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TITLE:

“ANALYSIS OF THE INFLUENCE OF THE USE OF ANGLICISMS IN CUSTOMERS
OF THE STORES AT QUICENTRO SHOPPING”

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DEDICATION

This thesis is dedicated firstly to God, my creator.

Secondly to my wonderful family, for all the unconditional love, guidance, and support they have always given me, helping me to succeed and instilling in me, the confidence that I am capable of doing anything I put my mind to.

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APPROVAL SHEET

We, Lic Marcos Morales, Lic. Sandra Cabezas, director, and co-director are pleased to certify that the Research Project under the title “Analysis of the influence of the use of Anglicisms in customers of the stores at Quicentro Shopping”, developed by Andrea Margarita Bertone García, who has finished all the subjects in Applied Linguistics English Program of the Army Polytechnic School, has been studied and verified in all its parts, and performed under our guidance and supervision, so its presentation and oral sustaining, are authorized on the correspondent university instance.

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ABSTRACT

The theme of this thesis is: "Analysis of the influence of the use of Anglicisms in Customers of the stores at Quicentro Shopping.

The research has been done in Quito, at Quicentro Shopping, and it has been applied to people of different ages. The methodologies applied are scientific, analytic and descriptive; the techniques used through this research were, note-taking, Internet research, direct observation, photos, interviews, focus groups and surveys.

The instruments used here were, direct observation forms, questionnaires. The fundamental criterion is to give an answer or solution to a current problem: the loss of identity of our culture when using Anglicism through advertising. The results obtained from this research are various. At the end the reader of this work will find out which is the effect that the use of Anglicism has in our society.

INTRODUCTION

English words are flooding into every language these days. Foreign words are used too often, even though one can always use a native Spanish word to express the same meaning; however, people continue using foreign words. Such words are called Anglicism, also known as loanwords, which are words borrowed from English into another language.

Why do people prefer to use an Anglicism or loanword instead of using a native word? There are various reasons. Often an Anglicism, names a kind of thing that is new to the culture of the adopting language. In these cases, such cultural novelties arrive right along with the new thing; an in other cases, there is already an existing native word in the language that adopts the Anglicism or loanword, with a meaning that seems to be the same or 'close enough' to justify using the native word.

The use of Anglicisms not only in advertising but in a daily bases, is a cultural feature of modern life. It is often the case that a whole parade of Anglicisms from a single language comes into another language during a particular period.

Whenever a language perceives some cultural advantages, it becomes a frequent source of Anglicisms or loanwords. This has happened through time. Latin and Greek were languages from which other languages borrowed in ancient times, and indeed up to the present. French was a source of loanwords in all the European languages for centuries, and still serves as a loanword language to a certain extent. In the case of English, the vast extent of its worldwide cultural influence and

importance cannot be denied. Much of the worldwide media and entertainment industries, which spread popular cultural influence, are conducted in English. The economic, political, and military power of the U.S. is of great factor. Because of the current ascendancy of this English-speaking country, people in many other countries are learning English as fast as they can, and this increases the influence of English still more. As a result, many languages are absorbing large waves of Anglicisms or loanwords from English.

Whatever an individual speaker's precise motivation for using Anglicisms instead of a corresponding native word at a given time, such reasons adds up and creates a powerful force for using them. English is currently in the position of being such a language. For many people, it represents modernity, and change.

English is also present in many fields of work in order to correspond with other nationalities. One of the fields in which English is adopted is through advertising; Nicole Spence writes "the language of advertising is indeed strongly marked by Anglicisms ". Spence attributes this, to various factors such as ignorance and tiredness, or sometimes they simply introduce the English word as it is, either for a touch of 'a cool thing' or simply because they like to be up-to-date and couldn't care less about the norm".

The link between English and modernity can be traced, among other things, to the very high number of English and American products. The direct effect is self-explanatory. Very often, English words are left untranslated. Considering the

popularity of the said product, that untranslated word would inevitably catch on the consumer's attention and grow rapidly.

The considerable linguistic influence of English on Ecuador consumers is not a surprising fact. It is mainly the result of the country's immersion in Anglo-American culture and of the amount of exposure the majority of its inhabitants have to it. We are certain to see an increase in the use of Anglicism in the Spanish language, but it is unlikely that these words, however numerous, will alter the balance and nature of the original language. The new words represent a Shopping Center proportion of the language's lexicon and are, for the most part, ephemeral. They pose no threat, since they lack the linguistic 'energy' needed to make any significant impact on the language's core. We are just facing a social phenomenon about which we need to think about.

PART ONE

1. RESEARCH PROBLEM

1.1. Problem Identification

The English language has become such a great part of our culture that we hardly notice its presence. Especially the way of communicating in advertising, is usually filled with English words and slogans known as Anglicism. Generally speaking, this linguistic phenomenon describes the English way of expressing something in another language. According to the actual discussion in the public, the relation between these assumptions of English by Ecuadorians, especially in the way of doing advertising, is not balanced. The objective of the following analysis is to determine the customer's acceptance of this development. Is the constant application of English notations necessary and useful, or is it just an act of disturbance instead of being profitable for the companies? According to my personal experience, the problem of this tendency is the difference between knowledge, understanding and usage of Anglicism.

1.2. Problem Setting

Each time is more common to see the use of words and also phrases in other languages especially in English, at shopping centers. This phenomenon brings certain understanding reactions and at the same time misunderstanding from those who read them. Therefore, I consider very important to analyze the influence that an Anglicism has on advertising, because at the same time advertising is of great impact on consumers' behavior.

1.3. Working Variables

Independent Variable: The use of Anglicism

Dependent Variable: Consumer attraction

1.4. Objectives

1.4.1. General:

- Make a sociolinguistic analysis of the influence that business signs have on consumers.
- To value Spanish, as a sample of Ecuadorian identity.

1.4.2. Specific:

- Define the percentage of commercial shops that use Anglicisms in their signs.
- Establish the difference of the influence of the use of Anglicisms in the consumers of Quicentro Shopping between 15 and 50 year old.
- Define the percentage of consumers and business owners that are influenced by the use of Anglicisms.

1.5. Justification:

It is important to explain that an Anglicism is an English word, phrase or idiom, especially one that slips into a sentence in another language. It seems that words from English are flooding into just about every language these days, and instead of trying to preserve our culture and language, people are using non-Spanish words to express a same meaning.

Language has a powerful influence over people and their behavior, especially in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important.

Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it.

Language affects each other, that is the case of English in the Spanish language. The widespread of U.S. movies and television programs throughout the Spanish-speaking world has linguistic impact in the Spanish language, which has long been an issue for those who wish to protect their Hispanic heritage.

The phenomenon of Anglicisms penetrating Spanish is obvious, not only in the spoken but also in written Spanish, especially in advertising. The easy penetration of English into Spanish is facilitated by the fact that many people are accepting it.

PART TWO

2. THEORICAL FRAME

In the chapters that will be detailed later, I will point out topics that are related with the use of Anglicisms in advertising and its influence in consumers. This will allow achieving the objectives set before.

2.1. Theoretical and Conceptual Focus

It is important to know that an Anglicism, as most often defined, is a word borrowed from English into another language. Speakers of the recipient language usually consider an Anglicism to be substandard or undesirable (as a form of language contamination). Anglicisms also describe English syntax, grammar, meaning and structure used in another language with varying degrees of corruption.

It is also important to understand that Sociolinguistics is the study of the effect of any and all aspects of society, including cultural norms, expectations, and context on the way language is used. Sociolinguistics overlaps to a considerable degree with pragmatics. It also studies how a variety of language differ between groups, separated by certain social variables, e.g., ethnicity, religion, status, gender, level of education, etc., and how creation and adherence to these rules are used to categorize individuals in social class or socio-economic classes. As the usage of a language varies from place to place (dialect), language usage varies among social classes, and these language varieties are what sociolinguistics studies.

Another term to take into account is Americanization, which is used to show the influence the United States of America has on the culture of other countries, resulting in such phenomena as the substitution of a given culture with American culture.

When encountered unwillingly or perforce, it has a negative connotation; when sought voluntarily, it has a positive connotation.

These are some terms that are important to know and understand in order to develop this project.

2.2. STRUCTURE

CHAPTER ONE

AN OVERVIEW OF LANGUAGE AND COMMUNICATION

1.1. Defining Communication

Since the beginning of time, the need to communicate begins from a set of universal questions: Who am I? Why do they need to know? How will they find out? How do I want them to respond? Individuals, communities, and organizations express their individuality through their identity.

As a process, communication has synonyms such as expressing feelings, conversing, speaking, corresponding, writing, listening and exchanging. People communicate to satisfy certain needs. People want to be heard, to be appreciated, to accomplish tasks and to achieve goals. Obviously, then, a major purpose of communication is to help people feel good about themselves and about their friends,

groups, and organizations. Because of this, it is important to understand what communication means.

Communication can be conceived as the transfer of information between biological generations via the genetic code, the interaction between a driver and his car, and indeed any sort of stimulus-response situation¹.

Another meaning for communication can be a process that allows people to exchange information by several methods. It requires, that all parties understand a common language that is exchanged with each other.

1.2. The Process of Communication

The process of communication begins with a speaker who has something to say or communicate, though something known as message. In order to transmit a message, people must use a signal that can be oral or written. The way or route that the message takes in order to get through, is known as channel. Once the message goes through the channel, it gets to the receiver, but while it travels from the sender to the receiver, it alters in various ways, through distortion, interference from irrelevant stimuli or loss through fading, causing that the message is almost never received precisely the way it was first send.

However efficient communicating systems like language, compensates this loss of information by building a degree of redundancy into the signal; that means that the

¹ Dr. Alan Cruse, An Introduction to Semantics and Pragmatics, University of Manchester, Oxford University Press

information is given more than once so that the message can be reconstructed also if there is a loss.

Once the receiver receives the message, it has to be decoded, in order for the receiver to have an identical message as the original one.

1.3. Forms of Communication

1.3.1. Non Verbal Communication

Nonverbal communication is the act of imparting or interchanging thoughts, postures, opinions or information without the use of words, using gestures, sign language, facial expressions and body language instead. Much of the “emotional meaning” we take from other people is found in the person’s facial expressions and tone of voice, comparatively little is taken from what the person actually says (More Than Talk).

Every non-verbal stimulus gives an intentional or unintentional message. This non-verbal behavior is learned (as a culture) and is passed on from one generation to the other.

Types of non-verbal communication are: general appearance and dress; body movements; facial expressions; eye contact and gaze; touch; smell; paralanguage; space and distance; time and silence.

Non-verbal communication is important, because studying other cultures non-verbal patterns can help us to identify our own ethnocentric attitudes. We also have to take

into account that non-verbal behavior do not occur in isolation, but rather within a complex communication process.

Non-verbal communication is an universal way to communicate and has different ways to appeared in each culture. But every culture needs non-verbal codes and messages.

1.3.2. Language Definition

One of the greatest difficulties is to define language, and people still have vague notions about what language is. One definition of language widely associated with Linguistics criterions and which illustrates areas of agreements is: “Language is a complex system used for human communication, based on a Shopping Center number of arbitrary vocal symbols and sound units which combine, according to certain rules, into large and more complex structures with semantic content”.²

Another definition for language is a syntactically organized system of signals, such as voice sounds, intonations or pitch, gestures or written symbols which communicate thoughts or feelings. Human spoken and written languages can be described as a system of symbols (sometimes known as lexemes) and the grammar (rules) by which the symbols are manipulated. The word "language" is also used to refer to common properties of languages.

² Alyeshmerni, Monsoon and Taubr, Paul: Working with Aspects of Language, Harcourt, Brace & World, Inc, USA 1970

Most languages use patterns of sound or gesture for symbols, which enable communication with others around them. There are thousands of human languages, and these seem to share certain properties, even though many shared properties have exceptions.

1.4. Types of Languages

There are different types of languages according to the relationships with other people.

Therefore, according to the Wikipedia Encyclopedia in Internet, there are the standard, informal and vulgar languages.

The standard language is a particular type of language, which has been given either legal or quasi-legal status. It is said to be the most correct dialect of a language. For example: Do not instead of don't.

