



**AN INVESTIGATION OF CODE-MIXED BRANDS ON  
CHINA'S ONLINE SHOPPING WEBSITES**

**BY**

**MISS YUANHUAN JIN**

**AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS IN CAREER ENGLISH FOR  
INTERNATIONAL COMMUNICATION  
LANGUAGE INSTITUTE  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2017  
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ENTITLED

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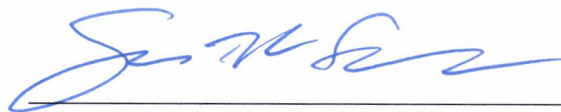
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## ABSTRACT

The study is a probe to investigate English Chinese Mixed (CM) brand names on China's domestic online shopping websites. The data were collected from 405 Chinese online consumers by an online questionnaire survey. The result shows most of the online consumers have noticed the dominance of CM brands on shopping websites. In addition, CM brands can be largely welcomed and accepted. CM cosmetics, apparels, shoes and bags, watches, glasses and jewelry, mobiles and computers, and sportswear brands are significantly welcomed by consumers while CM car accessories, snacks and beverages, home appliances, and medicine have gained comparatively less acceptance. One of the reasons can be explained by socio-psychological features of English in advertising. Different categories with CM yield different responses and attitudes from consumers. Internationalism, modernization, standardization and American or British culture are the underlying socio-psychological features that could most trigger consumers' attitudes towards each specific category. The successful transmission of corresponding features will win consumers but failing to convey that will generate converse effects.

**Keywords:** English Chinese mixed brand names, Online shopping websites, Product category, Consumers' attitudes, Socio-psychological features of English in advertising

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background

With the development of technology, online shopping platforms have been emerging rapidly in China in the last 10 years, such as Taobao, Tmall and JD, to name a few. English mixed brands are prominent on these online shopping websites nowadays, even Chinese domestic brands. For example, home appliance brands:美的 Midea, 九阳 Joyoung, 苏泊尔 Supor. Outdoor sports: 匹克 Peak. Snack: 第七铺 Seventh Store, 三只松鼠 Three Squirrels. See Appendix B. Some are famous only as their English names, such as mobile brands OPPO, VIVO. The English names in home appliance brands here are transliterated, and the English names in outdoor sports and snack brands are translated. This study focuses on English Chinese code mixed brands of Chinese domestic products in terms of transliteration or translation on China's domestic online shopping websites and CM is its abbreviation.

There is a range of definitions of code-mixing: Kachru (1978) suggested that “code-mixing is the use of one or more languages for consistent transfer of linguistic units from one language into another” (p.3). Sridhar and Sridhar (1980) pointed out that code-mixing refers to “the transition from using linguistic units (words, phrases, clauses, etc) of one language to using those of another within a single sentence”. This term was also defined by many other scholars, such as Alvarez (1998) and Muysken (2000). In this study, any transliteration or translation from Chinese to English together with its Chinese name are considered to be CM brands.

As is widely known, Chinese is one of the world's oldest languages. The earliest Chinese writing system, which is known as oracle bones, can be traced back to around 1250 BCE (Schuessler, 2007). Perfectly adequate Chinese words already existed along with thousands of years' linguistic development. Almost every English word has its equivalent in Chinese in terms of meaning. Thus, from this point of view, it is unnecessary to adopt English as brand names in the aspect of delivering information to consumers. The reason why brand names utilize English mixing with

native languages or even only English is an interesting area to be explored. Meanwhile, consumers' attitudes and preferences towards CM brands are also of great importance to researchers, merchants and advertisers. Subsequently, CM in Chinese advertising has attracted various researchers (e.g., Gao, 2005; Hsu, 2008, 2013; Leung, 2010; Lin, Wang, & Hsieh, 2017; Liu, 2017). A number of researches about CM in advertising in other countries and other languages have been carried out by many researchers, such as English-French advertising (Martin, 1998), English-Brazilian advertising (Friedrich, 2002), English-Polish advertising (Bulawka, 2006) and English-Korean advertising (Lee, 2006). Martin (1998) pointed out that the analysis of advertising languages in different cultures could yield interesting results. However, CM brands on China's domestic online shops have been rarely explored, partly because "online shopping" has become fashionable only in recent years and only in mainland China. Liu (2017), interpreting CM in Chinese business logos, claims that there are no previous studies which explore the reason why CM is prevalent in business logos. In addition, there are no previous studies that explore consumers' attitudes and opinions towards CM brands on online shopping websites in China. According to CNNIC (China Internet Network Information Center), the number of Chinese online consumers reached 0.514 billion in June 2017 (Chen, 2017). It is a large growing market. It is an area which needs necessary research but now it remains blurred.

