region may evoke greater distance (Champoux-Larsson & Zakrisson, 2025).

Furthermore, Tajfel and Turner's (1986) Social Identity Theory assumes that group memberships are associated with positive or negative evaluations, and that these evaluations emerge through comparison with other relevant groups rather than in isolation. Positive social identity is achieved when the in-group is perceived more favorably than relevant out-groups, as groups seek to establish positive distinctiveness. However, Social Identity Theory does not imply that group identification automatically leads to one uniform form of in-group favoritism. Rather, responses to intergroup comparison depend on the structural characteristics of the intergroup context and on the strategies individuals pursue in order to maintain a positive social identity. In this regard, the literature distinguishes between strategies such as social competition, social creativity, and individual mobility, which may become more or less relevant depending on whether group boundaries are perceived as permeable, legitimate, and stable (Knippenberg & Ellemers, 1990; Everett et al, 2015).

In the context of dialect perception, this suggests that dialects are not evaluated merely in linguistic terms, but also in relation to the social groups they represent. Accordingly, individuals

may be inclined to evaluate their own regional dialect more positively than other dialects, because it symbolizes in-group membership and may reinforce a favorable sense of social identity. Moreover, it was found that in regions that do not border the national capital, regional identity is stronger (Fitjar, 2010), which is in line with Center–Periphery Cleavage arguments.

When considering the linguistic landscape of a country, it is important to distinguish between regional dialects and the standard language. While speakers may feel attached to their own regional dialect because it signals local belonging and can reinforce in-group favoritism, the standard language may serve a different function. As a supraregional variety, it can represent membership in the broader national community and provide a shared linguistic framework across regions (Walsh, 2021). In Austria the pride of and identification with Austrian Standard German further works as a concrete differentiation from Germany (Muhr, 2008). This suggests that language preferences may operate on different identity levels: individuals may favor their own regional dialect as a marker of local in-group membership, while also accepting or positively evaluating the standard language as a symbol of national belonging. In contrast, other regional dialects may not evoke the same sense of identification and may therefore be evaluated less positively.

These considerations suggest that the effects of dialect in advertising are likely to depend on the social meanings consumers attach to the respective language variety. A regionally close dialect may make brand communication appear more familiar, socially close, and culturally embedded. By contrast, a dialect associated with another region or with the political centre may create symbolic distance and may therefore be less effective in generating positive brand perceptions.

This theoretical perspective is directly relevant for the brand-related outcome variables of the present study. If dialect functions as a cue of social identity and regional belonging, it may influence whether a brand is perceived as authentic, culturally appropriate, and close to

consumers lived social reality. At the same time, dialect may also affect brand trust by shaping perceptions of familiarity, social proximity, and shared values. The following chapter therefore discusses brand authenticity and brand trust as central outcome variables.

2.5 Brand-related outcome variables

2.5.1 Brand Authenticity

A central brand-related outcome in consumer research is brand authenticity. Brand authenticity has become an increasingly important concept in contemporary marketing. In times of uncertainty and social change, consumers tend to seek products and brands that appear authentic, as authenticity is often described as a fundamental human aspiration (Fritz et al., 2017). In branding research, this development has been linked to consumers' desire for meaning, stability, and orientation in increasingly complex and commercialized marketplaces (Bruhn et al., 2012). As a result, brand authenticity is considered highly relevant not only for brand perception in general, but also for important consumer outcomes such as relationship quality, behavioral intentions, and purchase intention. In this sense, authenticity can be understood as a strategically important asset for brands, as it contributes to favorable brand evaluations and supports long-term brand success (Bruhn et al., 2012; Fritz et al., 2017).

However, despite its growing relevance, brand authenticity has not been defined uniformly in the literature (Fritz et al., 2017; Bruhn et al., 2012; Campagna et al., 2022). Existing research has proposed a range of conceptualizations and measurement approaches, many of which focus on specific facets of the construct rather than capturing it in a holistic way (Campagna et al., 2022). This fragmentation has led to a broad variety of dimensions and operationalizations. At the same time, the literature converges in two important aspects: first, brand authenticity is generally understood as a multidimensional construct; and second, it is regarded as a

fundamentally consumer-based and subjective perception rather than an inherent objective property of the brand itself (Bruhn et al., 2012; Fritz et al., 2017). Furthermore, across the major conceptualizations, authenticity is commonly associated with a brand being perceived as genuine, real, and true to itself. In addition, most frameworks emphasize some combination of consistency, sincerity or credibility, naturalness, and identity- or culture-related meaning. Brand authenticity can therefore be understood less as a single fixed attribute and more as a multidimensional consumer perception that emerges when a brand appears coherent, honest, non-artificial, and meaningfully connected to the consumer's social and cultural world (Bruhn et al., 2012; Napoli et al., 2014; Morhart et al., 2015; Campagna et al., 2022).

Language is a key tool for strengthening brand authenticity because it can create a perceived fit between a brand's communication style and consumers' own linguistic and social identity. When consumers can identify with a brand's language and perceive its communication style as reflecting their own way of speaking, this may contribute to a more positive brand perception (Fritz et al., 2017). Since language that aligns with consumers' linguistic preferences can reinforce brand credibility, dialect as a specific linguistic means may also foster brand authenticity, particularly because credibility represents one important dimension of brand authenticity (Musonda & Siame, 2025). This link between language and authenticity can also be explained through congruence with consumers' individual self-perception and identity (Morhart et al., 2015; Tomar, 2025). Fritz et al. (2017) argue that the fit between a brand's communication style and the consumer's actual self-perception can act as determinant of brand authenticity, and they further suggest that self-image congruence enhances authenticity evaluations. Morhart et al. (2015) develop this idea further through the dimension of symbolism, which they define as a brand's potential to serve as a resource for identity construction by providing self-referential cues representing values, roles, and relationships. From this perspective, authenticity increases when a brand helps consumers connect the brand with their own sense of self. Applied to dialect advertising, this implies that dialect may enhance

authenticity not only by signaling cultural proximity, but also by creating an identity match between the brand's communication and the consumers lived social reality.

Yet authenticity is not only established through communicative accessibility and on the individual level. It also depends strongly on cultural fit. Prior research suggests that consumers are more likely to perceive a brand as authentic when its values, norms and symbolic cues are congruent with their own cultural environment (Napoli et al., 2014; Fritz et al., 2017). In this context Fritz et al. (2017) also identify perceived cultural fit as a particularly important driver of authenticity and describe cultural proximity as significant in the authentication process. Their findings further suggest that brands should understand the culture of their target consumers and integrate the symbols and behaviors representing their values and norms into the brand culture.

Moreover, brand authenticity enhances brand loyalty which is why consumers associate brands with more trustworthiness and reliability when it is also perceived as authentic (Musonda & Siame., 2025). Brand trust is, in contrast, to brand authenticity often tangible, real and true and does not only develop through customers subjective experience (Napoli et al., 2014). Because authenticity is closely related to how credible, sincere, and reliable a brand appears, it is also closely connected to the concept of brand trust, which is discussed in the following section.

2.5.2 Brand Trust

Brand trust is closely related to brand authenticity (Hernandez-Fernandez & Lewis, 2019), but the two constructs should not be treated as interchangeable. Whereas brand authenticity primarily concerns whether a brand appears genuine, coherent, and true to itself, brand trust refers more specifically to consumers' confidence in the brand and their willingness to rely on it (Chaudhuri & Holbrook, 2001; Hernandez-Fernandez & Lewis, 2019). In this sense, brand trust can be understood as an important relational outcome of brand perceptions, as prior research shows that authenticity is positively associated with trust-related evaluations (Napoli

et al., 2014; Hernandez-Fernandez & Lewis, 2019). At the same time, Napoli et al. (2014) point out that, unlike brand authenticity, the cues consumers use to form trust-related beliefs tend to be more tangible and more directly tied to perceptions of reliability and expected performance.

In the literature, brand trust has been conceptualized in slightly different but related ways. Delgado-Ballester (2004) defines brand trust as consumers confident expectations regarding a brand's reliability and intentions in situations entailing risk and distinguishes between the two dimensions of brand reliability and brand intentions. Reliability refers to the extent to which the brand is perceived as dependable and able to fulfill its promises, whereas intentions concern the belief that the brand will act honestly and in the consumers' interest, especially when unexpected problems arise (Napoli et al, 2014). Similarly, brand trust is defined as the willingness of the average consumer to rely on the ability of the brand to perform its stated function by Chaudhuri and Holbrook (2001). In their operationalization, brand trust is captured through consumers trust in, reliance, on, and perceptions of honesty and safety regarding the brand. Taken together, these approaches suggest that brand trust centers on consumers' confidence that a brand is reliable, honest, and capable of meeting their expectations (Chaudhuri & Holbrook, 2001).

An important influencing factor for brand trust is social closeness. Prior research shows that when a brand is perceived as socially close, consumers are more likely to draw on familiarity and previously formed positive attitudes toward the brand. In addition, shared values are positively related to trust, indicating that trust is strengthened when consumers perceive alignment between themselves and the brand. By contrast, impersonal communication can increase social distance and thereby weaken trust-related evaluations (Sundar & Cao, 2020). In this regard dialect may function as a particularly relevant cue, as local language can foster social closeness, familiarity, and a greater sense of shared cultural background (Alonso García et al., 2013). The use of dialect may therefore positively influence brand trust by making brand

communication appear less distant and more personally and socially connected to the target audience.