On the other hand, informal language is the one that characterizes a peer group discussion, newspaper editorials, and certain magazines. It is a casual form for written language especially in business, technical or official communications. For example: when it is written can't instead of can not.

Finally, vulgar language, which is used to describe somebody or something as socially unacceptable, it is used in a rude or vulgar way.

There are two more types of languages, the non-standard and colloquial languages. The first one is a particular type of language also known as "the incorrect" language, which is usually avoided by educated people. On the other hand, the colloquial

language is the typical or familiar type of language, is the one used in a conversation between friends, family, colleagues.

In conclusion, it is important to mention that besides the above types of languages, there are other ones and that there will be new ones due to language changes.

1.5. Defining Linguistics

Some of the concepts of Linguistics given by certain authors starting from the last one given by Pablo Mejia in 1998 who says: Linguistics is the systematic study of the structure and development of Language in general or of a particular Language.

Three years before, there has been other definition by Aitchison (1995)³“ Linguistics has been the systematic study of Language”.

Furthermore, the third definition was given by Rymer⁴ “Linguistics is arguably the most hotly contested property of the real academy. It is soaked with the blood of poets, theologians, philosophers, philologists, psychologists, biologists, anthropologists, and neurologists, along with whatever blood can be got out from grammarians”.

In the second definition, linguistic refers only to a systematic study of language, but this is not complete as well as the last one, but the first definition, the one given by Pablo Mejia, is more complete since it refers to linguistics as a systematic study of the structure and the development of language.

³ Aitchison, Jean “Linguistics an Introduction” , 1996, Hodder & Stoughton

⁴ www.wikipedia.com

1.5.1. Linguistics field of study

According to the information found in the Internet, specifically in the Encyclopedia Wikipedia, linguists say that linguistics is focused along two axes: theoretical vs. applied and autonomous vs. contextual:

- Theoretical vs. Applied: is concerned with the theory for describing individual languages and universal aspects of language; applied, refers to the application of these theories to the practical problems, such as language teaching, speech synthesis, or speech therapy.
- Autonomous vs. Contextual: while the first, studies the nature of language, the second studies how language fits according to its use in the context of human behavior.

When talking about linguistics field of study we can find:

- ✓ Language acquisition studies how language is acquired
- ✓ Psycholinguistics studies the cognitive processes and representations underlying language use.
- ✓ Sociolinguistics study the social patterns of linguistics variability
- ✓ Clinical linguistics, study the application of linguistic theory of the speech language pathology
- ✓ Variation is the linguistic investigation into the nature, of the differences among the language of the world.

1.5.2. Linguistics main branches

There are different subjects through which linguistics is studied:

- ❖ **Syntax.** - studies how words combine, to form grammatical sentences.

- ❖ **Semantics.**- studies the meaning of words. It involves the interplay of concrete data with theoretical concepts. It can be applied not only to natural languages, such as English, German or Latin, but also to technical languages, such as computer programming language.

Semantics usually recognize two sorts of meaning: the relation that the expression, broken down into its constituent parts, and the relation signs or parts, have to other signs, such as the sorts of mental sign that are conceived of as concepts.

- ❖ **Pragmatics.**- studies how utterances are used. The ability to understand another speaker's intended meaning is called pragmatic competence. Another perspective is that pragmatics deals with the ways we reach our goal in communication. It is regarded as one of the most challenging aspects for language learners to grasp, and can only truly be learned with experience.

- ❖ **Morphology.** - studies the internal structure of words. It is the branch of linguistics that studies patterns of word-formation within and across languages, and attempts to formulate rules that model the knowledge of the speakers of those languages.

❖ **Phonology.-** is a science, branch of linguistics, which studies speech sounds in general, according to four main factors:

- According to their production
- According to their composition
- According to their distribution; and,
- According to their function

Phonology requires the help of two branches: Phonetics and Phonemics.

Phonetics is a descriptive science, which studies the speech sounds, from the physiological and physical viewpoint, that is, the acoustic of the language. On the other hand, phonemics is a science, which studies the speech sounds from the viewpoint of their distribution and function within the language.

1.6. Sociolinguistics Definition

In order to talk about Sociolinguistics, it is important to understand some of its concepts:

According to the Wikipedia Encyclopedia, Sociolinguistics “is the study of the effect of any and all aspects of society, including cultural norms, expectations, and context on any language used”.

A second definition is given by Webster's II⁵ "Sociolinguistics is the study of linguistic behavior as influenced by social and cultural factors".

After defining sociolinguistics, it is important to focus that the usage of a language varies from place to place, among social classes. One person regarded as the founder of sociolinguistics study, is William Labov; he introduced the quantitative study of language variation and change, making the language sociology into a scientific discipline. According to Labov, sociolinguistics consists on the effect of society on a language.

1.6.1. Sociolinguistics field of study

Language is one of the most powerful emblems of social behavior. We use language to send social messages about who we are, where we come from, etc. It is often shocking to realize how extensively we may judge a person's background, character, and intentions, based simply upon the person's language, dialect, or, in some instances, even the choice of a single word.

Given the social role of language, it is enough reason for language, to concentrate its study on the role of language in society.

Sociolinguistics has become an increasingly important and popular field of study.

⁵ Webster II, New Riverside University Dictionary, The Riverside Publishing Company

The basic notion underlying sociolinguistics is quite simple: Language use symbolically represents social behavior and human interaction. It is simple, but the ways in which language reflects behavior can often be complex. Furthermore, the relationship between language and society, affects a wide range of encounters--from international relations to narrowly defined interpersonal relationships.

The study of language in its social context, tells us quite a bit about how we organize our social relationships within a particular community. Addressing a person as 'Mrs.', 'Ms.', or by a first name, is not really about simple vocabulary choice, but about the relationship and social position of the speaker and addressee. Similarly, the use of sentence alternatives such as Pass the salt, would you mind passing the salt, or I think this food could use a little salt is not a matter of simple sentence structure; the choice involves cultural values and norms of politeness, deference, and status

Sociolinguistics, thus offers a unique opportunity to bring together theory, description, and application in the study of language.

1.7. Language Contact and Linguistic Borrowing

All languages continuously change over time. Therefore, the concepts of language contact and linguistic borrowing are by no means new. Language contact, is the encountering of languages, resulting in linguistic change occurring in one or both of the languages; leading to a linguistic change.

There are different types of language contact resulting from many different factors and causes such as bilingualism, language shift, and pidginisation. A speaker, who is bilingual, has the command of two languages and is able to switch from one language to other when needed.

Nowadays multilingualism, where a speaker has more than two languages, is not uncommon. But, bilingualism and multilingualism differs from language shift, on a person's choice of language for everyday purposes.

Linguistic change, which is a result of language contact, involves alterations of the vocabulary of a language, its pronunciation or both.

Linguistic borrowing is the major contributor of such changes. Borrowing can be defined as the process where a word of one language is used in another language.

One of the main sources of borrowing from English has its own term: Anglicism, which is define as a word, idiom or feature of the English language borrowed by another language.

Today more than 400 million people speak English as second language, making it a so-called "world language". It is the main language of business, science, technology, medicine, diplomacy and advertising. As different countries have come into contact with the English language or its culture, it has resulted in direct or indirect influences on their own native language.

1.8. Use of Anglicism

The main reason for borrowing an Anglicism, is when a concept that represents the English world, is introduced and brought into the Spanish speaking world. Anglicism is a powerful linguistic feature which is used in advertising, whether in newspaper, magazines, radio, television and billboards. The main objective of advertising is to catch the attention of prospective customers to sell their products. Anglicisms do this, as they tend to be short, compact, and they emit their modernisms, affiliation to the English language and culture, which are perceived as being fashionable.

Russ, also contributes some valid reasons for borrowing: “the motive for borrowing is the desire on the part of certain speakers to show that they know a certain language by lacing their own speech with borrowings.

Foreign words have a greater prestige than native ones in certain areas.”

Anglicisms are present in a great number of categories, in practically every aspect of life and culture such as:

- Political and public life
- Business and commerce
- Food and drinks
- Entertainment and Leisure
- Music and Sports

1.8.1. Integration of Anglicisms

When it comes to the integration of Anglicism from another language into a receiving language, anglicisms can be divided into: loanword also called borrowings.

According to Wikipedia, a ⁶“loanword is a word directly taken into one language from another with little or no translation. By contrast, a calque or loan translation is a related concept whereby it is the meaning or idiom that is borrowed rather than the lexical item itself”.

Loanwords can be classified into different types:

- Importation
 - foreign word = non-integrated word from a foreign language,
 - loan word = integrated word from a foreign language
- Partial Substitution: composite words, in which one part is borrowed, another one substituted
- Substitution
 - loan coinage
- loan formation
- loan translation = translation of the elements of the foreign word,
- loan rendering = translation of part of the elements of the foreign word

⁶ www.wikipedia.com

- Loan creation coinage independent of the foreign word, but created out of the desire to replace a foreign word
- Loan meaning = indigenous word to which the meaning of the foreign word is transferred

Using all these types of loanwords is how Anglicisms are integrated into the Spanish Language. Three categories of Anglicisms can be identified:

- Conventionalized anglicisms, which are completely integrated and accepted by the receiving language speakers and which are no longer considered as foreign words. For example. Break, jeans.
- Anglicisms in the process of being conventionalized, which are only partly orthographically integrated and are still considered foreign words. For example: gay
- Proper names, quotations or words related specifically to English speaking countries. For example: High School, Institute, and Western.

In conclusion, it can be said that Anglicisms can be found in any place, and we are so used to see them that are already part of our culture, but we do not realize that they have in a certain way consciously or unconsciously influence in our decisions especially what is concern to what is consume.

CHAPTER TWO

CONSUMER BEHAVIOUR

2.1. Marketing Definition

Some definitions focus on marketing in terms of what it means to an organization, such as being the key area for generating revenue, while other definitions, lean more toward defining marketing in terms of its most visible tasks, such as advertising and creating new products.

There probably is no one best way to define marketing, however, whatever definition is used should have an orientation that focuses on the key to marketing success – customers.

Most people think that marketing is only the activity of selling goods and services; however, the word marketing surrounds a lot of activities.

In general, marketing activities are all those activities associated with identifying the particular wants and needs of target customers, and then, going about satisfying those customers better than competitors. This involves, doing market research on customers, analyzing their needs, and then making strategic decisions about product design, pricing, promotion and distribution.

This view is consistent with the following definition of marketing found in a popular marketing textbook:

"Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events, to

create and maintain relationships that will satisfy individual and organizational objectives."⁷

Another definition of Marketing, are the skills and functions, including packaging, promotion, and distribution, involved in selling goods.⁸ In conclusion, it can be said that Marketing is a process that is needed to find out what people wants; focusing on a product or service, and to work on those products or services in order to achieve the goal, which is to satisfy people needs.

2.2 Advertising

Advertising is a non-personal form of promotion that is delivered through selected media.

According to the Encyclopedia Wikipedia, advertising is a paid, one-way communication through a medium, which can be television, radio, movies, magazines, newspapers, Internet and billboards, in which the identified sponsor controls the message.

Advertisements can be seen on bus stops, streets, public spaces, and in general in any place where an audience can easily see or hear it.

⁷ Contemporary Marketing Wired (1998) by Boone and Kurtz. Dryden Press

⁸ Merriam-Webster English Dictionary, Editorial Océano, Barcelona-Spain

Another definition for advertising is the one found in Encarta “a form of commercial mass communication, designed to promote the sale of a product or service, or a message on behalf of an institution, organization, or candidate for political office”⁹.

Advertising is been directed increasingly to social concerns, with special attention in commercial persuasion. Actually, mostly business firms, and a wide range of non-profit organizations, professionals and social agencies use advertising, to inform and persuade consumers, in to promote the sale of a particular product or service.

2.2.1 Importance of Advertising

The spending on advertising nowadays is huge. It is estimated that the spending of advertising worldwide exceeds (US) \$400 billion. This level of spending supports thousands of companies and millions of jobs. In fact, in many countries most media outlets, such as television, radio and newspapers, would not be in business without the revenues generated through the sale of advertising.

2.2.2 Types of Advertising

Most people think that “type” of advertising is meant by defining it in terms of how it is delivered (e.g., television ad, radio ad, etc.). But in marketing, “type” of advertising refers to the primary “focus” of the message being sent.