This study aims to investigate CM brands on China's domestic online shopping websites and consumers' attitudes and opinions in the aspect of socio-psychological features of English in advertising. The attitudinal research is partly adapted from Bhatia and Ritchie's threshold classification of invisible socio-psychological features of English in advertising as a theoretical framework. Bhatia and Ritchie (2013) observe that there are concealed reasons causing the overwhelming use of English in global advertising. After a brief review of some relevant studies, CM brands on each main product category of shopping websites are surveyed and questionnaires are distributed to online consumers who are either English literate or illiterate. The discussion centers on consumers' preferences towards CM brands in each category and the attitudes triggered by socio-psychological effects of English in advertising.

## 1.2 Research questions

1.2.1 What product categories are English Chinese mixed (CM) domestic brands favored by consumers on China's online shopping websites?

1.2.2 What are consumers' attitudes towards domestic brands in each category adopting English Chinese mixed (CM) names in terms of socio-psychological features of English in advertising?

## 1.3 Definitions of terms

1.3.1 Brand (brand name) refers to a word or symbol registered by a manufacturer or a merchant to differentiate its products from others and when displaying those products in advertising.

1.3.2 English Chinese mixed (CM) domestic brand (brand name) refers to a Chinese domestic brand adopting both Chinese and English as a name, whose English is a translation or transliteration from its corresponding Chinese name. CM brands (names) is its abbreviation.

1.3.3 Consumers here refer to Chinese consumers who prefer online purchasing.

1.3.4 China's Online Shopping Websites refer to the domestic shopping websites in China which Chinese consumers will often browse and purchase products from. For example: Taobao, Tmall and JD to name a few.

1.3.5 Taobao is a Chinese domestic online shopping website. <https://www.taobao.com/>

1.3.6 Tmall is a Chinese domestic online shopping website. <https://www.tmall.com/>

1.3.7 JD is a Chinese domestic online shopping website. <https://www.jd.com/>

1.3.8 Product category refers to the main product classification on China's domestic online shopping websites. See appendix A fourth question.

1.3.9 Socio-psychological features of English in advertising were postulated by Bhatia and Ritchie (2013) who determined that English used in advertising yields socio-psychological effects. The invisible socio-psychological effects often transmit certain features rather than being regarded as disordered and unstructured. These

features can be classified into seven main thresholds and corresponding proximity zones, see table 2.1.

#### **1.4 Scope of the study**

1.4.1 The study only investigates CM in brand names without further examining other advertising domains, such as company/logo, label, header/sub header, slogan and body.

1.4.2 The study partially adapts socio-psychological features of English in advertising postulated by Bhatia and Ritchie as a theoretical framework.

#### **1.5 Limitations of the study**

1.5.1 The study is limited to English and Chinese Mixed brands, while other languages mixing with Chinese in brand names are also common.

1.5.2 The study assumes that CM brands occupied same ratio in each category.

## **CHAPTER 2**

### **REVIEW OF LITERITURE**

This chapter consists of 2.1 Code-Mixing in Linguistics, 2.2 Code-Mixing in Advertising and 2.3 Categories and Brand Names.

#### **2.1 Code-Mixing in Linguistics**

In Kachru's (1978) paper "An Indian Perspective", he defined that "code-mixing is the use of one or more languages for consistent transfer of linguistic units from one language into another" (p.3). Kachru (1978) additionally noted that "code-mixing is a role-dependent and function-dependent linguistic phenomenon" (p.4). It means that in order to analyze CM phenomenon, one needs to know the participants and one needs to ask the topic in terms of function. Code-Mixing (CM) or Code-Switching (CS) is primarily for social reasons, which signals the speaker's identity and solidarity (Holmes & Wilson, 2017). Holmes and Wilson (2017) further propose that social factors like topic and participants are the main elements that trigger CM or CS and social dimensions such as solidarity, social status, formality of interaction and functions of the topic motivate participants' CM or CS. CM or CS is most frequently found as a phenomenon in bilingual or multilingual speech communities. People in these communities often have positive attitudes towards it, whereas the reactions to CM or CS are negative in monolingual communities. Though Sridher and Sridher (1980) and Alvarez (1998) differentiated CM from CS, some scholars have little interest to separate these two terms. This study does not join the debate and considers English Chinese mixing in brand names as Code-Mixing or Code-Switching.