3 Hypotheses & Research Model

3.1 Hypotheses

Social Identity Theory suggests that individuals derive part of their self-concept from their membership in social groups and tend to evaluate cues associated with their ingroup more positively than cues linked to relevant outgroups (Tajfel & Turner, 1986). Language varieties can function as such social cues, as they signal cultural proximity and shared identity (Giles & Johnson, 1987; Trudgill, 1999), and dialect can further function as a salient marker of regional and social belonging. In the advertising context, dialect may therefore influence how consumers interpret and evaluate a brand, because it can make brand communication appear more or less socially and culturally close to the target audience.

In the Austrian context, this mechanism may be further explained by the Center–Periphery Cleavage, according to which symbolic distance from the political and cultural center can shape attitudes toward regional and non-regional varieties (Knutsen, 2009). A regionally close dialect may therefore evoke a stronger sense of familiarity, identification, and social proximity than a non-regional dialect. Applied to the present study, Viennese dialect can be understood as the dialect associated with the political and cultural center of Austria, whereas Styrian dialect represents a peripheral and regionally close dialect for the target group of this study. Since the sample consists of Styrian residents, Styrian dialect is expected to evoke stronger feelings of familiarity, identification, and social proximity than Viennese dialect. In contrast, Viennese dialect may activate symbolic distance from the capital and may therefore be evaluated less positively.

These perceptions of social proximity can affect brand-related evaluations. Research on brand authenticity suggests that brands are perceived as more authentic when they appear genuine, credible, and true to their values (Morhart et al., 2015). Characteristics that are associated with

dialects are transferred to the brand and can therefore increase brand authenticity (Hendriks et al., 2019). Language is considered a key tool in strengthening brand authenticity. Moreover, if the communication style of a brand fits the self-perception and cultural environment of the consumers, brand authenticity can be enhanced (Fritz et al., 2017; Musonda & Siame, 2025). For Styrian consumers, Styrian dialect may therefore create a stronger fit between the brand's communication and their own regional identity than Viennese dialect.

Similar assumptions apply to brand trust. Brand trust refers to consumers' confidence in a brand and their willingness to rely on it (Chaudhuri & Holbrook, 2001; Delgado-Ballester, 2004). In advertising, dialect may contribute to such perceptions by making brand communication appear more natural, locally grounded, and less standardized. In addition, previous research shows that non-standard or regional language varieties can influence the evaluation of advertised brands, and that the use of local language may foster stronger brand trust by creating a sense of closeness between brand and consumer (Alonso García et al., 2013) and that impersonal or socially distant communication may weaken trust (Sundar & Cao, 2020). Since dialect can signal closeness and shared cultural background, in the context of this study the regionally close dialect Styrian may make brand communication appear more relatable and trustworthy. In contrast, the dialect associated with the political center (Viennese) might create the sense of distance among consumers from peripheral regions (Styria).

These considerations lead to the following hypotheses:

Main effects

H1a: Advertisements presented in Styrian dialect lead to higher perceived brand authenticity than advertisements presented in Viennese dialect.

H1b: Advertisements presented in Styrian dialect lead to higher perceived brand trust than advertisements presented in Viennese dialect.

Standard German will be included as a nationwide comparison condition. Since it does not represent a specific regional outgroup and is familiar in advertising contexts, it is not expected to evoke the same center-periphery-related distance or proximity as Styrian or Viennese. Therefore, the main focus lies on the peripheral, regional close dialect and the center-associated dialect which are Styrian and Viennese dialect, respectively.

As outlined in the theoretical framework, advertising is processed by consumers on both a cognitive and an affective level. While cognitive processing relates to understanding and interpreting the message, affective processing concerns the feelings and evaluations evoked by the way the message is communicated (Petty & Cacioppo, 1986). In the context of dialect advertising, dialect may therefore operate not only as a linguistic feature that needs to be understood, but also as a social and emotional cue that activates associations with region, familiarity, authenticity, or belonging. Dialects can function as social cues that activate associations with region, belonging, familiarity, or rejection (Mai & Hoffmann, 2014; Dragojevic et al., 2021). Therefore, the effect of dialect in advertising is likely to depend on consumers' general attitudes toward dialects.

Consumers with more positive dialect attitudes may perceive dialect use as more natural, relatable, and culturally appropriate. In this case, Styrian dialect is more likely to strengthen perceived social closeness and regional fit. Since such characteristics associated with a language variety can be transferred to the advertised brand (Hendriks et al., 2019), positive dialect attitudes are expected to strengthen the effect of Styrian dialect compared to Viennese dialect on brand authenticity and brand trust.

Therefore the following hypotheses can be derived:

Moderating effects

H2a: The positive effect of Styrian dialect compared to Viennese dialect on perceived brand authenticity is stronger for consumers with more positive dialect attitudes.

H2b: The positive effect of Styrian dialect compared to Viennese dialect on perceived brand trust is stronger for consumers with more positive dialect attitudes.

In addition to affective processing, dialect advertising also depends on cognitive processing. Consumers must be able to understand the dialectal message in order to process it fluently. If consumers are less familiar with a dialect, the message may require more cognitive effort, which can reduce processing fluency and negatively influence evaluations (Dragojevic & Giles, 2016; Dragojevic et al., 2017). Consumers with higher Styrian dialect proficiency are likely to understand dialect-based messages more easily and process them with less effort, making it more likely that positive associations such as familiarity, regional closeness, and cultural embeddedness are transferred to the brand. Therefore, dialect proficiency is expected to strengthen the positive effect of Styrian dialect compared to Viennese dialect on brand authenticity and brand trust.

These considerations lead to the following hypotheses:

Moderating effects

H3a: The positive effect of Styrian dialect compared to Viennese dialect on perceived brand authenticity is stronger for consumers with higher Styrian dialect proficiency.

H3b: The positive effect of Styrian dialect compared to Viennese dialect on

perceived brand trust is stronger for consumers with higher Styrian dialect proficiency.

3.2 Research Model

Based on the hypotheses derived above, a conceptual research model is constructed to illustrate the assumed relationships between the variables under investigation.

Figure 2

Research Model

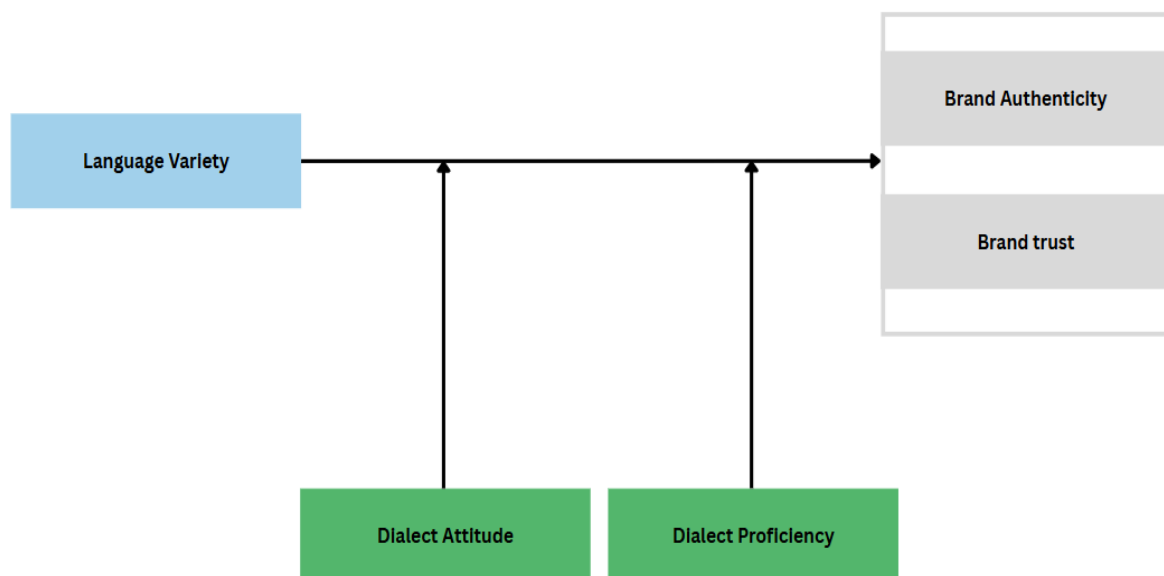


Figure 2 illustrates the conceptual model of the present study. Language variety, operationalized through the use of a peripheral (Styrian) and dialect form the center (Viennese) versus Standard German, serves as the independent variable. The dependent variables are perceived brand authenticity and brand trust. In addition, dialect attitude and dialect proficiency are included as moderating variables, as they are expected to influence the strength of the relationship between language variety and the two brand-related outcome variables.

4 Methodology

4.1 Research design and experimental setup

To address the research question, an online between-subject experiment was conducted. In this experiment, participants first listened to a radio advertisement and subsequently answered questions regarding brand authenticity, brand trust, attitudes toward dialects, dialect proficiency, and the everyday use of dialects, in addition to providing demographic information. In total, the study included three different stimulus versions: a Standard German version, a Styrian dialect version, and a Viennese dialect version. Participants were randomly assigned to one of these three conditions, meaning that each participant was exposed to only one language variety version.

The first page of the questionnaire provided information about the purpose of the study as well as instructions on how to proceed through the survey. On the following page, participants were presented with the respective audio stimulus. In order to ensure that participants listened to the entire advertisement, they were required to remain on that page for at least twenty seconds before they could continue. After exposure to the stimulus, participants were asked to evaluate the advertised brand with regard to brand authenticity and brand trust. This section also included an attention check to ensure that the advertisement had been understood correctly and that participants had paid attention to the stimulus material.