⁹ Enciclopedia Encarta, Internet.

➤ Product-Oriented Advertising

Most of what a Company spends in advertising is directed towards the promotion of a specific good, service or idea. In most cases, the goal of this type of advertising is to clearly promote a specific product to a specific type of audience. What this type of advertising wants, is to create curiosity in the market and interest of people in a new product that is not yet in the market, but that will be soon for sale.

➤ Image Advertising

The main goal of Image advertising is to enhance the importance of an organization to a specific market. Image advertising, presents what an organization has to offer within the context of “what we do”. For instance, image advertising may be used for example, in situations where a merger has occurred between two companies, and the new formed company has taken on a new name, or if a company has received recent negative publicity and the company wants to let the market know that they are about much more than this one issue.

➤ Advocacy Advertising

Organizations also use advertising to send a message intended to influence a specific audience with the aim to engage people into something.

➤ Public Service Advertising

This type of advertising is usually used by non-profit organizations which run advertisements through certain media, and that contain messages that concerns an issue viewed as for the “greater good” of society. For instance, ads for example, directed at social causes, such as teen-age smoking, illegal drug use, etc, form part of this type of advertisement.

2.3 Consumer Behavior Field

Possibly, the most challenging concept in marketing deals with understanding why buyers do what they do (or don't do). However, such knowledge is critical, since having a strong understanding of buyer behavior will help companies know what is important to the customer and suggest the important influences on customer decision-making.

There are certain factors affecting how customers make decisions. Since every person in the world is different, it is impossible to explain how buying decisions are made. Nevertheless, those who have spent many years analyzing customer activity have presented useful “guidelines” in how someone decides whether to make a purchase.

2.3.1 Defining Consumer Behavior

Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers, such as demographics, psychographics, and behavioral variables, in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Consumer behavior is define as “the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires”¹⁰.

2.3.2 Types of Consumer Purchase Decision

Consumers have to make purchase decisions nearly every day. But not all decisions are treated in the same way. Some decisions are more complex than others and thus require more effort by the consumer; while others are of routine and require little effort. In general, consumers face four types of purchase decisions:

- Minor New Purchases – these purchases represent something new to a consumer but in the customer’s mind is not a very important purchase in terms of need, money or other reason (e.g., status within a group).

¹⁰ R. Arellano, “Comportamiento del Consumidor”, Enfoque América Latina, McGraw-Hill, México

- Minor Re-Purchases – these are the most routine of all purchases and often the consumer returns to purchase the same product without giving much thought to other product options (i.e., consumer is brand loyalty).

- Major New Purchases – these purchases are the most difficult of all purchases, because these are important to the consumer but the consumer has little or no previous experience making the purchase.

- Major Re-Purchase - these purchase decisions are also important to the customer, but the customer feels more confident in making the decision since they have experienced purchasing the product in the past.

For marketers, it is important to understand how consumers treat the purchase decisions they have to do. Understanding purchase behavior, involves not only understanding how decisions are made, but also understanding the dynamics that influence purchases.

2.4 What influences on consumers

As we discussed, the decision-making process for consumers is anything but straight forward. There are many factors that can affect this process as a person works through the purchase decision.

In order to understand better what influences consumers in their decisions to make a purchase, those influences were break down into three main categories: Internal, External and Marketing.

2.4.1 Internal Influences

Internal influences are related to what consumers look inside themselves, that is, to see what things are the most important, that will affect the way they make choices.

➤ Perceptual Filter

Perception is how we see ourselves and the world we live in. However, what ends up being stored inside us doesn't always get there in a direct manner. Often, our mental makeup results from information that has been filtered consciously or unconsciously as we experience it, a process we refer to as a perceptual filter. Thus, perception is the way we filter stimuli (e.g., someone talking to us, reading a newspaper story) and then make sense out of it.

Perception has several steps.

- Exposure – sensing a stimuli (e.g. seeing an ad)
- Attention – an effort to recognize the nature of a stimuli (e.g. recognizing it is an ad)
- Awareness – assigning meaning to a stimuli (e.g., humorous ad for particular product)
- Retention – adding the meaning to one's internal makeup (i.e., product has fun ads)

How these steps are carried out, depends on a person's approach to learning. By learning, we mean how someone changes what he or she knows, which in turn may affect how her or his acts. For instance, one person may be able to focus very strongly on a certain advertisement and be able to retain the information after being exposed only one time, while another person, may need to be exposed to the same advertisement many times before he/she even recognizes what it is. Consumers are also more likely to retain information if a person has a strong interest in the stimuli.

If a person is in need of a new car, they are more likely to pay attention to a new advertisement for a car, while someone who does not need a car may need to see the advertisement many times before they recognize the automobile brand.

➤ Knowledge

Knowledge is the sum of all information known by a person. It is the fact of the world, as he/she knows it. Obviously, what exists as knowledge to an individual depends on how an individual's perceptual filter makes sense at the information it was exposed.

➤ Attitude

In simple terms, attitude refers to what a person feels or believes about something. Additionally, attitude may be reflected in how an individual acts, based on his or her beliefs. Once formed, attitudes can be very difficult to change. Thus, if a consumer has a negative attitude toward a particular issue, it will take considerable effort to change what they believe to be true.

➤ Personality

An individual's personality relates to perceived personal characteristics that are consistently exhibited, especially when one acts in the presence of others. In most, but not all cases, the behaviors one projects in a situation are similar to the behaviors a person exhibits in another situation. Those we interact with often interpret one's personality, the person has their own vision of their personality, which may or may not be the same as how others view us.

➤ Lifestyle

This influencing factor relates to the way we live, through the activities we engage in, and interests we express. In simple terms it is what we value out of life. Lifestyle is often determined by how we spend our time and money.

➤ Roles

Roles represent the position we feel we hold, or others feel we should hold, when dealing in a group environment. These positions carry certain responsibilities. In support of their roles, consumers will make product choices that may vary depending on which role they are assuming. As illustration, a person who is responsible for selecting snack food for an office party his boss will attend may choose higher quality products than he would choose when selecting snacks for his family.

➤ Motivation

Motivation relates to our desire to achieve a certain outcome. Many internal factors we have already discussed, can affect a customer's desire to achieve a certain outcome. For instance, when it comes to make purchase decisions, customers' motivation could be affected by such issues, as financial position (e.g., can I afford the purchase?), time constraints (e.g., do I need to make the purchase quickly?), overall value (e.g., am I getting my money's worth?), and perceived risks (e.g., what happens if I make a bad decision).

2.4.2 External Influences

Consumer purchasing decisions are often affected by factors that are outside of their control but have direct or indirect impact on how they live and what they consume.

➤ Culture

Culture represents the behavior, beliefs and, in many cases, the way people act, learned by interacting or observing other members of society. In this way, much of what people do is shared behavior, passed along from one member of society to another.

➤ Other Group Membership

In addition to cultural influences, consumers belong to many other groups with which they share certain characteristics and which may influence purchase decisions. Often these groups contain opinion leaders or others, who have major influence on what customer purchases. Some of the basic groups we may belong to include:

- Social Class – represents the social standing, one has within a society, based on such factors as income level, education, occupation
- Family – one’s family situation can have a strong effect on how purchase decisions are made
- Reference groups – most consumers simultaneously belong to many other groups with which they associate or, in some cases, feel the need to disassociate
- Purchase Situation- A purchase decision can be strongly affected by the situation in which people find themselves. Not all situations are controllable, in which case, a consumer may not follow their normal process for making a purchase decision. For instance, if a person needs a product quickly and a store does not carry the brand they want to purchase, the customer may choose a competitor’s product.

2.5 How Consumers Buy

So now that we have discussed the factors influencing a consumer's decision to purchase, let's examine the process itself. This process is presented in a sequence of 5 steps as shown below.

➤ Need/Want/Desire is Recognized

In the first step, the consumer has determined that for some reason he/she is not satisfied (i.e., consumer's perceived actual condition) and wants to improve his/her situation (i.e., consumer's perceived desired condition). For instance, internal triggers, such as hunger or thirst, may tell the consumer that food or drink is needed. External factors can also trigger consumer's needs.

➤ Search for Information

Assuming consumers are motivated to satisfy their needs, they will next undertake a search for information on possible solutions. The sources used to acquire this information, may be as simple as remembering information from past experiences (i.e., memory) or the consumer may expend considerable effort to locate information from outside sources (e.g., Internet search, talk with others, etc.). How much effort the consumer directs toward searching, depends on certain factors such as: the importance of satisfying the need, familiarity with available solutions, and the amount of time available to search.

➤ Evaluate Options

Consumers' search efforts may result in a set of options from which a choice can be made. It should be noted that there may be two levels to this stage. At level one, the consumer may create a set of possible solutions to their needs (i.e., product types),

while at level two, the consumer may be evaluating particular products (i.e., brands) within each solution.

➤ Purchase

In many cases, the solution chosen by the consumer is the same as the product whose evaluation is the highest. However, this may change when it is actually time to make the purchase. The “intended” purchase may be altered at the time of purchase for many reasons such as: the product is out-of-stock, a competitor offers an incentive at the point-of-purchase (e.g., store salesperson mentions a competitor’s offer), the customer lacks the necessary funds (e.g., credit card not working), or members of the consumer’s reference group take a negative view of the purchase (e.g., friend is critical of purchase). Marketers whose product is most desirable to the consumer, must make sure that the transaction goes smoothly.

➤ After-Purchase Evaluation

Once the consumer has made the purchase, he or she is faced with an evaluation of the decision. If the product performs below the consumer’s expectation, then he/she will re-evaluate satisfaction with the decision, which at its extreme, may result in the consumer returning the product, while in less extreme situations, the consumer will retain the purchased item but may take a negative view of the product. Such evaluations are more likely to occur in cases of expensive or highly important purchases.

CHAPTER THREE

SHOPPING CENTRES

3.1 Shopping Centers in Ecuador

Ecuadorians treated themselves better; they prefer a friendly afternoon in a shopping center, rather than to fight in neighborhood stores, in the open, without security. This is an induced behavior by Shopping Centers. Before, the habit of Ecuadorians was going out with the family for a walk to the city centre, visit a store or go to the cinema. When tastes are not sympathetic to the place visited, consumers moved on to another sector of the city. We lost time and money. At the end, one thing was done, the other was delayed.

With Shopping Centers, consumers proved that they can find only in one place what they found scattered in the city. They can talk with friends, drink coffee, buy clothes and appliances, make business and bank transactions, eat a variety of dishes, and go to the movies, all without changing site.

Thus, in Guayaquil appeared Shopping Centers as Policentro, Alban Borja, Riocentro, The Rotonda, Shopping Center del Sol and San Marino. In Quito Quicentro Shopping, El Bosque, CCI, El Jardin.

3.2 Shopping Center

A Shopping Center is one or more buildings, usually large, that has commercial offices and stores, which was designed to amalgamate into a given area, thereby reducing space.

This size difference is the fundamental difference that holds them to markets, because they do not lie on one roofing site. In turn, it differs from supermarkets or department stores, because the Shopping Center was design as a public space with a variety of shops, which includes places of recreation and entertainment, such as cinemas or food courts inside it. Although it is in private hands, usually commercial stores are rented or sold independently, so there are several owners, who must pay for maintenance services to the builder or to the administering entity of the Shopping Center.

Shopping Centers have a particular order for their stores, for example a floor or sector, which is just for clothing, other for the sale of food and restaurants, another for cinemas for fun and leisure centre. It is almost imperative that the Shopping Center should have a supermarket or hypermarket.

Shopping Centers are more common in big cities to avoid congestion, although Shopping Centers sometimes do not avoid this situation. The introduction of Shopping Centers is more rooted in Western countries (America and Europe) and in the southeast of Asia.

Shopping Centers not only have an economic or commercial entity, but also has a great sociological or anthropological connotation, because it is an area of social and human exchange.

In addition, Center managers and traders know who their main customers are, so they organize their offers, promotions, exhibitions, for all these groups.

