

## **BIASED EVALUATION OF PRODUCTS CAUSED BY TARGETING EFFECT OF MULTILINGUAL PRODUCT PACKAGING**

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### **ABSTRACT**

This study investigates the influence of bilingual product packaging descriptions on product evaluation. In an experimental study, the evaluation of a product with an English-only package is compared to the evaluation of the same product in English-Spanish and English-Spanish-French packaging. Study 1 compared product evaluations of the same product in English-only (English), English-Spanish (bilingual), and English-Spanish-French (trilingual) packaging. The bilingual product received the lowest evaluation. Adding French mitigated this effect as did attributing a relatively high price (versus a low price) to the product. Study 2 compared Country of Origin effect to Culture of Targeting and found that the effect of Culture of Targeting is bigger.

References available upon request