The next section focused on dialect-related variables, including dialect attitudes, dialect proficiency, and the frequency of dialect use in everyday life. In a later step, the manipulation check was included. Finally demographic data was collected.

4.2 Stimuli creation

The independent variable in the experiment is the language variety. To operationalize it, three versions of the same audio advertisement were created. The versions differed only in the linguistic variety in the voice-over while all other elements were held constant. The advertised product is toothpaste. This product was chosen as it is a neutral everyday product, widely used and is usually not related to any specific region. The brand used in the advertisement was a fictitious brand called DentaWhite in order to prevent brand bias. The advertising stimuli were developed specifically for this study and were operationalized as radio advertisements. Radio advertisements were chosen because dialectical differences are particularly notable in spoken language. While dialect can also be represented in written form, many of their distinctive features, such as pronunciation, intonation, and rhythm become more clearly recognizable in oral communication. Therefore, audio stimuli were considered suitable for comparing the effects of Standard German, Styrian, and Viennese in the advertising context.

To make sure that the advertisements had a high level of practical and realistic appearance, the wording was inspired by existing toothpaste advertisements and incorporated typical characteristics of this product category, such as reference to freshness, white teeth and a nice smile. The aim was to create advertising messages that appeared familiar and credible within the context of toothpaste advertising, while still allowing for a systematic comparison between the different conditions.

In the first step, the advertisement was written in Standard German by the researcher. This version served as the basis for further adaption, translations into the dialect versions and was created to be easily understandable and realistic. Artificial intelligence was used as a supportive tool to refine the wording of the Standard German version, for example by improving fluency and clarity and give the “advertising touch”. However, the final wording was selected and adapted by the researcher.

In the next step, the Standard German text was translated into the two dialect versions Styrian and Viennese. The translations were not intended to capture all possible varieties within these regions, but rather to create recognizable and comprehensible dialectal versions for the purpose of the experiment. The first dialect adaptations were created by the researcher herself, as she is from Styria and lives in Vienna and therefore has everyday knowledge of common linguistic elements and expressions used in both dialect contexts.

To improve the authenticity and comprehensibility of the dialect stimulus, the dialect versions were reviewed by speakers from the respective regions. These individuals checked whether the wording sounded natural and regionally appropriate. In cases of uncertainty, for example regarding how a specific word or expression would typically be used in the respective dialect, additional feedback was obtained from regional speakers. Based on this feedback, minor adjustments were made to the stimuli.

It is important to mention that the advertisement stimuli were created through a process that combined orientation toward real advertising language and style, researcher judgement, and feedback from region speakers regarding the correctness of the dialects. This approach was chosen to create realistic and understandable advertising messages while keeping the core content comparable across the three language conditions.

The final advertising texts were recorded by a single speaker from the researcher's personal environment. This person was able to speak Standard German, Styrian, and Viennese dialect, which made it possible to keep the speaker's voice constant across all three language conditions. This was important in order to reduce potential confounding effects that could have been caused by differences in voice, gender, tone, or speaking style if different people would have recorded the versions. The speaker voluntarily supported the study without financial compensation and gave consent for the recordings to be used for the purpose of this master's thesis.

After the voice recordings were completed, the stimuli were post-produced in the editing program *Logic Pro* (Apple Inc, n.d.). Minor sound effects were added to increase realism and to approximate the acoustic characteristics of a typical radio advertisement.

4.3 Measurement instrument and scales

In addition to demographic data that included age, gender, educational level, duration of residency in Styria and the question where the participants mostly grew up, the dependent variables brand trust and brand authenticity and the moderator's dialect attitude and dialect proficiency had to be studied. For this purpose, established scales were retrieved from academic literature and adopted to suit the objectives of the study for this thesis.

Brand authenticity

The dependent variable brand authenticity was measured by a multi-item scale adopted by Morhart et al. (2015). The original scale contained four constructs, these being continuity, credibility, integrity and symbolism (Morhart et al., 2015). For the present study, however, only the dimensions credibility and symbolism were retained as the dimensions continuity and integrity were not considered suitable in the context of a fictitious brand. Since participants had no prior experience with the brand, they could not evaluate aspects such as consistency over time or the extent to which the brand is guided by moral principles. Such judgments would have required a broader and more established perception of the brand than could reasonably be formed based on a single advertising exposure. Therefore, the final measurement of brand authenticity in this study consisted of the credibility and symbolism dimensions, with three and four items respectively:

Credibility

1. *A brand that will not betray you*

2. *A brand that accomplishes its value promise*
3. *An honest brand*

Symbolism

1. *A brand that adds meaning to people's lives*
2. *A brand that reflects important values people care about*
3. *A brand that connects people with their real selves*
4. *A brand that connects people with what is really important*

All items were measured on a seven-point Likert scale ranging from 1=strongly disagree to 7=strongly agree.

Brand trust

The construct brand trust was measured by a four-items scale adopted by Chaudhuri & Holbrook (2001). It was found that these measures were reliable and could predict brand performance outcome. (Chaudhuri & Holbrook, 2001). This scale was also considered suitable due to its concise length, as overly long questionnaires may increase participant fatigue and dropout rates (Galesic & Bosnjak, 2009). Moreover, the authors reported satisfactory internal consistency for the scale (Cronbach's alpha = 0.81).

1. *I trust this brand*
2. *I rely on this brand*
3. *This is an honest brand*
4. *This brand is safe*

These items were measured on a 7-point Likert-scale with answers ranging from 1= totally disagree to 7=totally agree.

Dialect attitude

The moderation variable dialect attitude was measured with a semantic differential scale adapted from Mulac (2009). The original scale comprises three evaluative dimensions, including socio-intellectual status, aesthetic quality, and dynamism that showed high reliability (Mulac, 2009). For the present study, most of the original item pairs were retained. However, some items were omitted because they were considered less suitable for the specific context of this survey.

- *rich ↔ poor*
- *educated ↔ uneducated*
- *intelligent ↔ not intelligent*
- *confident ↔ unsure*
- *pleasing ↔ displeasing*
- *nice ↔ awful*
- *beatufiul ↔ ugly*
- *attractice ↔ unattractive*
- *kind ↔ cruel*
- *sweet ↔ sour (translated into sympathetic)*
- *clean ↔ dirty*
- *calm ↔ excitable*
- *strong ↔ weak*
- *aggressive ↔ unaggressive*
- *rugges ↔ delicate*
- *loud ↔ soft*

These semantic differentials were measured on a 5-point scale, with lower values representing the more positive pole and higher values the more negative pole. For the analyses, the items

were subsequently re-coded so that higher values indicate more positive attitudes toward dialects.

Dialect proficiency

The moderation variable dialect proficiency was operationalized by self-assessment. As mentioned earlier to date research on dialect is relatively scarce, which is why no established scale appears to exist that explicitly measures dialect proficiency or dialect competence. In the broader field of language proficiency, particularly in the European context, language skills are commonly assessed according to the Common European Framework of Reference for Languages (CEFR), ranging from A1 (beginner level) to C2 (mother tongue level). This framework typically distinguishes between four skill areas: listening comprehension, reading comprehension, writing, and speaking (Council of Europe, 2020). Although such structure could in principle be transferred to the context of dialect competence, doing so would have gone beyond the scope of the present master's thesis. In particular, it would have required a more extensive and test-based assessment of dialect abilities, which was not feasible within the present study design. Therefore, dialect proficiency in the present study was measured through a self-assessment approach, based on items adapted from a German dialect study, in which participants were asked how well they understand and speak a dialect (Adler et al., 2024). This approach also appears justified from a wider linguistic perspective, as it captures both receptive and productive aspects of language competence. More specifically, understanding a dialect reflects passive language competence, whereas speaking a dialect reflects active language competence. This distinction is also consistent with the CEFR, which likewise differentiates between active and passive language skills (Council of Europe, 2020).

Respondents had to indicate on a scale from one to five how well they speak and understand the Styrian dialect.

1. How well do you speak the Styrian dialect?

2. *How well do you understand the Styrian dialect?*

Responses were recorded on a five-point scale ranging from 1=very good to 5=very bad, based on the Austrian grading logic, with lower values indicating higher proficiency. This format was chosen because it was assumed to be more intuitive for Austrian participants. For the statistical analysis, the items were re-coded so that higher values represent higher levels of dialect proficiency.

In addition to dialect proficiency, frequency of dialect exposure and use in everyday life was assessed through two study-specific self-report items. These items were included to capture participants' day-to-day contact with the Styrian dialect more comprehensively and to allow for exploratory analyses.

1. *How often do you speak Styrian dialect in your daily life?*

2. *How often do you hear Styrian dialect in your daily life?*

Answers were measured on a five-point scale ranging from 1=often to 5=never. For the statistical analyses, the items were re-coded so that higher values reflect more frequent use of and contact with Styrian dialect.

Attention check

To ensure that participants would not just click through the questionnaire and pay attention to the stimuli an attention check was integrated. It asked what kind of product was advertised in the radio advertisement. The answer options were soap, chocolate, toothpaste and bread.