Thus, the boom of Shopping Centers remodeling, has seemed more dynamic during 2004 with the announcement of Quicentro Shopping. It increased to 500 the new parking area with an investment of \$ 4 million, without leaving aside the new facade that the Shopping Center had on 2006, which will have an “air” of a historic building that will cost more than \$ 6 million dollars.

3.4 Shopping Centre Characteristics

Among the general features of a Shopping Center, we can name:

- Are formed by a group of independent retailers
- Are groups under the same roof
- They offer a complementary product, avoiding competence between them
- They share costs of common services such as: clearing, security, electricity, etc
- They have a common structure
- Each store is managed in an individual basis

3.4 Shopping Centers Growth

According to a survey conducted in 15 major cities throughout the country over the past few years, there has been a significant growth of Shopping Centers, and this is due to consumer preferences, as they have developed a preference for Shopping

Centers, as well as by supermarkets, largely due to the concept behind it: 'find everything under one roof'.

Thus, the 78.2% of high-income families (more than \$ 1500 per month), buy their clothing in a Shopping Center, and 79.5% of footwear purchases are carried out in Shopping Centers.

There are some differences with income levels, specifically with middle and low income. In the first case, purchases preference for clothing and shoes in a Shopping Center is of 43.2% of households, while for the low income, it is of 13.9%. Nationally, households' preferences for their purchases in a Shopping Center are 31.9% in the case of clothing.

In big cities such as Quito, the trend is more pronounced, there, the 57.4% of households prefer to shop in a Shopping Center, even the high-income level, preferences, are around the 84.6%.

El Bosque, which is 21 years old and is located northwest of Quito, has a commercial area of 42 thousand square meters, divided into 400 local and parking distributed in 1100 in 48 thousand square meters, it receives a monthly average of 670 thousand visitors.

To the south of the city, the Centro Comercial El Recreo, which has a commercial area of 65 thousand square meters without parking, also makes constant remodeling, especially in the entry floor, because in his eight years has achieved an influx of 120 000 visitors per month, which has deteriorated its floor. An estimated amount of \$ 150 thousand per year is invested in this Shopping Center.

There are also small Shopping Centers that are not so affluent because of the growing competition, but have their coupling, for example, El Unicornio, which attracts children with its fun floor “Happy Time”. Its neighbor, El Caracol, has not been left behind, since early October opened its food court, CCNU Shopping Center has another 135 local trend, as 20% of its local service, as well as El Espiral, which has 160 locals and has become an office space, but receives an average of 300 thousand visitors every 30 days.

Despite, the administrators of most commercial center ensure that into the projects for creating them, there is no monopoly, but there are three economic groups, Wright, Czarninski and Deller, which know the business and have some chains in several cities, as well as some future projects.

3.5 Trading as a development factor

Although it is evident, it is important to take into account the extent of the contribution to economic and social development that Shopping Centers generate in different cities on the continent.

In Ecuador, the first Shopping Center opened in Quito 36 years ago was CCI, it undoubtedly became the benchmark of the city development and growth during the seventies.

Over the past few years, there has been an interesting development of shopping centers in the country. Its development has gone in hand with the growth of cities and their economies, as well as the performance of the main sectors.

Shopping Centers develop, more over to become in major needs centers through commercial business; they also have great impact and interrelationships with the development of local economies, their jobs and ways of life of its inhabitants.

3.6 Quicentro Shopping

Quicentro Shopping is a large, modern, practical and functional shopping center, located in a strategic place in Quito¹¹. It has 220 stores distributed by categories in a three-storey building distributed by areas. On the ground floor, you can find a variety of locals with formal, casual and sports clothing; antiques, pharmacy, bakery and others.

On the second floor, is an extensive and comprehensive center of fast food as well as clothing, jeweler, beauty centers and optics. On the top floor, there is an electronic games room, other local of clothing and the biggest fruit of the capital.

Group DK Management Services manage the Shopping Center, which has over 20 years of experience in managing Shopping Centers. The company was created with the sole purpose of offering its customers a leader in the management and administration of goods and services. It has a highly qualified human capital, with clear organizational processes and technology, which enables it to ensure an excellent positioning of a business.

3.6.1 Quicentro Shopping Services

¹¹ www.quicentro.com

The Quicentro Shopping offers a great variety of services to its clients, which are mentioned below: ¹²

Cars for children: Thinking on kids, the rental of cars for children is offered.



Wheelchairs: This service is available for disabled people, which are given prior presentation of an ID.



Complaints and Suggestion Mailbox: To provide the best service it counts with a mailbox for complaints and suggestions that can be found at Customer Service Points.

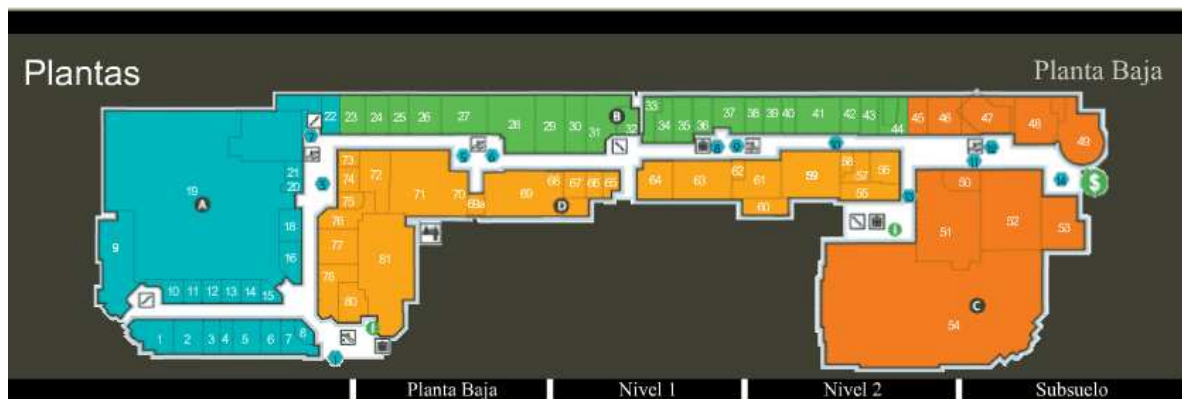
¹² www.quicentro.com



Shopping Club Card American Express.- They have a strategic alliance with American Express card of the Banco de Guayaquil, to form an exclusive Quicentro Shopping customers club.

Among the benefits of the credit card, is a system of Rewards points' accumulation that lets the customer redeems them for purchase orders at the Shopping Center.

3.6.2 Directory of Commercial Locals



- Men Fashion

Ferrati, Portafolio Boys II Men, Dormel, Trial, Polo-Ralph Lauren, First Class Men's Shop, Hernando Trujillo, Tommy Hilfiger Men, Pical

- Women Fashion

Montana, Micha, Camelot, Minuett, Portafolio, First Class Shop, Taty Boutique, Aranjuez, Coosas, Naf-Naf, Tommy Hilfiger Women, Parre, Complements, M.N.G

- Men-Women Fashion

Life is Good, Z Cavaricci, Calvin Klein, United Colors of Benetton, Wit Boy, Mix Two, Izod, Splash, Etafashion, D'Prati, Tottos, Kosiuko, Pronto, D & Bond, Armi, Via Venetto Clothing, Angora Sweaters, Diesel, Rio Store, Szimon, Pinto, Abercrombie, Chevignon, Lee, Guess, Sock Shop, Teleshop

- Kids Fashion

Yazzu, Six-A, Carrousel, Azulino, Pasa, Pinto Kids

- Shoes, Leather Articles

Cardinale, Bosi, Vicky Tcherassi, Boots ´n bags, Rockport, Taty Shoes, Osbo, Novapiel, Arezzo, Bellino Pelle, Nine West, Pony Store, Payless Shoes, OI

- Jewelry and Accessories

Via Venetto Accesorios, Rokada Joyeria, Tous, Evita Peroni, Joyeria Arte en Oro, Joyeria Windsor, Montblanc, Plaza Vendome, Goya, The Out Back Store, Aura, Gemas

- Watches, Glasses

Watch out, Sunglass Hot, X Ploit, Casio, Best Time, Optica Los Andes, Fossil

- Sports Team

Tennis, Aventura Sport, Kao, Caps, Marathon, The Athletes Foot

- Health and Beauty

Centro Naturista, Nails & Body Shop, Make Up, Secretos para el bao, Burbujas Express, L'Occitane, Wellnes Day Spa, Only Natural, GNC, Las Fragancias, Fybeca, Scents of Nature

- Toys and Leisure

Mi Juguetería, Game Over, Imaginarium, Inteligent´s Obvies, Games & Games

- Gifts, Books and Art

ETC, Mon Petit Amour, Libro Express, Olga Fisco, Libri Mundi, Linea, Locuras, Tabaco y Pipa, Galeria Arte Reinoso

- Home Decoration

El Uniforme, Si Decoración, Mi Comisariato, Illuminazione, Alfombras Persa Aladino, Deka, Artesa, Noperti, Casanova, Nostalgie, Planeta Verde

- Música – Electronic Devices

Sony Center, Porta, Nintendo, Mundo Mac, Almacenes Japon, Comandato, Teldar, Ecuacolor, The Palm Shop, Movistar, Ferrisariato

- Entertainment

Cosmic Bowling, Play Zone

- Food Court

KFC, Churrin Churron, El Español, Pizza Hut, La Tablita del Tartaro, Tropiburger, Mayflower, S´panes, Los Cebiches de la Rumiñahui, Los Adobes de Barlovento, Frozen Yogurt, D´Oliva, Hansel & Gretel, Yogurt de la Amazonas, BBQ Pinchos, Snobiz, Burger King, Roasters, Pop Sugar

- Gourmet and Delicatessen

Casita de chocolate, Pasta Roma, Cinnamon, Cyrano, Dunkin Donuts, El Español, Entredulces, Baskin Robbins, San Nicolas, El Griego, Cocoa Chocolatier

- Restaurants and Coffee Shops

Plaza Café, Fruteria Monserrat, City Expresso, Crepes & Waffles, Friday's, Sweet and Coffee

- Various

El Carrete, Orchia, Special Bouquet, El Doblez

- Services

Produbanco, Post Net, Western Union, Unibanco, Interactive, Lan Chile, Chevy Plan, El Universo, Salud S.A., American Express, Pronto Express, Banco del Pichincha, Martinizing

2.3 Hypothesis system

- Working Hypothesis

The use of Anglicisms has a positive influence in consumers between 15 and 25 years old, and has a negative influence in consumers between 26 and 50 years old of Quicentro Shopping.

- Null Hypothesis

There is no difference between the influence in the use of Anglicisms in business signs at Quicentro Shopping; with the use on consumers between 15-25 years old and consumers between 26 and 50 years old.

➤ Alternative Hypothesis

There is a difference between the influence that the use of Anglicisms in business signs at Quicentro Shopping, has on consumers between 15-25 years old and consumers between 26 and 50 years old.

PART THREE

METHODOLOGICAL DESIGN

3.1 Research type and design:

This is a sociolinguistic analysis, based on how the use of Anglicism in business signs influence consumers at Quicentro Shopping. In order to carry out the present research, the following methods, techniques, and instruments will be used:

➤ Methods:

Observation method. - Through this method, I will be able to notice how Anglicisms influence in consumers decisions, identify their interests, and finally their behavior and activities that reflect this use.

➤ Techniques:

Interview the owners of shops at Quicentro Shopping, in order to know how the use of Anglicisms influences their sales.

➤ Instruments:

Notebooks

Questionnaires

Digital Camera

Materials

3.2 Population and sample:

In order to develop and implement this project, I have decided to apply it into two different groups, each one of different ages.

Group A, formed by consumers between 15 and 25 years old; group B, formed by consumers between 26 and 50 years old. I will apply the same investigation method to both groups. At the end of the research period, I will determine how the use of Anglicisms in business signs influence consumers at Quicentro Shopping.

3.3 Instruments for data collection:

Focus Group

Photos

Interviews to shop owners

PART FOUR

TESTING THE HYPOTHESIS

4.1 Description and Analysis of the Results

In this part, a qualitative and quantitative analysis of the results will be carried out.

The qualitative analysis is about the sociolinguistics factors. The quantitative analysis is about the information found and observed in business signs of the different stores at Quicentro Shopping. It is important to emphasize that this analysis, will focus on the influence that the use of Anglicisms have on consumers.