Manipulation check

A manipulation check was included to assess whether participants correctly recognized the language variety used in the respective advertisement. For this purpose, participants indicated their agreement with three statements on a seven-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree:

1. *The advertisement was in Standard German*
2. *The advertisement was in Viennese Dialect*
3. *The advertisement was in Styrian Dialect*

Depending on the experimental condition, participants were expected to show high agreement with the statement referring to the presented variety and low agreement with the other two.

As the questionnaire was distributed within Austria all survey items were translated into German. To ensure linguistic appropriateness the translation tool *DeepL* (2026) was used to compare subtle nuances in meaning and to identify the wording best suited to the survey context. The final German version was then reviewed by two native speakers. The complete German questionnaire can be viewed in the appendix.

4.4 Sampling and data collection

The experiment was conducted via *SoSciSurvey* (Leiner, 2024), an online survey program that is provided by the University of Vienna free of charge for its students at <https://sosci.univie.ac.at>. At first a short pre-test was carried out among five people in order to check for misspellings, comprehension and recognition of the dialect and overall feasibility. The question form was then accordingly adapted.

The survey period started on 21st of February 2026 and ended on 6th of March 2026 and was available at <https://sosci.univie.ac.at/regionaledialekteinwerbung/>. Only current Styrian residents were surveyed. In addition to these conditions the questionnaire was directed to people who had proficient German skills to ensure that the commercials were understood. Nevertheless, participants had to decide themselves whether their German Skills were sufficient.

Moreover, participation in the study was voluntary and would not be redeemed, and the data was collected anonymously, hence results could not be traced back to any individual. Participants were informed that by starting the survey they would consent their participation. The first page informed about the purpose of the survey.

Participants were recruited using a non-probability sampling approach. Initially, the survey link was distributed through the researcher's personal network. Recipients were also encouraged to share the link within their own networks, resulting in elements of snowball sampling. The initial contacts were reached directly via WhatsApp and Instagram within the researcher's network. In addition, the link was shared on *Studo*, a platform commonly used by students in Austria.

4.5 Sample description

The final sample was predominantly female, with 71.9% identifying as female, 27.5% as male, and one person choosing not to disclose their gender. Participants were between 16 and 83 years old, with a mean age of 38.64 years ($SD = 16.32$). When taking a look at the histogram (can be viewed in the appendix) one can observe that the mean is not quite representative. The histogram indicates an age distribution, with participants' ages clustering around the mid-20s to early 30s and between 45 and 55 years.

Regarding educational background, more than half of the respondents held a university or university of applied sciences degree (56.9%), followed by respondents with a high school diploma or A-levels (26.9%). Smaller proportions reported still being in school (6.0%), having completed an apprenticeship (4.8%), compulsory school as their highest level of education (1.8%), or another educational background (3.6%).

As all participants were recruited in Styria, the sample reflects a predominantly Styrian population. The majority of respondents (91.6%) reported having lived in Styria for more than ten years, and 84.9% indicated that they had grown up in Styria.

Table 1 provides an overview of the results of the demographic data.

Table 1

Demographic characteristics of the sample

Characteristic		Category	n	%
Gender		Female	120	71.9
		Male	46	27.5
		Prefer not to say	1	.6
Education		University degree	95	56.9
		Matura	45	26.9
		Apprenticeship (Lehre)	8	4.8
		Still in school	10	6.0
		Compulsory school	3	1.8
		Other	6	3.6
Grew up in Styria		Yes	141	84.4
		No	25	15.9
Years living in Styria		Less than 1 year	1	.6
		1-5 years	4	2.4
		6-10 years	9	5.4
		More than 10 years	153	91.6

5 Results

5.1 Data preparation

After the survey was completed the first step was to clean the data. First, incomplete data sets were deleted. Then, if data sets were missing only one or two values these values were defined as missing values as -9. The following Missing-Value Test confirmed that no further incomplete values were present. Afterwards the attention check was run. All remaining data sets successfully passed the attention check. All participants successfully recognized that the advertisement was about toothpaste. Therefore, all remaining data sets were kept. Non-Styrian residents that accidentally participated were excluded. This led to the final **n=167**.

Furthermore, as part of the data preparation process, items with reversed scale direction were re-coded to ensure consistency across all measures. In particular, the items measuring dialect attitude were reverse-coded so that higher values represent more positive attitudes toward dialects. Also, proficiency and frequency variables were re-coded so that higher values indicated higher proficiency and more frequency.

5.2 Attention & Manipulation check

As the attention check was measured on a nominal scale, the results were evaluated using frequency counts. The analysis showed that 100% of participants selected the correct response option, namely toothpaste. This indicates that all participants passed the attention check and that, as mentioned above, no cases had to be excluded on this basis.

A one-way ANOVA was conducted to test the effectiveness of the manipulation. The results showed significant differences between the language conditions across all manipulation check items (all $p < .001$), indicating that respondents were able to correctly distinguish between the

Styrian, Viennese, and Standard German versions. Thus, the manipulation of dialect was successful.

5.3 Reliability analysis

Before proceeding with further analysis, a reliability analysis was conducted in order to assess the internal consistency of the multi-item scales. This analysis was conducted for the variables brand authenticity, brand trust and dialect attitude. Since the scales were adopted from previously reviewed research Cronbach's Alpha showed high internal consistency as expected. The results show a high Cronbach's Alpha for all three variables: brand authenticity ($\alpha = .902$), brand trust ($\alpha = .939$) and dialect attitude ($\alpha = .883$). Therefore, all items were kept measuring the respective variables. Table 2 shows the number of each construct and the respective Cronbach Alpha.

Table 2

Reliability analysis of the measurement scales

	Number of Items	Cronbach's Alpha
Brand Authenticity	7	0.902
Brand Trust	4	0.939
Dialect Attitude	16	0.883

5.4 Descriptive statistics

Descriptive statistics were calculated for all key variables. The results are shown in table 3. It shows that both brand authenticity and brand trust received average rating. Brand authenticity

showed a mean value of $M = 3.52$ ($SD = 1.30$), while brand trust had a mean value of $M = 3.53$ ($SD = 1.49$). Dialect attitude showed a mean value of $M = 3.28$ ($SD = 0.55$), suggesting generally neutral to slightly positive attitudes toward dialects.

Table 3

Descriptive Statistics for brand authenticity, brand trust, and dialect attitude

	Mean	Standard Deviation
Brand Authenticity	3.52	1.30
Brand Trust	3.53	1.49
Dialect Attitude	3.28	.55

Descriptive statistics were also calculated for Styrian dialect proficiency and frequency of dialect use. Regarding dialect proficiency, both speaking and understanding of the Styrian dialect indicated relatively high levels of self-reported competence. However, respondents reported higher competence in understanding the Styrian dialect than in actively speaking it. This is plausible, as passive language knowledge is generally expected to be higher than active language production. These results are shown in table 4.

Around 40% of respondents stated that they speak the Styrian dialect very well, while approximately one quarter reported speaking it well. Less than 10% indicated very low speaking competence. As expected, self-reported understanding was higher: the vast majority of respondents stated that they understand Styrian very well, while only around one percent reported poor understanding competence.

The frequency items further showed that respondents are frequently exposed to the Styrian dialect in everyday life. More than 60% reported hearing Styrian very often in their daily life. In contrast, active use was lower, with around one third stating that they speak it very often in everyday life.

Table 4

Descriptive statistics for dialect proficiency and dialect use frequency

Variable	Mean	Standard deviation
Styrian speaking proficiency	3.9	1.24
Styrian understanding proficiency	4.5	.86
Frequency of speaking Styrian in daily life	3.46	1.46
Frequency of hearing Styrian in daily life	4.5	.82

5.5 Hypothesis testing

To examine the hypotheses H1a and H1b, One-Way ANOVAs were conducted.

For hypothesis H1a the One-Way ANOVA revealed a significant effect of language condition on perceived brand authenticity, $F(2,164) = 6.304$, $p = .002$. Post hoc comparisons using Tukey HSD showed that advertisements presented in the Styrian dialect were rated significantly higher in authenticity than those in the Viennese dialect.

However, no significant difference was found between the Styrian dialect and Standard German. Therefore, H1a is supported.

For H1b, the One-Way ANOVA likewise revealed a significant effect of language condition on brand trust: $F(2, 164) = 6.048, p = .003$. The Post hoc comparison with Tukey HSD showed that advertisement using Styrian dialect generated significantly greater brand trust than the advertisement in Viennese dialect. As with H1a, no significant difference was found between Styrian and Standard German. H1b can therefore also be accepted.

In order to examine the moderator hypotheses moderation analyses were conducted using PROCESS Model 1 in SPSS. The analyses revealed significant interaction effects between advertisement language condition and dialect attitude on perceived brand authenticity ($b = 1.46, 95\% \text{ CI } [.6404; 2.2754], p < .001$) and brand trust ($b = 1.33, 95\% \text{ CI } [.3852; 2.2809], p = .0061$). Since the dialect attitude scale was reverse coded in the first place, higher values reflect more positive attitudes towards dialects, the positive interaction coefficients indicate that the effect of the Styrian dialect becomes stronger as dialect attitudes become more positive. Thus, respondents with more positive dialect attitudes evaluated the Styrian advertisement as more authentic and more trustworthy. Accordingly, H2a and H2b are supported.

To test H3a and H3b, moderation analyses were conducted using PROCESS Model 1 as well. The results showed that dialect proficiency significantly moderates the relationship between advertisement language conditions and perceived brand authenticity ($b = .34, 95\% \text{ CI } [.0059; .6796], p = .046$). The positive interaction effect indicates that the effect of the Styrian dialect on perceived authenticity increases as dialect proficiency of Styrian increases. Therefore, H3a is supported.

However, the interaction effect for brand trust was not significant ($b = .19, 95\% \text{ CI } [-.1930; .5822], p = .323$), indicating that dialect proficiency does not moderate the relationship between language condition and brand trust. Hence, H3b is not supported.

Table 5*Summary of hypothesis testing results*

H1a	$F(2, 164) = 6.304, p = .002$	supported
H1b	$F(2, 164) = 6.048, p = .003$	supported
H2a	$b = 1.46, p < .001$	supported
H2b	$b = 1.33, p = .0061$	supported
H3a	$b = .34, p = .046$	supported
H3b	$b = .19, p = .323$	not supported

5.6 Explorative analyses

In addition to the hypotheses testing, exploratory analyses were conducted to examine relationships between dialect proficiency, dialect usage frequency, and dialect attitude.

The results revealed strong positive relationships between dialect proficiency and frequency of dialect use. In particular, the ability to speak the dialect was strongly correlated with the frequency of speaking the dialect in everyday life ($r = .72, p < .001$). Additionally, moderate positive correlations were found between dialect proficiency and both hearing ($r = .33, p < .001$) and speaking frequency ($r = .33, p < .001$). These findings suggest that individuals who are more proficient in the dialect tend to use it more frequently in daily communication.

Furthermore, dialect attitude was positively associated with dialect proficiency. Individuals with more positive attitudes towards dialects reported higher ability to speak ($r = .18, p = 0.022$) and understand the dialect ($r = .24, p = .002$). Same is valid for the relation between dialect attitudes and frequency. While hearing the dialect the dialect in everyday life showed a weak but significant correlation with dialect attitude ($r = .17, p = .027$), the frequency of speaking the

dialect was stronger associated with a more positive attitude ($r = .31, p < .001$). this suggests that active use of the dialect is stronger linked to favorable attitudes than passive exposure.

A strong positive correlation was also found between perceived brand authenticity and brand trust ($r = .74, p > .001$).

6 Discussion

6.1 Interpretation of findings

The aim of this study was to examine how the use of different regional Austrian dialects in advertising influences consumers' perceptions of brand authenticity and brand trust. More specifically, the study compared the effects of Standard German, Styrian, and Viennese dialect and investigated whether dialect proficiency and dialect attitude shape these effects.

Overall, the findings show that dialect in advertising should not be understood as a uniformly positive or negative linguistic strategy. Instead, the effect seems to depend on which dialect is used and what consumers associate with it.

The main finding of the survey conducted is that the peripheral, regionally close dialect which was operationalized through Styrian led to higher brand authenticity and brand trust than the dialect from the political center which was Viennese. However, no statistically significant difference between Styrian dialect and Standard German was found. This could be explained by the fact that Austrians commonly and fluidly switch between dialect and Standard German in everyday communication, making both varieties familiar and acceptable in different situations. The fact that Styrian dialect did not differ significantly from Standard German also shows that Standard German is not perceived negatively in this context. This is not surprising as Standard German is the language variety consumers are used to in advertising. It is familiar, expected and therefore accepted (Lalwani et al., 2005; Lwin & Wee, 1999). In addition, Standard German still fits the Austrian context because it can be linked to the overall national sense of belonging (Muhr, 2008) as Austrians usually move along a standard-dialect continuum and use both varieties depending on the context (Vollmann, 2021). While dialect addresses consumers on a more regional level, Standard German can still be understood in the light of a shared Austrian language context.

These findings fit the theoretical argument of the thesis. From the perspective of social identity theory, people tend to evaluate cues more positively when they connect them with a group, they feel close to or identify with (Tajfel & Turner, 1986; Giles & Johnson, 1987). Dialect can be such a cue because it signals regional belonging and cultural closeness. At the same time, the Center-Periphery Cleavage (Knutsen, 2009) helps to explain why Viennese dialect was evaluated less positively. Since Vienna represents the political and cultural center of Austria, Viennese dialect may also carry associations with this center. For people from peripheral regions, this can create distance rather than identification due to desire to actively distance themselves from the capital (Knutsen, 2009).

Furthermore, the results for the moderators strengthen the theory that dialect advertising is processed cognitively and emotionally. Dialect attitude moderated the effects on both brand authenticity and brand trust. This indicates that the emotional evaluation of dialect plays an important role. Consumers who generally like dialects may perceive dialect in advertising as more familiar, warm, natural, and regionally close. For them, dialect can work as positive cue that influences the evaluation of the brand (Wang et al., 2025; Dragojevic et al, 2021)

Dialect proficiency is connected to the cognitive side of processing. In this study, dialect proficiency moderated the effect on brand authenticity, but not on brand trust. This suggests that the dialect competence matters especially when consumers judge whether the brand communication appears authentic (Mai & Hoffmann, 2014).

When consumers do not understand the dialect well, it may become distracting or harder to process. In this case, the dialect may lose its positive meaning or even reduce the perceived fit of the message.

The missing moderation effect on brand trust may be explained by the fact that trust is a more complex brand evaluation. Authenticity can be influenced by linguistic and cultural cues in a single advertisement. In contrast, to develop trust in a brand, more frequent exposure may be

required in addition to positive experience with the brand and reliable product information (Chaudhuri & Holbrook, 2001; Delgado-Ballester, 2004). Therefore, dialect proficiency alone may not play an important role in strengthening brand trust.

6.2 Theoretical and managerial implications

This thesis contributes to the theoretical and practical understanding of how dialect use in advertising influences consumers' responses.

From a theoretical perspective this thesis contributes to closing the research gap concerning regional dialects that was pointed out by previous researchers (Hendriks et al., 2019 & Bachmann et al., 2023). By comparing regional dialects this thesis brings new perspectives in the area of dialect advertising as no other study has studied this specific field previously. In harmony with previous research, it was found that there are no uniform rules of how dialects work in advertising (Hendriks & van Meurs, 2022). Instead, its effect depends on the particular dialect used, the regional context, and individual consumer characteristics such as dialect attitudes and dialect proficiency.

Furthermore, the results support the relevance of social identity theory and the Center-Periphery Cleavage perspective in the context of dialect advertising. The finding that Styrian dialect was evaluated more positively than Viennese dialect suggests that regional closeness and perceived group belonging may play an important role in how dialect advertising is perceived (Tajfel & Turner, 1986; Giles & Johnson, 1987). Dialect can therefore function as a social and regional cue that influences consumers' evaluations of a brand.

The findings also contribute to the understanding of brand authenticity and brand trust. The strong positive correlation between the two constructs indicates that consumers who perceived the brand as more authentic also tended to trust the brand more. This supports the assumption

that authenticity and trust are closely related consumer perceptions (Napoli et al., 2014; Hernandez-Fernandez & Lewis, 2019). Moreover, the results show that language choice can influence both perceived brand authenticity and brand trust (Hendriks et al., 2019; Alonso García et al., 2013; Musonda & Siame, 2025).

Finally, the moderation results add to the understanding of how dialect advertising is processed by consumers. Dialect attitude moderated the effects on both brand authenticity and brand trust, while dialect proficiency moderated the effect on brand authenticity. This suggests that dialect advertising is shaped by both affective and cognitive factors. Consumers' emotional evaluation of dialects as well as their ability to speak the dialect influence how they respond to dialect advertising (Mai & Hoffmann, 2014; Dragojevic & Giles, 2016; Dragojevic et al., 2021; Wang et al., 2025).

In addition to its theoretical contribution, the study offers several practical implications for companies and marketers.

Most importantly companies should not simply choose any dialect and expect positive consumer reactions. The findings show that different dialects can evoke different associations and therefore need to be selected carefully. Dialect should only be used when it fits the target group, the region, and the intended brand image. At the same time, Standard German should not be seen as a disadvantage. Since no statistically significant difference was found between Standard German and Styrian dialect, marketers do not necessarily need to use dialect to appear authentic or trustworthy. Especially for Austria-wide campaigns, Standard German may be the safer and more broadly accepted choice, while dialect may be more suitable for regional campaigns.

For regional companies in Styria, the findings suggest that using Styrian dialect can be a promising communication strategy, particularly when targeting consumers with positive dialect attitudes or higher dialect proficiency. However, as Styrian dialect did not perform significantly

better than Standard German, its use should be considered strategically rather than automatically. Standard German remains a suitable and accepted alternative.

6.3 Limitations & Future Research

This study has several limitations that also provide directions for future research. First, the study used a fictitious brand. This was useful because it avoided the influence of previous brand experience or existing brand attitudes and therefore helped to avoid brand bias, but it also limits the transferability of the findings to real brands. In the case of an existing brand, consumers may already have expectations, associations, or experiences that influence their evaluation. This is especially relevant for brand trust, as trust usually develops over time and is often based on previous experiences with a brand (Chaudhuri & Holbrook, 2001; Delgado-Ballester, 2004). Future research should therefore examine real brands to check for possible effects of dialect advertising in the real world.

Second, the study focused on a convenience product, which can be classified as a low-involvement product. In this context, dialect may be especially suitable because consumers do not have to make a complex or risky decision. Instead, cues like familiarity, sympathy and social closeness may be more relevant. For high-involvement products, however, the effect of dialect may differ. When products are expensive, risky or strongly connected to expertise, security, or prestige, like financial or insurance products, consumers may expect a more professional form of communication which would be Standard German as this variety is often associated with more prestige and competence (Soukup & Moosmüller, 2011; Milroy, 2001). Further research should therefore investigate how dialect affects brand perceptions in categories where credibility and expertise are especially important.