4.1.2 Qualitative Analysis

On February 18 and 22, 2008, two focus groups were conducted with different population segments, as part of an effort to gather information on how the use of anglicisms influence customers of stores at Quicentro Shopping. The purpose of this investigation is to use the information collected in order to:

- Define the percentage of commercial shops that use Anglicisms in their signs.
- Establish the difference of the influence of the use of Anglicisms in consumers at Quicentro Shopping between 15 and 50 year old.

Both focus groups were conducted in Spanish. Each group lasted approximately sixty minutes.

Before starting the discussion, I gave an introduction about the purpose of the meeting, and its expectations. I stated that everyone's opinions and experience were important and reassured to the participants that their statements will be confidential.

A discussion guide was used (Spanish version), for both groups, with questions asked in the same order, to assure a fair comparison between both groups. In addition, I used some pictures taken at Quicentro Shopping, of the different store's names, in order to identify the use of Anglicisms in certain stores.

The guide used to moderate both focus groups discussions, appear in Appendix A. Focus groups are a valuable methodology for obtaining in-depth qualitative information and rich detail on interesting topics.

However, it is important to keep in mind, that results cannot always be generalized across the entire population. Nonetheless, they can give deep insight into how people think and perceive a particular subject.

➤ The Participants

The groups consisted of all kind of people, who have visited at least one time Quicentro Shopping. Twelve adults between 25 and 50 years old formed the first group, and fifteen young adults and teenagers between 15 and 24 years old formed the second group.

Although it was a non-common subject for the participants, many findings appeared as common to both groups. For that reason, the findings are presented jointly and, when differences across the groups were evident, they were indicated.

➤ Focus Groups Results Analysis

First, we started talking with participants of both Focus groups about their attitudes towards the use of certain English terms used in ads at Quicentro Shopping. The questions raised, were as follows:

➤ **Talk about some of the Shopping Centers you frequent?**

Most of the participants of the Focus Groups agree that they do not visit the same Shopping Center every time. In the case of adults, they frequently visit Quicentro Shopping, El Bosque, CCI, El Jardin; they do not have a special interest in a certain Shopping Center, because they usually go where they can find the products they need with the best prices. In the case of teenagers and young adults, they do have preference Shopping Centers, mainly because there are places that cannot be found in other Shopping Centers such as Cinema, skating; but other Shopping Center they usually visit, is the Quicentro Shopping because it is always on fashion.

➤ **What makes you go to those Shopping Centers?**

As mentioned before, adults go to Shopping Centers to look for products or services they need, but in the case of young people, they go to have fun, meet with friends, etc.

- **At what hours during the day you go to the Shopping Centers? ¿During what day?**

According to the needs that consumers wish to meet, they visit Shopping Centers during any weekday specifically at night, because of their different occupations. In some cases, certain executives or businesses employees visited Shopping Centers specially those Shopping Centers that count with a Food courtyard where people will be able to meet a basic need, which is to eat, so they go just to have lunch and then return to their daily tasks. Nevertheless, one could say that the vast majority of people without differentiating ages visit a Shopping Center on weekends at different times either to walk as a family, make a purchase, have lunch, or just to meet friends and spend an enjoyable moment.

- **Do you know why there are so many English terms at the Shopping Centers? Tell me what you know about what an Anglicism means, and do you think we should use Anglicisms in advertising ads?**

From the Focus groups made, it can be said that the vast majority of people agreed that the use of terms in English, not only in shopping centers but also in everyday language is mainly due to the influence of American culture and the process of

globalization lived today. When asked about whether they knew what an Anglicism was, adults knew its meaning. In some cases, they agreed with their use in

advertising, because they say they attract the attention of consumers, but in other cases, they did not agree to its use, and because they live in a Spanish-speaking country so that everything should be in Spanish and not a mix of languages. With young teens, the case was different, because the majority did not know their meaning, they had never heard of that term, but after explaining it, they agreed that its use was acceptable.

- **Do you believe that if the use of Anglicisms were prohibited there will be the same amount of customers' ¿why and why not?**

When conducting this question, the group consisting of adults did not give importance to the fact of prohibiting the use of anglicisms due that people think that customers want to satisfy a need rather than the fact that a business uses, or not anglicisms in their ads or names. As it is to be used or not people will not stop buying. However, the group formed by young people, give importance to anglicisms, because the name is more important than what they buy, they are moved more by fashion, name, branch, than satisfying a need. For them, the fact that there is a term in English is completely a different perspective of purchase.

In the second part of the Focus Groups, we talk about certain situations that affect customer's decision of buying. We raised the following questions:

- **When you walk through a Shopping Center, is there a business that calls your attention the most, which and why?**

When you walk by a Shopping Center, it will always exist an announcement that call more attention, but not so much for its name, but by the color and originality used.

- **What happen if you see the same business but with different name, one using Anglicisms and the other without Anglicisms, to which one you will go? Why?**

Adults were not interested in the business name. If they see a place that has the product they like, they will come in for the product but not because of the name. In the case of adolescents, they are influenced by the business name, because if they see a place that sells the same product or service but the name has an Anglicism, they will go to that place that owns an Anglicism because they think the product is better.

- **Do you think that Spanish people are more willing to make purchases in businesses possessing Anglicisms, Why?**

Most respondents, do not agree that Hispanic people makes a purchase based on the business name, but rather by the product or service quality, by the attention given to them, the price or promotions that exist, etc. On the other hand, young people think that the fact that a store holds in its name an Anglicism, makes the purchases be increased as this draws a lot of attention from consumers.

- **¿ Have you ever been at the edge of buying something in a known business but when seen an announcement with English terms, do you change your mind? If so, please explain me more about what happened**

This depends on the type of advertisement, for example, in the case of store names they do not affect the majority of people, because they are fixed in what you see in shop windows and according to that, they enter or not to that place. If there is an announcement in relation to prices or promotions such as the word "sale", then they will change their minds, because people are looking for products or services of good quality and suitable prices.

- **According to your own experiences, who do you believe are likely to go in a business with a foreign name, why?**

In the case of the focus group conducted with adults, they agree that depends on the store type. For example, if it is the case of a chain or franchise, that would be more appreciated by adults either because they have heard about this place, they have visited other countries, or in some cases simply because is in fashion. Now if it were just a store with an overseas name, the majority of people who would visit it will be adolescents, because the place is fashionable among their friends, or saw it in the media.

- **When you are walking through the Shopping Center, what you do to determine whether or not to enter certain place? For example, how do**

you know or would know if the place has good quality products, good price? Do you seek to investigate to make sure the place is?

While walking through Shopping Centers, one looks at the products offered through showcases. If there is something that draws attention, then one enters to find out the type of product, quality, price, but not necessarily buy it, but look for a similar alternative. They compare different alternatives, and then decide what is the product or service that best suits their needs. In the case of young people a similar thing happens, but the only difference is that they do not care about the price or quality, what they care is about if it likes them and if it is in fashion.

In this part what I try, is to determine certain cultural differences. As you may know, the American influence is in all places. I would like to talk about the influence at the moment of making a decision that involves English terms in certain businesses.

- **I would like to talk about the differences between our country and the United States in relation to culture, traditions and customs. Let's start talking about the names of shops. How often do you see Spanish / English names in a business? Are there terms that are confusing or difficult to understand especially for people who are not bilingual?**

People who have visited the United States, which according to the focus groups most of them have, at least one time, commented that there are differences between our country and the United States in several aspects.

What they have seen similar in both countries is the use of terms in Spanish and English in the names of stores and general advertising, because in both countries there are people who are bilingual or immigrants, and that fact of seeing names in languages somehow is useful for understanding what this mean. However, in our country, there is a lack of knowledge, on how to write certain terms in English, making it confusing to understand, especially for those who mastered the language. In the case of past generations terms in English in our country causes confusion because they do not know everything about the other language, making it difficult to understand what these terms mean.

- **Now let's talk about other factors that could influence your purchasing decisions. For example, do you believe that Hispanics are more willing to take risks when buying a product? What kind of risks?**

There are many factors that determine a purchase decision, among them the variety, quality, price, service offerings, recommendations, and so on. In general, one could say that people do not take risks when buying a product especially if it is not convinced that quality vs. price worthwhile. However, there are risks for people who make any purchase, no matter the price or quality of the product or service especially those who are compulsive in their purchases

- **Do you think the use of Anglicisms affects language? Or do you think that the use of Anglicisms benefits the learning of another language? If so, why is this?**

In a way, the use of anglicisms affects the language, because it alters it, but in a globalized world as the current, is no longer important this effect and even now in the Spanish dictionaries anglicisms with its meaning can be found. It is believed that the use of anglicisms do not benefit learning, since many of them are loose terms that at the end may not be used in a fluid conversation in other language. In other cases, these are seen as a benefit as they learn key words that can help in some way to understand other language that is not the native one.

➤ **Do you think Hispanics know less than other people of the United States?**

As Hispanics, we form part of underdeveloped countries, we always think that we do not have the same knowledge that an American, especially for the type of education we receive. Nevertheless, in recent years, it has been demonstrated that Hispanics and Americans are at the same level and that much depends on each person wanting to learn more and be better every day, and this can be observed now, as there are many people studying abroad and are great students and professionals.

Finally let us talk about certain points:

Lets start talking about the interest that some people may have about this subject.

➤ **Let's say that over 50% of commercial businesses used terms in English and stop using terms in Spanish. Do you think that these numbers are high or low? Do these surprise you?**

These numbers are not as high, as it has been demonstrated, mostly because people are not guided by the names of businesses, but rather for the product or service being offered.

- **¿Do you believe that the citizens are interested in paying attention to this subject, why or why not?**

It is not an issue, because there are many other serious problems, such as the social-economic situation, which the country has experienced during the last years, which makes citizenship worry most of these issues than if Anglicisms are used or not in the names of businesses or advertisements.

- **¿ Do you feel that the use of English in our language is more, less or equally important compared to other things?**

As mentioned above, other problems have greater attention, so that the use of English words in our language has less importance than other issues.

- **¿ Promotional and educational materials would be more effective in English, Spanish or both languages (bilingual)?**

Because it is an ongoing process of globalization in which competition is too high, mainly educational materials would be more effective if they were bilingual and now

knowing another language especially English, which is a universal language, favors more either to the person or to persons who know it as the country in general.

There are some other questions; I would like to ask you before ending this Meeting.

➤ **When choosing a product or service, you prefer: Why?**

Local products

Latin American products

American products

Very few people prefer domestic products, because they think they are not of the best quality, especially compared with American products. Other people believe that buying a product is helping the national progress of the country, supporting its people because they believe that their country is at the level of everyone else. However, the vast majority of people prefer American products because they think that their quality is better compared to domestic products although prices are similar, but what makes the difference is their quality.

➤ **Order according to the criteria taken into account when buying (1: less important - 5: more important)**

____ **Place where you buy**

____ **Product quality**

____ **Price**

____ **Branch**

____ **Payment types**

____ **Others:** _____

The points of greatest importance to buy, specially for adults are price, quality, brand, location, type of payment, but what counts when buying, in the case of a teenager is in first place the brand, then the place, quality, price and method of payment.

➤ **Do you think that in our area there is an excessive use of Anglicisms?**

Participants agree that there is not an excessive use of Anglicism in the area. Giving a percentage, they think there are a 30% of English terms used in the area but that does not represent a high average.

➤ **Do you believe that the use of Anglicisms in business names and Shopping Centers:**

_____ **Do not influence society**

_____ **It influences society.**

_____ **Positively**

_____ **Negatively**

Why? _____?

In some cases, people think that anglicisms do not influence society, as it seeks to meet a need through the purchase of a product or service of good quality at a good price, regardless of the name of the store. In other cases, there was a negative influence, because we lose our identity and we are more influenced by a culture that is not ours; as well people think, that foreign products or names are better than ours, which makes sales decline and our people would be forced to leave the country where our products are considered of good quality.

There is also the idea, that the use of anglicisms, influence society in a positive way and that the meaning of certain terms aroused the curiosity of people.

➤ **Summary of Focus Group Main Findings**

Participants, especially teenagers, had very limited knowledge about the definition of Anglicisms; but on the other hand, most of the adults that participate in the focus group know what an Anglicism means.