Third, only two Austrian dialects were studied. Viennese dialect was used as a dialect associated with the political and cultural center, while Styrian dialect was used as one example of a peripheral dialect. Styrian can of course not represent all peripheral dialects in Austria and people from other federal states might evaluate their regional dialect differently in comparison to the Viennese than respondents from Styria did. Moreover, as dialects have a different status in everyday life in Western Austria (Soukup & Moosmüller, 2011; ÖAW, 2024), different outcomes can be expected. Future research should therefore examine other federal states and their respective dialects to further proof the theory of the periphery-center cleavage. In addition, comparative studies in other countries could investigate whether similar patterns occur in different geographical and cultural contexts.

Lastly there are also limitations regarding the measurement of the moderator variables. Dialect proficiency was measured through self-assessment, as no established scale was available for this specific context. Furthermore, the self-assessment consisted only of two single-item questions which probably do not capture the real dialect competence of the participants as some may have overestimated or underestimated their knowledge. Accordingly future research could assess dialect proficiency more directly, for example through a test-based approach. However, this could not have been feasible in the scope of this master thesis. Future studies could also contribute to the development of a more comprehensive dialect or language proficiency scale for questionnaire-based research.

7 Conclusion

The aim of this master's thesis was to find out how different regional dialects in advertising influence brand authenticity and brand trust. The study focused on the Austrian context and compared Styrian and Viennese dialect in light of the Center-Periphery Cleavage and Social Identity Theory. In particular, it investigated whether a dialect associated with the political and cultural center, namely Viennese, differs in its effects from a peripheral and regionally closer dialect, Styrian, among consumers from Styria.

The results of the between-subject experiment show that regional dialects do not have a uniform influence on brand related consumer perception. Instead, the effects may depend on the perceived fit between the dialect, the target audience, and the regional context in which the advertisement is interpreted. The regionally close dialect (Styrian), led to higher perceived brand authenticity and brand trust than the central, capital-associated dialect (Viennese). This indicates that dialects can function as markers of social proximity and regional belonging when they correspond to the linguistic and cultural environment of the target audience (Giles & Johnson, 1987; Trudgill, 1999; Champoux-Larsson & Zakrisson, 2025).

At the same time, Standard German did not differ significantly from the regionally close Styrian dialect. This suggests that Standard German can be considered a comparatively safe choice in advertising communication. While it may not activate regional identity in the same way as a local dialect, it also does not appear to create the same symbolic distance that may arise from using a non-regional dialect. Furthermore, standard language is the common language used in advertisements and the variety consumers expect and are familiar with.

The findings further show that consumers' general attitude toward dialects moderated the effects on both brand authenticity and brand trust. Dialect proficiency, however, only moderated the effect on brand trust. This suggests that positive attitudes toward dialects are particularly

relevant for how dialect-based advertising is evaluated, while proficiency seems to matter more specifically for authenticity-related perceptions.

All in all, the findings demonstrate that the effects of dialect use in advertising are not uniform. They strongly depend on which regional dialect is used and to whom the advertisement is directed. In the Austrian context, Viennese should therefore not be treated as a universally suitable dialect for nationwide advertising, as it may evoke negative association among consumers from regions more distant to the capital. This highlights that it is important to select dialects strategically and with sensitivity to the regional identities and social meanings of the intended target audience.

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Artificial Intelligence and Language Support Tools

AI-based tools were used in the preparation of this thesis to improve the language and readability of the text and to support source management. All ideas, arguments, interpretations, and conclusions presented in this thesis were developed independently by the author. The used tools were ChatGPT and NotebookLM.

DeepL was used as a translation aid for translations from English into German and from German into English. It was also used to refine wording and capture subtle linguistic nuances. The use of these tools did not replace the author's own academic work, analysis, or critical judgment.

All used tools are cited in References.

Appendix

Advertising Stimuli

Standard German

“Dein Lächeln sagt mehr als tausend Worte. Mit Dentawhite strahlen deine Zähne natürlich weiß – Tag für Tag.

Die innovative Formel entfernt sanft und schnell Verfärbungen und schützt gleichzeitig deinen Zahnschmelz. Für ein frisches Gefühl, das du sehen kannst.

Dentawhite – für ein superschönes Lächeln.“

Viennese Dialect

„Dei Lächeln sogt mehr ois tausend Wort.

Mit Dentawhite kriegst a g'scheit strahlend weiße Zähn – jeden Tog aufs Neue.

De innovative Formel putzt da die Verfärbungen gschwindt und sanft weg und passt gleichzeitig auf dein Zahnschmelz auf. Für a Frischeg'fühl, des ma richtig siacht.

Dentawhite – für a ur leiwandenes Lächeln.“

Styrian Dialect

„A g'scheits Lächeln sogt mehr ois tausend Wort.

Mit Dentawhite kriegst strohlend weiße Zähn – und des jeden Tog aufs Neige.

De speziöлле Formel putzt da de Verfärbungen sofort und mit am gfühl weg und passt gleichzeitig auf dein Zahnschmöz auf. Für a Frischeg'fühl, des ma richtig siacht.

Dentawhite – für a echt schens Lächeln.“

	stimme gar nicht zu							stimme voll zu
Ich vertraue dieser Marke	☐	☐	☐	☐	☐	☐	☐	☐
Ich verlasse mich auf diese Marke	☐	☐	☐	☐	☐	☐	☐	☐
Diese Marke ist eine ehrliche Marke	☐	☐	☐	☐	☐	☐	☐	☐
Diese Marke ist sicher	☐	☐	☐	☐	☐	☐	☐	☐

2. Welches Produkt wurde in der Radiowerbung, die du gerade gehört hast, beworben?

- ☐ Seife
- ☒ Schokolade
- ☐ Zahnpasta
- ☐ Brot

3. Wie beurteilst du Dialekt im Allgemeinen?

Markiere pro Zeile deine Einschätzung zwischen den beiden Gegensätzen.

reich	☐ ☐ ☐ ☐ ☐ ☐	arm
gebildet	☐ ☐ ☐ ☐ ☐ ☐	ungebildet
intelligent	☐ ☐ ☐ ☐ ☐ ☐	unwissend
selbstsicher	☐ ☐ ☐ ☐ ☐ ☐	unsicher
angenehm	☐ ☐ ☐ ☐ ☐ ☐	unangenehm
schön	☐ ☐ ☐ ☐ ☐ ☐	hässlich
attraktiv	☐ ☐ ☐ ☐ ☐ ☐	unattraktiv
lieb	☐ ☐ ☐ ☐ ☐ ☐	gemein
sympathisch	☐ ☐ ☐ ☐ ☐ ☐	unsympathisch
gepflegt	☐ ☐ ☐ ☐ ☐ ☐	ungepflegt
gelassen	☐ ☐ ☐ ☐ ☐ ☐	nervös
stark	☐ ☐ ☐ ☐ ☐ ☐	schwach
aggressiv	☐ ☐ ☐ ☐ ☐ ☐	nicht aggressiv
hart	☐ ☐ ☐ ☐ ☐ ☐	weich
laut	☐ ☐ ☐ ☐ ☐ ☐	leise

7. Bitte gib an, wie oft du Wienerisch in deinem Alltag begegnest.

nie

sehr oft

Wie oft hörst du Wienerisch im Alltag?

0 0 0 0 0

Wie oft sprichst du im Alltag aktiv Wienerisch?

0 0 0 0 0

8. Bitte gib an, wie gut du Steirisch beherrschst.

sehr gut

sehr
schlecht

Wie gut sprichst du Steirisch?

0 0 0 0 0

Wie gut verstehst du Steirisch?

0 0 0 0 0

9. Bitte gib an, wie oft du Steirisch in deinem Alltag begegnest.

oft

me

Wir oft hörst du Steirisch im Alltag?

0 0 0 0 0

Wie oft sprichst du im Alltag aktiv Steirisch?