Most of the participants in both groups have at least visited for once the Quicentro Shopping.

Weekends are the days in which Shopping Centers are visited, due that during the rest of the week people is busy in their jobs or studying in the case of teenagers.

It can be said that almost 100% of the people that goes to a Shopping Center, buy or look for American products because they think the quality offered is the best.

Adults, take more into account variety, quality, and price of products offered in a certain store, than the name of the store. In the case of teenagers, usually take into account the name of the store, because it calls more their attention, no matter the price or variety of products offered.

Teenagers, have more propensity to go in a store with an English name, because of what their friends have told them, for curiosity, to be in fashion, or because the branch.

People, especially adults, go to a certain store because there they will find the product or service they are looking for, or because someone recommended the place or good promotions and publicity are offered.

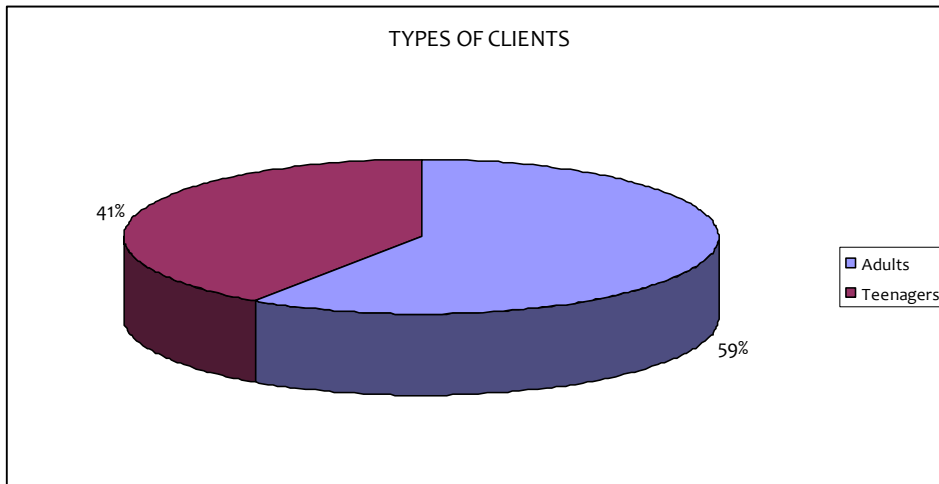
Some of the participants think that the use of Anglicisms are a positive influence in society, because it awakes in people and especially in teenagers a curiosity of what a word or phrase means, and that curiosity is part of their growth. For old generations, it is hard to get adapted to changes and it is hard for them to mixed languages or to use words of phrases in other language, that is not theirs.

4.1.2 Quantitative Analysis

The next part of this work refers to the quantitative analysis done through surveys, established to business owners and/or administrators of 32 different businesses. The survey consisted of 9 questions and the results of them are as follows.

➤ **Which do you consider that are your potential clients?**

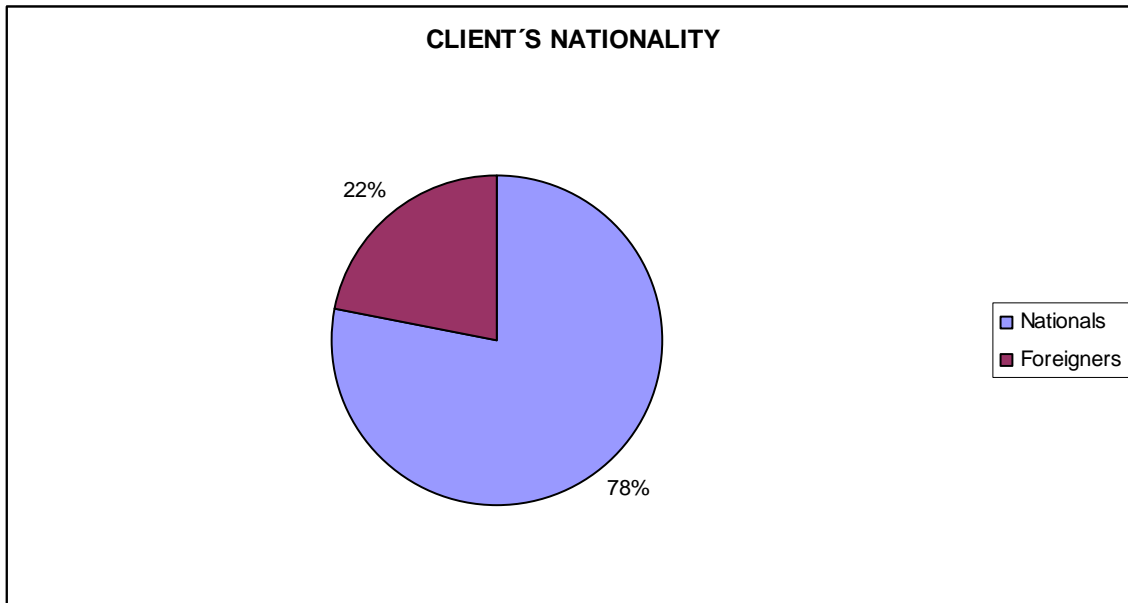
Options	Value	Average
Adults	19	59%
Teenagers	13	41%
Total	32	100%



As you can see, percentages varied according to the kind of business and products offered, but especially teenagers who are their main clients visit almost all the places that use in their ads an Anglicism. In other cases, adults also visited these businesses but mainly those who do not use Anglicism in their ads. Of the 32 people to whom the survey was implemented, a 59% consider that adults are their potential clients due that they are the ones that carried the money and, 41% consider as their potential clients are teenagers, due that although they do not carried with them a large amount of money, they are permanent clients that always return.

➤ **Your clients are in their majority of what nationality?**

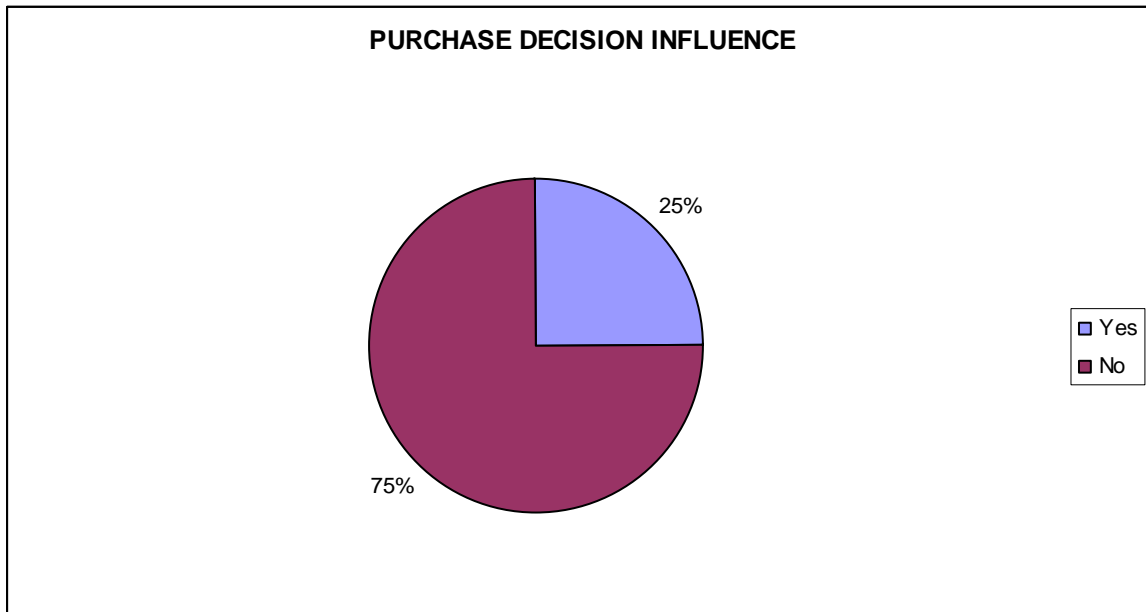
Options	Value	Average
Nationals	25	78%
Foreigners	7	22%
Total	32	100%



Although we have a large amount of foreign people that visit our country, most of these visitors come here not to shop, what they want is to know the city, the culture, traditions. In a Shopping Center amount they go to a Shopping Center usually to walk around and see what is offered, that is why, foreign people represents only a 22% of persons that visit a certain store in a Shopping Center. The 78%, are people of our own country no matter the place from where they come, they are Ecuadorians.

- **Do you think that the name of your business influence in consumers purchase decision?**

Options	Value	Average
Yes	8	25%
No	24	75%
Total	32	100%

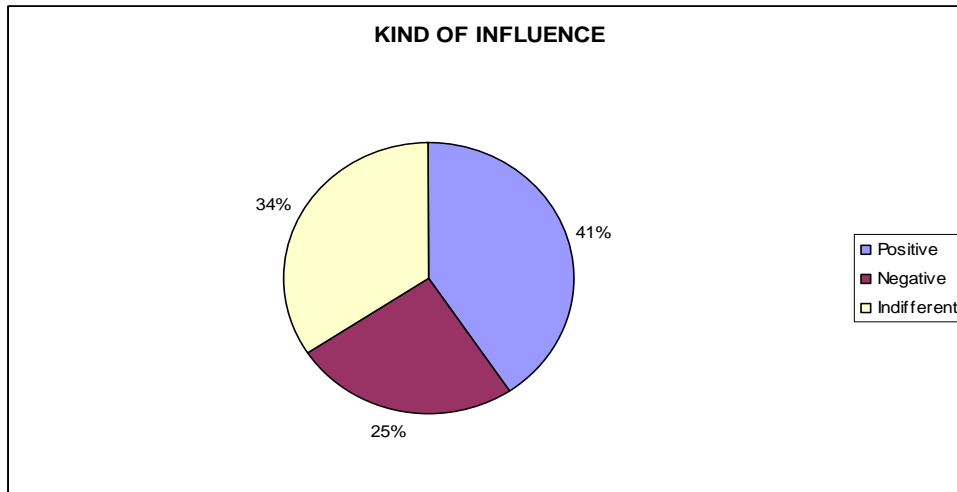


The third question was made in order to establish whether or not the use of Anglicism in the name of their business influence consumer's decision when buying something.

In this case, 75% of the owners and/or administrators agree that the name of their business do not influence consumer's decision, because they think that what makes a consumer buy is not the name of a business but the product or service they are looking for, their price and how are treated as customers.

- **For you the fact of using anglicisms in your business names is a positive, negative factor or is just indifferent?**

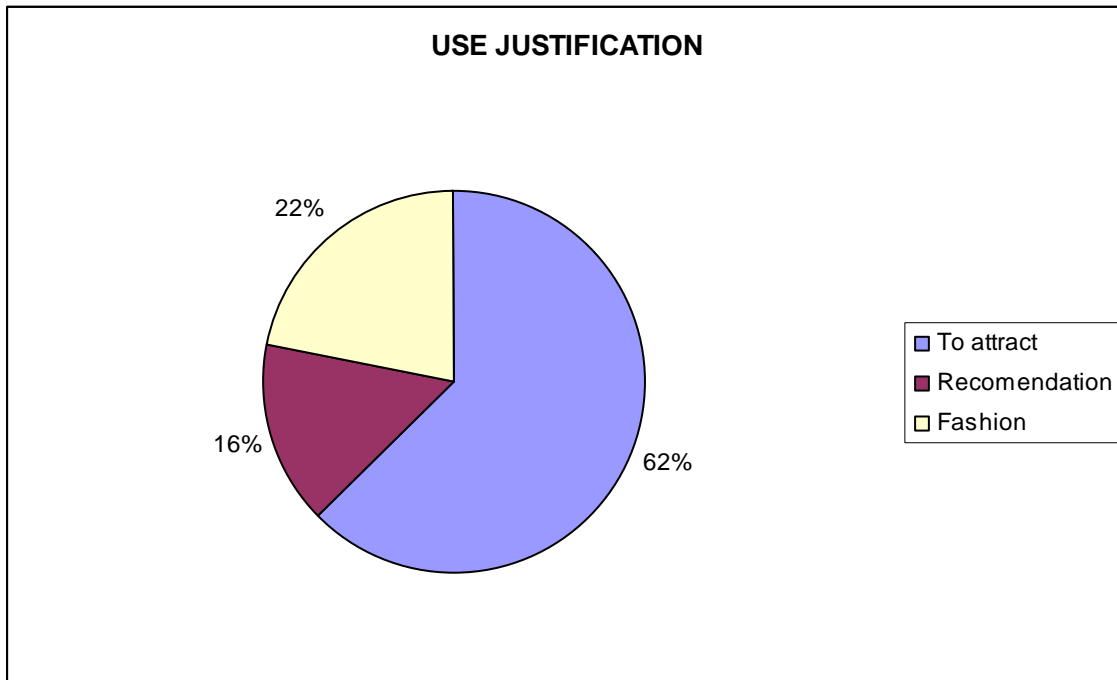
Options	Value	Average
Positive	13	41%
Negative	8	25%
Indifferent	11	34%
Total	32	100%



In this question, the owners expressed their point of view about the fact that the use of anglicisms in business ads was a positive or negative factor. The 41% think that it was a positive factor, because their sales increase with reference to other businesses that have almost the same products but with different names. The 25% of said that it was a negative factor, because most people are moved for fashion or for a recommendation. Finally, 34% was indifferent to the fact that there was an Anglicism in their ads.

➤ **Why did you decided to use English terms in your business?**

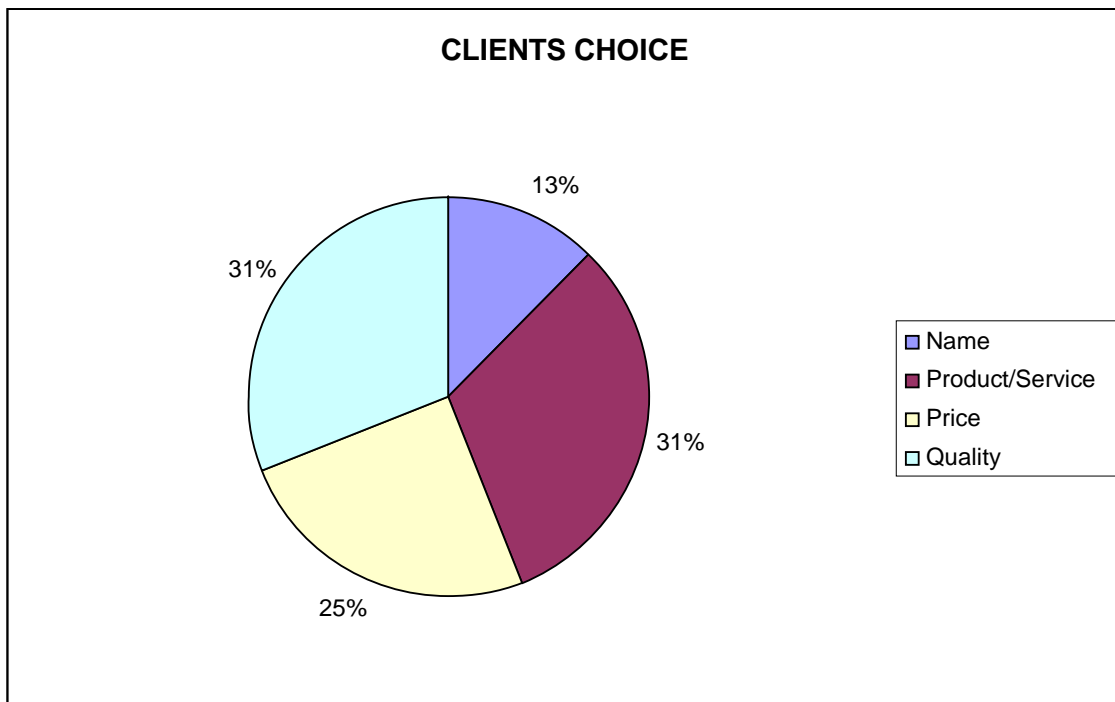
Options	Value	Average
Attract	20	63%
Recommendation	5	16%
Fashion	7	22%
Total	32	100%



As you can see in the graph, 62% of the owners, decided to use an Anglicism in their businesses names, to attract clients, because they know that it calls the attention of a customer and because they know that the English language reflects not only the American culture, but also a fashion and the option of being more competitive. A 22% said they use Anglicisms in their ads because it is a fashion, and finally 16% because someone recommended doing so.

➤ **Why do you think customers buy in your business?**

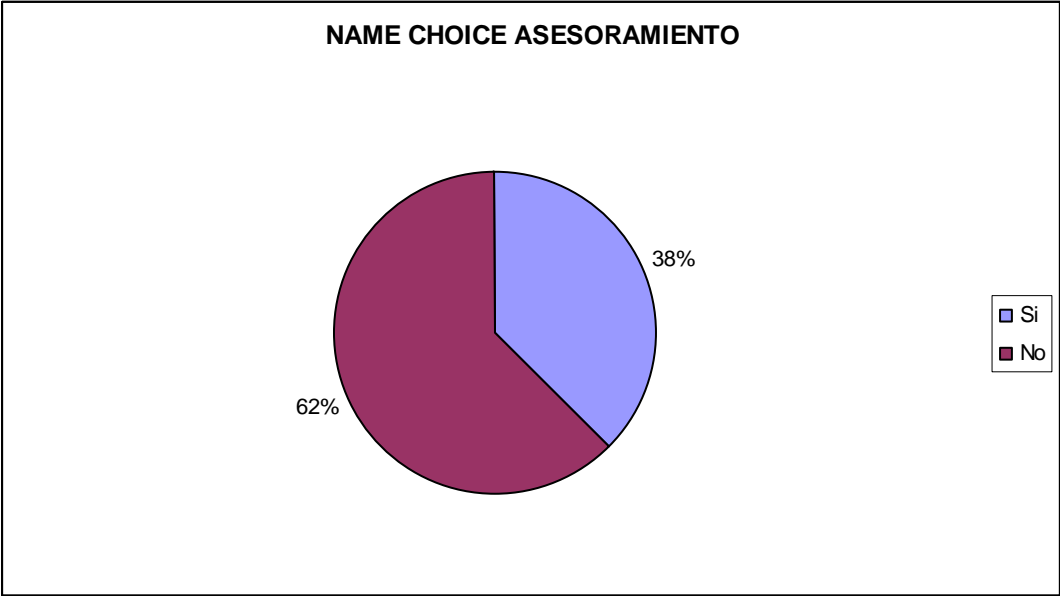
Options	Value	Average
Name	4	13%
Product	10	31%
Price	8	25%
Quality	10	31%
Total	32	100%



All the owners of the different stores agree that people buy in their businesses for the quality of the product or service they offer. Another thing they take into account is the price which now a days is very important, because of the economic situation that most of the citizens are living, so they look for the best product with the best price. Just 13% of the owners think that what makes a client choose to buy in a store is its name.

- **Do you have any type of assortment when choosing you business name?**

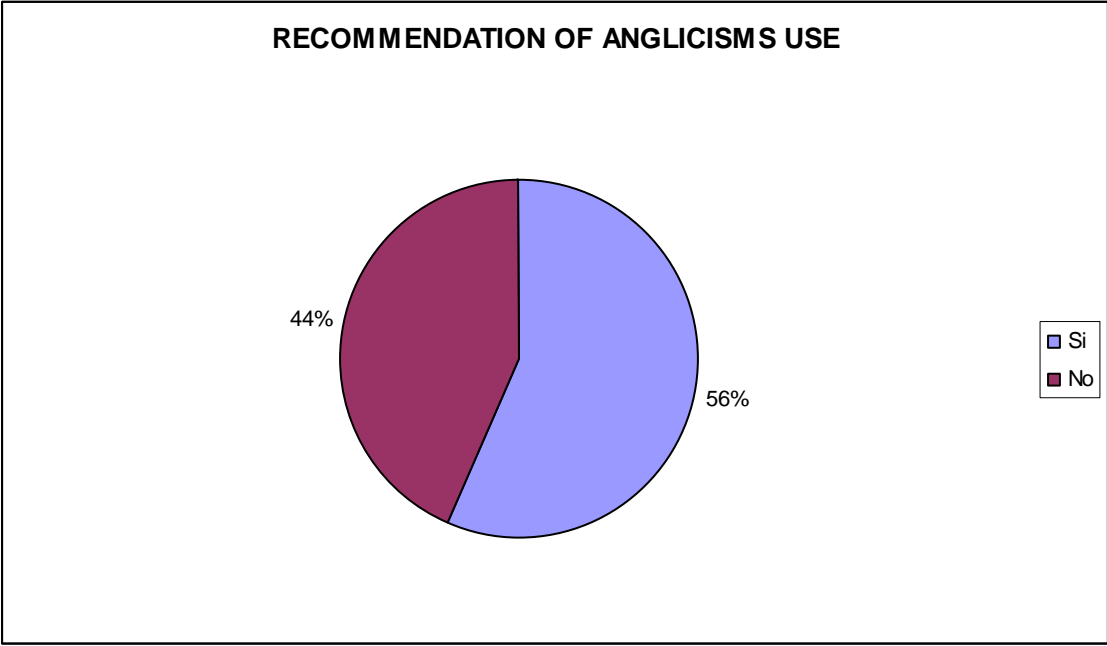
Options	Value	Average
Yes	12	38%
No	20	63%
Total	32	100%



As you can see in the graph below, just 38% of the businesses had ask for an assortment at the moment of choosing its name. In the other case, 62% did not use any kind of assortment; they choose the name because the owner is a very creative and original person.

➤ **Will you recommend the use of anglicisms in business?**

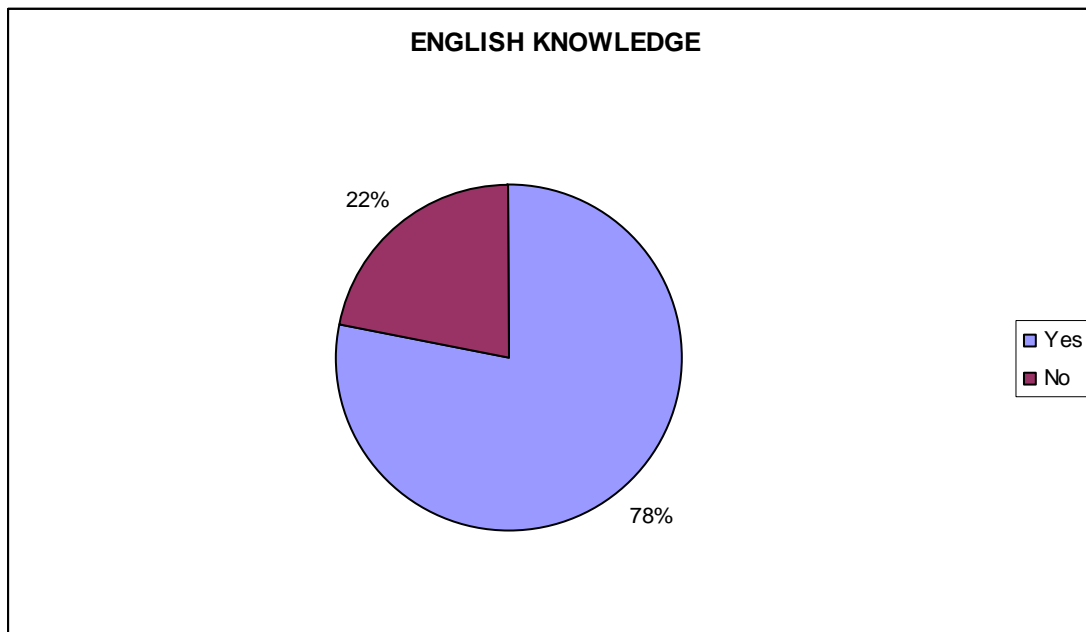
Options	Value	Average
Si	18	56%
No	14	44%
Total	32	100%



Of the 32 persons to whom the survey was established, 56% said that they will recommend using Anglicisms in the names of their businesses, because they think that American influence and globalization process are now a huge issue that should be taken into account. The other 44% do not recommend using Anglicisms, because for them, what counts for a consumer, is not the name but the product, price, service and quality offer in that business, and they do not care about the English influence as a language.