0 0 0 0 0

10. Bitte gib an, wie sehr die folgenden Aussagen auf den Spot, den du am Anfang gehört hast, zutreffen.

stimme
gar
nicht zu

stimme
voll zu

Der Spot war in Standarddeutsch

○ ○ ○ ○ ○ ○ ○

Der Spot war im Wiener Dialekt

○ ○ ○ ○ ○ ○ ○

Der Spot war im Steirischen Dialekt

0 0 0 0 0 0 0

11. Welchem Geschlecht fühlst du dich zugehörig?

- ☐ Weiblich
- ☒ Männlich
- ☐ Divers
- ☒ Ich möchte keine Angabe dazu machen

12. Wie alt bist du?

Schreibe dein Alter in Ziffern (z.B. 25)

13. Was ist dein höchster Bildungsabschluss?

- ☐ Schule beendet ohne Abschluss
- ☒ noch Schüler:in
- ☐ Pflichtschulabschluss
- ☒ Matura/Abitur
- ☐ abgeschlossene Lehrer
- ☒ Universitäts- /Fachhochschulabschluss
- ☐ Sonstiges

14. In welchem Bundesland wohnst du aktuell? (Hauptaufenthaltssort)

- ☐ Burgenland
- ☒ Kärnten
- ☐ Niederösterreich
- ☒ Oberösterreich
- ☐ Salzburg
- ☒ Steiermark
- ☐ Tirol
- ☒ Vorarlberg
- ☐ Wien

15. Wie Lange wohnst du schon in diesem Bundesland?

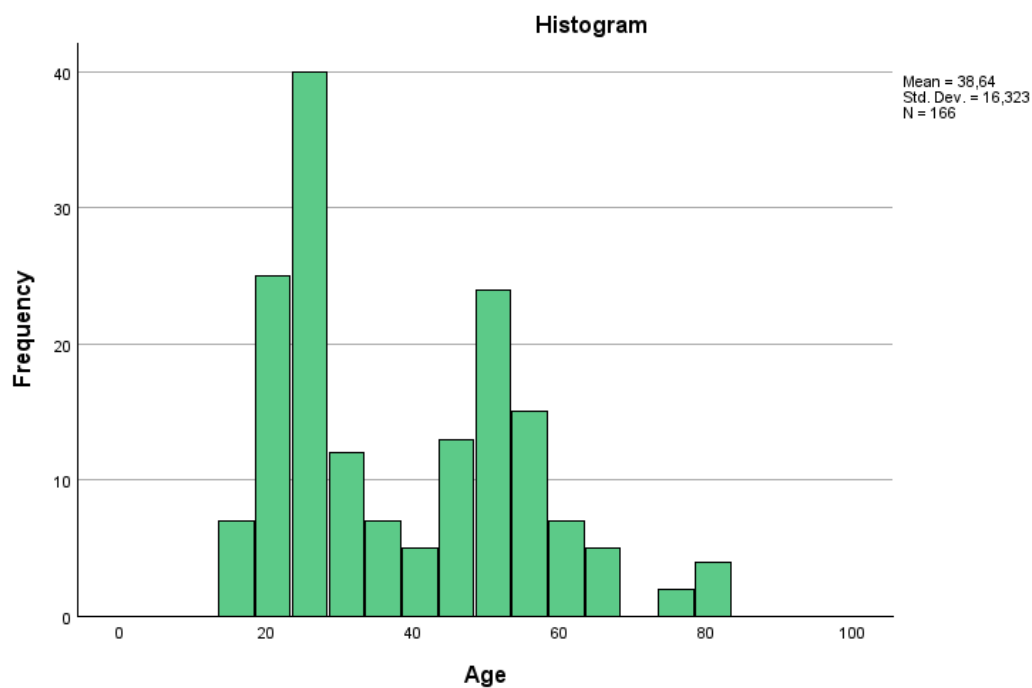
- ☐ weniger als 1 Jahr
- ☒ 1 - 5 Jahre
- ☐ 6 - 10 Jahre
- ☒ mehr als 10 Jahre

16. In welchem Bundesland bist du überwiegend aufgewachsen {die meiste Zeit bis ca. 16 Jahre)?

- ☐ Burgenland
- ☒ Kärnten
- ☐ Niederösterreich
- ☒ Oberösterreich
- ☐ Salzburg
- ☒ Steiermark
- ☐ Tirol
- ☒ Vorarlberg
- ☐ Wien
- ☒ Ich bin nicht in Österreich aufgewachsen

Graphical representation of the demographic results

Age:



SPSS output

Frequencies

Statistics

AttentionCheck

N	Valid	167
	Missing	0

AttentionCheck

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zahnpasta	167	100,0	100,0	100,0

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
"Spot war auf Standarddeutsch"	Between Groups	515,492	2	257,746	164,369	<,001
	Within Groups	255,599	163	1,568		
	Total	771,090	165			
"Spot war auf Wienerisch"	Between Groups	363,645	2	181,823	48,583	<,001
	Within Groups	613,768	164	3,742		
	Total	977,413	166			
"Spot war auf Steirisch"	Between Groups	561,667	2	280,834	103,617	<,001
	Within Groups	441,778	163	2,710		
	Total	1003,446	165			

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) ST01	(J) ST01	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
"Spot war auf Standarddeutsch"	Standard German	Styrian	3,902 [*]	,241	<,001	3,33	4,47
		Viennese	3,821 [*]	,244	<,001	3,24	4,40
	Styrian	Standard German	-3,902 [*]	,241	<,001	-4,47	-3,33
		Viennese	-,081	,232	,935	-,63	,47
	Viennese	Standard German	-3,821 [*]	,244	<,001	-4,40	-3,24
"Spot war auf Wienerisch"	Standard German	Styrian	,787	,372	,091	-,09	1,67
		Viennese	-2,594 [*]	,375	<,001	-3,48	-1,71
	Styrian	Standard German	-,787	,372	,091	-1,67	,09
		Viennese	-3,381 [*]	,356	<,001	-4,22	-2,54
	Viennese	Standard German	2,594 [*]	,375	<,001	1,71	3,48
"Spot war auf Steirisch"	Standard German	Styrian	-4,039 [*]	,317	<,001	-4,79	-3,29
		Viennese	-,421	,321	,391	-1,18	,34
	Styrian	Standard German	4,039 [*]	,317	<,001	3,29	4,79
		Viennese	3,618 [*]	,305	<,001	2,90	4,34
	Viennese	Standard German	-,421	,321	,391	-,34	1,18
		Styrian	-3,618 [*]	,305	<,001	-4,34	-2,90

*. The mean difference is significant at the 0.05 level.

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	166	16	83	38,64	16,323
Valid N (listwise)	166				

EducationalLevel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Compulsory school	3	1,8	1,8	1,8
	High school diploma/A-levels	45	26,9	26,9	28,7
	Completed apprenticeship	8	4,8	4,8	33,5
	University/University of applied sciences degree	95	56,9	56,9	90,4
	Other	6	3,6	3,6	94,0
	Still in school	10	6,0	6,0	100,0
	Total	167	100,0	100,0	

DurationResidence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than a year	1	,6	,6	,6
	1-5 years	4	2,4	2,4	3,0
	6-10 years	9	5,4	5,4	8,4
	more than 10 years	153	91,6	91,6	100,0
	Total	167	100,0	100,0	

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	120	71,9	71,9	71,9
	male	46	27,5	27,5	99,4
	I don't want to comment on that	1	,6	,6	100,0
	Total	167	100,0	100,0	

GrowUp

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Carinthia	4	2,4	2,4	2,4
	Lower Austria	4	2,4	2,4	4,8
	Upper Austria	4	2,4	2,4	7,2
	Salzburg	4	2,4	2,4	9,6
	Styria	141	84,4	84,9	94,6
	Tyrol	1	,6	,6	95,2
	Vienna	2	1,2	1,2	96,4
	Did not grow up in Austria	6	3,6	3,6	100,0
	Total	166	99,4	100,0	
Missing	-9	1	,6		
Total		167	100,0		

Reliability**Scale: Brand Authenticity****Case Processing Summary**

		N	%
Cases	Valid	166	99,4
	Excluded ^a	1	,6
	Total	167	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,902	7

Scale: Brand Trust**Case Processing Summary**

		N	%
Cases	Valid	165	98,8
	Excluded ^a	2	1,2
	Total	167	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,939	4

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BAuth	167	1,00	7,00	3,5154	1,30052
BTrust	167	1,00	7,00	3,5254	1,48832
DiAttRev	167	1,40	4,80	3,2834	,55142
Valid N (listwise)	167				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
abletospeak	167	1,00	5,00	3,8982	1,24492
abletounderstand	167	1,00	5,00	4,5329	,85577
heareveryday	167	1,00	5,00	4,5150	,82035
speakeverday	166	1,00	5,00	3,4639	1,46325
Valid N (listwise)	166				

Oneway

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Standard German	49	3,5248	1,19643	,17092	3,1811	3,8684	1,00	6,71
Styrian	60	3,9167	1,30727	,16877	3,5790	4,2544	1,57	7,00
Viennese	58	3,0924	1,26480	,16608	2,7598	3,4249	1,00	6,14
Total	167	3,5154	1,30052	,10064	3,3167	3,7141	1,00	7,00

Tests of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
BAuth Based on Mean	,002	2	164	,998
Based on Median	,008	2	164	,992
Based on Median and with adjusted df	,008	2	160,722	,992
Based on trimmed mean	,000	2	164	1,000

ANOVA

BAuth

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20,045	2	10,022	6,304	,002
Within Groups	260,722	164	1,590		
Total	280,767	166			

ANOVA Effect Sizes^{a,b}

		Point Estimate	95% Confidence Interval	
			Lower	Upper
BAuth	Eta-squared	,071	,010	,150
	Epsilon-squared	,060	-,002	,140
	Omega-squared Fixed-effect	,060	-,002	,139
	Omega-squared Random-effect	,031	-,001	,075

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: BAuth

Tukey HSD

(I) ST01	(J) ST01	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Standard German	Styrian	-,39189	,24278	,243	-,9661	,1823
	Viennese	,43242	,24465	,184	-,1462	1,0111
Styrian	Standard German	,39189	,24278	,243	-,1823	,9661
	Viennese	,82430*	,23218	,001	,2752	1,3734
Viennese	Standard German	-,43242	,24465	,184	-1,0111	,1462
	Styrian	-,82430*	,23218	,001	-1,3734	-,2752

*. The mean difference is significant at the 0.05 level.