➤ **Do you speak or write in English?**

Options	Value	Average
Si	25	78%
No	7	22%
Total	32	100%



Finally, the last question in this survey was about the knowledge that the owners and/or administrators have of the English language. It was amazing to know that 78% of the owners, have at least a basic knowledge of English because for them it is important to know the language in order to be competitive, not only in their business but as professionals.

4.2 Business Owners Conclusions

As a researcher, I applied surveys to the owners of 32 businesses at Quicentro Shopping.

The business owners, to whom I interviewed, were between 30 and 45 years old, most of them have a high social status and a high level of education.

During the interview, I ask them their opinion of using Anglicisms in the names of their businesses and also in the publicity they used to attract consumers, and they expressed the following:

For them, their potential consumers are teenagers, adults with a medium – high social and economic status, and foreign people. All these people, look for interesting things that are in fashion, also they look for good branches which are known for their quality, and for the name of the business that in the case of foreign people helps them understand what is offered in that store.

For business owners, the use of Anglicisms keeps them in touch with the actual globalization process, and maintains the apogee of foreign people to their stores which helps increase their sales.

But for the owners, there is not only a positive influence of using anglicisms, there is also a negative one which is the loose of our identity, culture and traditions, which have been diminished by the American cultural expansion that has caused a partial change on the language, the way of living and thinking. This cultural adoption has not rescued our values as Ecuadorians, with a characteristic language, identity and culture.

4.3 Advantages and disadvantages of using Anglicisms

I did not find advantages of using Anglicisms through advertisement. I understand the business owners' points of view as well as consumers, but I do not share them.

As clients, teenagers do not analyze the context in which products or services are offered to them, they are only interested on what is on fashion, and what their friends tell them. Adults, on the other hand, are always paying attention on what is better in terms of prices and quality, not in the name of a business.

We have to realize, that we live in Ecuador and that our language is Spanish. I am conscious that other cultures are influencing ours, especially the American, and also that we are living in a globalize world, but that is not an apology for using such quantity of Anglicisms and most of all using them in a bad way.

4.4 Conclusions

- I understand the concepts and theories referring to language, linguistics, and sociolinguistics.
- After doing this research, I did not notice the great amount of Anglicisms used in businesses signs in our city especially at the Quicentro Shopping. Moreover, people are not interested of a business name, what is important for them is the quality, price and variety of a product.
- With this research, the hypothesis was proved, there is a positive influence that the use of Anglicisms in business signs at Quicentro Shopping has on the consumers between 15-25 (teenagers-young adults) years old and has a negative influence on consumers between 26 and 50 years old (adults).
- Spanish is really valuable and interesting, it expresses our culture as Ecuadorians and we have to be proud of it.
- Due to this research, I know what an Anglicism is, and how it is used through advertisement.

- Spanish language expresses our culture and identity, but it has been altered, due to the use of Anglicisms.
- I have my personal opinion about the influence of Anglicisms, and I respect other points of view. It is not the same to be a consumer and a business owner.
- People choose to use English as a status symbol, particularly in contexts imbued with youth culture and considered particularly fashionable. That is true of the tendency to use Anglicisms in youth cultures and in advertising, where the language is used in a way that many people regard as being dysfunctional
- A large number of customers targeted using slogans and advertising messages in English do not understand them (correctly). Nonetheless, such pretensions are inevitable in a society geared to lifestyles.

4.5 Recommendations

After doing this research, I realize that there is a loose of identity through an incorrect use of the language. In order to handle better this situation my recommendations are:

- Propose a project in which students can apply the English language in real and practical contexts in their jobs and teaching centers, in order for them to be sure about its correct use.
- Implement a course in which students of different ages can analyze the kind of influence that the use of Anglicism have in our culture and how it is not favorable to our language
- Reinforce the linguistic and cultural values of the Spanish and English languages in a separate way, motivating the correct use of Spanish as our native language.

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ANNEX A

MODERATOR GUIDE

INTRODUCTION AND ICE BREAK (10 minutes)

Introduction and Purpose

Thank you very much for coming. Your presence and participation this afternoon/morning is very important. My name is Andrea, I am a student at the Language Department of the Army Polytechnic School, and I will moderate this meeting.

We are gathering in order to know and understand your perceptions and attitudes towards the use of Anglicisms in Shopping Centers, specifically at the Quicentro Shopping. I am interested of knowing your opinions, feelings and reactions toward this subject. Today you represent a sector of Quito and that is why I will need to know your opinions.

The information you will give me today, is very important to obtain my degree, so thank you for been here.

Procedures and disclosures

Before we start, I would like to give you some indications for this meeting:

Your participation is very important.

There are not wrong answers. Please, be francs with your opinions.

We are going to tape your conversations, which will allow me to write a complete report once this conversation is finished, and assure myself that the information that I will present in this report is the right one. Please talk once at a time and aloud in order for the tape to be clear.

I want this to be a group conversation, so do not expect that I call you to know your opinion. Be free of answering directly to the comments of the other participants.

Our discussion is confidential. We will not use your names in any report, and will not associate your names with specific commentaries. All what you are going to say here will be used only for research purposes.

Part of my task as moderator will be to listen to each one of your opinions, so in certain moments I will ask you to be quick with your comments in order to give an opportunity to other person. I will also try to maintain focus in the subject if I saw any deviation.

Please turn off your cell phones and put apart any other object that will distract you in this meeting.

Presentations

Before starting, I would like to take some minutes to introduce ourselves. Please tell the group:

Name

Age

Profession

GENERAL ATTITUDES ABOUT THE USE OF ENGLISH IN BUSINESS SIGNS AT QUICENTRO SHOPPING (20 minutes)

Why do we start talking about some of your daily activities.

Tell me about the shopping centers you visit.

What makes you go to that shopping center?

¿During what hours do you go to these places? ¿Which days do you visit with more frequency?

¿Do you know why there are so many English terms at the stores of Shopping Centers. Tell me what you know what an Anglicism means ¿Should we use anglicisms in advertising announcements?

¿Do you think that if the use of Anglicism is vanished there will be the same amount of buyers? ¿Why or why not?

Thank you for sharing your opinions. ¡This information will help me a lot!

PERCEPTION (30 minutes)

Let's talk about certain situations that affect your purchase decision.

When you walk through the shopping center, ¿is there any business that calls your attention more than other? ¿Which one? and ¿Why?

What if, you see the same store but with a different name, to which one you will enter? Why?

¿Do you think Hispanics have more disposition of making purchases in stores that use Anglicisms? ¿Why?

¿Have you ever been "close" to buy something in a well-known store, but when you see an announcement with English terms you change your mind? If so, please explain more what happen.

According to your own experiences, ¿Who do you think are more likely of entering a store with a foreign name? For example ¿teenagers, adults, men, women, children, old people? ¿Why?

When you are walking in a Shopping Center, ¿what do you do to determine if you enter or not a specific store? For example, ¿how do you know or may know if the place have good quality and price products? ¿Do you try to investigate to be sure if the place worth it?

Thanks for your help.

CULTURAL DIFFERENCES AND OTHERS (30 minutes)

As you may know, American influence is everywhere. I therefore would like to talk about why is there so many influences at the moment of making a decision in which English terms are used in certain stores:

I would like to talk about the differences that exist in our country and in the United States in relation to culture, tradition and behavior. Let's begin talking about the names of business stores. ¿With which frequencies do you see Spanish English stores names? ¿Are there terms that are confusing or difficult to understand especially for those people who are not bilingual?

Now we are going to talk about some factors that may influence in purchase decision. For example, ¿do you believe Hispanics are willing to take more risks at the moment of purchasing a product? ¿What type of risks?

¿Do you think that the use of anglicisms affect language? ¿Or do you think, that the use of anglicisms benefit language learning? If so, ¿how is that?

¿Do you think Hispanics know less than other people of the United States do?

¿Do you think that the answers to these questions depend on if a person is of other nationality or from a region in Latin America? For example, México, South America, Central America, Cuba o Puerto Rico. If so, ¿which differences exist and why?

Thank you for your help.

IDEAS TO TEACH OTHERS (15 minutes)

Finally, we are going to talk about some things that we can do to

Let's begin talking about the interest that people may have about this subject.

Let's say that more than 50% of business stores use English terms and do not use Spanish terms. ¿Do you think these numbers are high or low? ¿Are you amazed?

¿Do you believe that citizens are interested in giving attention to a subject like this one? ¿Why or why not?

¿Do you think that the use of English in our language is more or less important compared with other issues?

¿Promotional and educational materials will be more effective in English, in Spanish or in both languages (bilinguals)? ¿Do you think it depends on the audience?

¡Thank you for your help! I just have some final questions.

When choosing a product or service, you prefer, Why?

Local Products

Latin American Products

American Products

Order according to the criteria taken into account at the moment of purchasing (1: less important – 5: more important)

_____ The place or store

_____ Product quality

_____ Price

_____ Branch

_____ Forms of payment

_____ Others: _____

Of the two stores images that you will see below, in which of them you will make your purchase and why? (Show Picture)

Option 1: _____ Option 2: _____

Why? _____

COFFE SHOPS





*Sweet
&
Coffee*

SHOE STORES

The Athlete's Foot.

Payless ShoeSource

BOOTS 'N BAGS

NOVAPL

MENS CLOTHING



JEWELS STORES





WHOLESALERS





ELECTRONICS



SPORT STORES



BEAUTY STORES



MAKE UP

Nails & Body
SHOP.

VITAMINS STORES

centro  naturista



WOMEN CLOTHING



THE WORLD IS YOURS

BOOK SHOPS

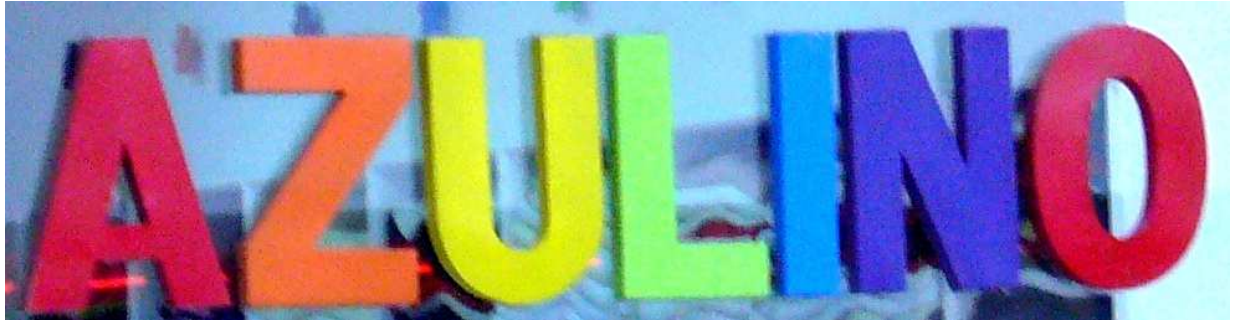
Libri Mundi
L'breria Internacional

libroexpres

WOMEN ACCESORIES



KIDS CLOTHING



CELL PHONE STORES





Do you think there is an excessive use of anglicisms?

Do you believe that the use of Anglicism in business names or shopping centers (also local):

___ Do not influence society

___ It influence society.

___ Positive

___ Negative

Why?: _____?

To finish, ¿do you have any questions or final comment? ¿World you like to add something else?

Those are all my questions. Thank you for your time. Your recommendations and opinions have been of great help for which I appreciate your assistance.

ANNEX B

Business Owners Survey

Which one do you consider are your potential clients?

_____ Adults

_____ Teenagers

Most of your clients are of which nationality?

_____ Local

_____ Foreign

Do you think that the store name influence on consumers purchase decision?

Yes _____

No _____

For you, the fact of using anglicisms in the stores names, is a:

Positive Factor _____

Negative Factor _____

Why do you decide to use English terms at your business?

Attract more clients _____

Recommendation _____

Fashion _____

Do you think that your clients buy at your store because of:

Name _____

Product _____

Price _____

Quality _____

Service _____

Do you have any assortment at the moment of choosing the name of your business?

Yes _____

No _____

Would you recommend the use of Anglicisms in businesses?

Yes _____

No _____

Do you speak or write in English?

Yes _____

No _____