Oneway

Descriptives

BTrust

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Standard German	49	3,5918	1,39726	,19961	3,1905	3,9932	1,00	7,00
Styrian	60	3,9500	1,49065	,19244	3,5649	4,3351	1,00	7,00
Viennese	58	3,0302	1,43658	,18863	2,6524	3,4079	1,00	5,75
Total	167	3,5254	1,48832	,11517	3,2981	3,7528	1,00	7,00

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
BTrust	Based on Mean	,124	2	164	,883
	Based on Median	,140	2	164	,869
	Based on Median and with adjusted df	,140	2	160,791	,869
	Based on trimmed mean	,111	2	164	,895

ANOVA

BTrust

ANOVA

BTrust

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25,258	2	12,629	6,048	,003
Within Groups	342,446	164	2,088		
Total	367,704	166			

ANOVA Effect Sizes^{a,b}

		Point Estimate	95% Confidence Interval	
			Lower	Upper
BTrust	Eta-squared	,069	,009	,146
	Epsilon-squared	,057	-,003	,136
	Omega-squared Fixed-effect	,057	-,003	,135
	Omega-squared Random-effect	,029	-,002	,073

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: BTrust

Tukey HSD

(I) ST01	(J) ST01	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Standard German	Styrian	-,35816	,27824	,404	-1,0162	,2999
	Viennese	,56166	,28038	,115	-,1015	1,2248
Styrian	Standard German	,35816	,27824	,404	-,2999	1,0162
	Viennese	,91983*	,26609	,002	,2905	1,5492
Viennese	Standard German	-,56166	,28038	,115	-1,2248	,1015
	Styrian	-,91983*	,26609	,002	-1,5492	-,2905

*. The mean difference is significant at the 0.05 level.

Homogeneous Subsets

Model : 1
 Y : BAuth
 X : StyDum
 W : DiAttRev

Sample
 Size: 167

OUTCOME VARIABLE:
 BAuth

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3889	,1513	1,4619	9,6841	3,0000	163,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,5308	,0937	37,6959	,0000	3,3458	3,7157
StyDum	,6744	,1953	3,4524	,0007	,2886	1,0601
DiAttRev	,6379	,1804	3,5365	,0005	,2817	,9941
Int_1	1,4579	,4140	3,5214	,0006	,6404	2,2754

Product terms key:

Int_1 : StyDum x DiAttRev

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0646	12,4001	1,0000	163,0000	,0006

Product terms key:

Int_1 : StyDum x DiAttRev

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0646	12,4001	1,0000	163,0000	,0006

Focal predict: StyDum (X)

Mod var: DiAttRev (W)

Conditional effects of the focal predictor at values of the moderator(s):

DiAttRev	Effect	se	t	p	LLCI	ULCI
-,4834	-,0304	,2738	-,1111	,9117	-,5711	,5103
-,0168	,6499	,1952	3,3300	,0011	,2645	1,0353
,5166	1,4274	,2955	4,8300	,0000	,8439	2,0110

Moderator value(s) defining Johnson-Neyman significance region(s):

Value	% below	% above
-1,1488	1,7964	98,2036
-,1828	38,3234	61,6766

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1
Y : BTrust
X : StyDum
W : DiAttRev

Sample
Size: 167

OUTCOME VARIABLE:
BTrust

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3588	,1288	1,9654	8,0302	3,0000	163,0000	,0001

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,5395	,1086	32,5916	,0000	3,3251	3,7540
StyDum	,7139	,2265	3,1520	,0019	,2667	1,1611
DiAttRev	,7424	,2091	3,5498	,0005	,3294	1,1554
Int_1	1,3330	,4800	2,7770	,0061	,3852	2,2809

Product terms key:

Int_1 : StyDum x DiAttRev

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0412	7,7118	1,0000	163,0000	,0061

Focal predict: StyDum (X)

Mod var: DiAttRev (W)

Conditional effects of the focal predictor at values of the moderator(s):

DiAttRev	Effect	se	t	p	LLCI	ULCI
-,4834	,0694	,3175	,2187	,8272	-,5575	,6964
-,0168	,6915	,2263	3,0559	,0026	,2447	1,1384
,5166	1,4025	,3427	4,0928	,0001	,7258	2,0791

Moderator value(s) defining Johnson-Neyman significance region(s):

Value	% below	% above
-,1812	38,3234	61,6766

Conditional effect of focal predictor at values of the moderator:

DiAttRev	Effect	se	t	p	LLCI	ULCI
-1,8834	-1,7968	,9229	-1,9469	,0533	-3,6192	,0256
-1,7134	-1,5702	,8440	-1,8603	,0646	-3,2369	,0965
-1,5434	-1,3436	,7657	-1,7546	,0812	-2,8556	,1685
-1,3734	-1,1170	,6882	-1,6230	,1065	-2,4759	,2420
-1,2034	-,8903	,6117	-1,4555	,1475	-2,0983	,3176

Model : 1

Y : BAuth

X : StyDum

W : profspea

Sample

Size: 167

OUTCOME VARIABLE:

BAuth

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2805	,0787	1,5869	4,6417	3,0000	163,0000	,0038

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,4905	,0983	35,5227	,0000	3,2965	3,6846
StyDum	,6064	,2055	2,9516	,0036	,2007	1,0121
profspea	-,0334	,0795	-,4201	,6750	-,1904	,1236
Int_1	,3428	,1706	2,0093	,0462	,0059	,6796

Product terms key:

Int_1 : StyDum x profspea

```
*****
Model   : 1
  Y     : BTrust
  X     : StyDum
  W     : profspea
```

```
Sample
Size: 167
```

```
*****
OUTCOME VARIABLE:
BTrust
```

```
Model Summary

      R      R-sq      MSE      F      df1      df2      p
,2622    ,0688    2,1007    4,0120    3,0000    163,0000    ,0087
```

```
Model

      coeff      se      t      p      LLCI      ULCI
constant    3,5113    ,1131    31,0583    ,0000    3,2881    3,7346
StyDum       ,6924    ,2364     2,9290    ,0039    ,2256    1,1591
profspea     -,1492    ,0915    -1,6311    ,1048    -,3299    ,0314
Int_1        ,1946    ,1963     ,9913    ,3230    -,1930    ,5822
```

```
Product terms key:
Int_1      :      StyDum  x      profspea
```

```
Product terms key:
Int_1      :      StyDum  x      profspea
```

```
Test(s) of highest order unconditional interaction(s):
```

```
      R2-chng      F      df1      df2      p
X*W      ,0056      ,9826      1,0000    163,0000    ,3230
```

```
***** ANALYSIS NOTES AND ERRORS *****
```

```
Level of confidence for all confidence intervals in output:
95,0000
```

Correlations

Correlations				
		heareveryday	speakeverday	DiAttRev
heareveryday	Pearson Correlation	1	,476**	,172*
	Sig. (2-tailed)		<,001	,027
	N	167	166	167
speakeverday	Pearson Correlation	,476**	1	,307**
	Sig. (2-tailed)	<,001		<,001
	N	166	166	166
DiAttRev	Pearson Correlation	,172*	,307**	1
	Sig. (2-tailed)	,027	<,001	
	N	167	166	167

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

* . Correlation is significant at the 0.05 level (2-tailed).

Pearson Correlations

- **Highly Positive:** (None)
- **Positive:** (heareveryday <---> speakeverday), (heareveryday <---> DiAttRev), (speakeverday <---> DiAttRev)
- **No Linear Correlation:** (None)

Correlations				
		DiAttRev	abletospeak	abletounderstand
DiAttRev	Pearson Correlation	1	,178*	,235**
	Sig. (2-tailed)		,022	,002
	N	167	167	167
abletospeak	Pearson Correlation	,178*	1	,475**
	Sig. (2-tailed)	,022		<,001
	N	167	167	167
abletounderstand	Pearson Correlation	,235**	,475**	1
	Sig. (2-tailed)	,002	<,001	
	N	167	167	167

* . Correlation is significant at the 0.05 level (2-tailed).

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

Pearson Correlations

- **Highly Positive:** (None)
- **Positive:** (DiAttRev <---> abletospeak), (DiAttRev <---> abletounderstand), (abletospeak <---> abletounderstand)
- **No Linear Correlation:** (None)
- **Negative:** (None)
- **Highly Negative:** (None)

Correlations

		Correlations			
		abletospeak	abletounderstand	heareveryday	speakeveryday
abletospeak	Pearson Correlation	1	,475**	,329**	,722**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	167	167	167	166
abletounderstand	Pearson Correlation	,475**	1	,250**	,328**
	Sig. (2-tailed)	<,001		,001	<,001
	N	167	167	167	166
heareveryday	Pearson Correlation	,329**	,250**	1	,476**
	Sig. (2-tailed)	<,001	,001		<,001
	N	167	167	167	166
speakeveryday	Pearson Correlation	,722**	,328**	,476**	1
	Sig. (2-tailed)	<,001	<,001	<,001	
	N	166	166	166	166

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

Pearson Correlations

 Highly Positive: (None)

 Positive: (abletospeak <---> abletounderstand), (abletospeak <---> heareveryday), (abletospeak <---> speakeveryday),

Correlations

		Correlations	
		BAuth	BTrust
BAuth	Pearson Correlation	1	,738**
	Sig. (2-tailed)		<,001
	N	167	167
BTrust	Pearson Correlation	,738**	1
	Sig. (2-tailed)	<,001	
	N	167	167

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

Pearson Correlations

 Highly Positive: (None)

 Positive: (BAuth <---> BTrust)

 No Linear Correlation: (None)

 Negative: (None)

 Highly Negative: (None)