#### **2.2 Code-Mixing in Advertising**

Martin (1998) pointed out that the functions of conversational CM in linguistics could be applied to CM analysis in advertising. In advertising language, "advertisers consciously or unconsciously favor plurilingualism (Bhatia & Ritchie, 2013, p.565). Bhatia & Ritchie (2013) emphasize that advertising language has profound implications for modern day communication. Therefore CM in advertising

has drawn many scholars to investigate this phenomenon, either in linguistics, communication or marketing. Previous studies can be divided into three large categories in aspects of bilingual copywriters' creativity (e.g., Friedrich, 2002; Gao, 2005), addressees' (or consumers') attitudes (e.g., Bhatia & Ritchie, 2013; Hsu, 2010; Leung, 2010; Lin, Wang, & Hsieh, 2017) and both perspectives (e.g., Hsu, 2008; Martin, 1998). In the first aspect, which is in the advertisers' point of view, researchers study the reasons why English mixed advertising copy is favored by advertisers. Friedrich (2002) summarizes that English in advertising occupies a unique position; it is a language of modernity, Westernization, easy to be intelligible, having linguistic properties and extra linguistic material, which fulfill advertisers and copywriters' creativity needs. Gao (2005) also examines CM from the bilingual copywriters' angle. English in advertising functions not just as a communication tool, but serves more as the purpose of persuasion, attracting consumer's attention. The second aspect is in the consumers' point of view, which is illustrated in the subsections below. The third aspect contains both advertisers and consumers' viewpoints.

### **2.2.1 Attitudes Towards Code-Mixing in Advertising**

CM in advertising is not simply for the purpose of communicating information (Gao, 2015; Haarmann, 1989), but also to create foreign countries' images with a western sense, a modern world (Ahn & Ferle, 2008; Alden, Steenkamp, & Batra, 2003; Lin, Wang, & Hsieh, 2017; Zhou, Yang, & Hui, 2010), and to give the impression of a modern and cosmopolitan identity in Japan (Haarmann, 1984, 1989; Stanlaw, 1987; Takashi, 1990, 1992), modernization, efficiency, and reliability in France (Martin, 1998), good, dependable and superior quality of the product in China (Gao, 2005), modern and young in Malaysia (Lau, 2007, cited in Bi, 2011), eye-catching, internationalism, best quality and the trendy and fashionable taste among youngsters in Taiwan (Hsu, 2008), modernization, attention-getting and professionalism in Thai society (Chantarothai, 2010), also modernization, globalization, positive and progress (Liu, 2017; Pillar, 2003). Martin (1998) stated that attitudinal reactions towards CM in different communicative contexts may differ. However, in contrast with negative attitudes towards CM in conversation in monolingual countries, CM in advertising enjoys positive attitudes both in monolingual countries, such as Japan, France, China,



Germany and in multilingual countries such as Malaysia. Language in advertising is critical in achieving the goal of sales promotion (Gao, 2005; Goddard, 1998; Han, 1991; Zhang, 2001) and consumers' reactions are the most crucial issue in advertising (Martin, 1998), so investigating consumers' attitudes towards CM in advertising is of utmost importance. This study explores consumers' attitudes towards CM brands on online shopping websites in China.

### **2.2.2 Socio-psychological Features of English in Advertising**

China is defined broadly as a monolingual country. This definition is based on Mandarin Chinese which serves both as the national and official language. This neglects all the vernaculars spoken in China. As described in Kachru's (2006) model of world Englishes, China is an expanding circle country. English is only learnt as a foreign language. According to Bern (1988), there is not much literature in expanding circle countries written in English for creative needs. However, there are still considerable amounts of CM brands on online shopping websites in China. This can be explained because advertising languages do not act as referential functions. And it is further asserted by Friedrich (2002) that it is CM brand naming that fills this gap in expanding countries. On the other hand, why is only English largely mixed in advertising? Germany is rarely mixed in brand names in spite of the reliability and credibility of products made in German (Friedrich, 2002). Furthermore, Bhatia and Ritchie (2013) argue there is no other language in the world lacking an English equivalent of words that can be used in brand names. In particular, Chinese is one of the world oldest languages, subsequently perfect Chinese equivalents already exist. The reason why advertisers prefer English is explained by Bhatia and Ritche (2013); the strategies which use native languages or native languages mixing with other languages do "not yield the desired socio-psychological effects which only English is capable of transmitting" (p.588). Bhatia and Ritche (2013) categorize the invisible socio-psychological features into seven core features, which act as threshold triggers. These features are not unstructured and free. Once these threshold features are reached, the subsets proximity zones are easily accessible. Table 2.1, English: socio-psychological features (quoted from Bhatia & Ritche, 2013, p. 589).



These specific threshold features are also adopted by Hsu (2008, 2013) to analyze the public's attitudes towards CM and to build an attitudinal sociolinguistic profile of CM in advertising in Taiwan. Hsu (2008, 2013) conducted a survey by distributing questionnaires to 425 English-literate participants and 94 English-illiterate participants in Taiwan. The analysis of data collected confirms Bhatia and Ritchie's opinion that English can most transmit American or English culture, however it differs from Takashi's (1992, cited in Piller 2003) view that English fails to convey American or British culture in Japanese advertising. Despite participants' English literacy or proficiency, "Internationalism and standardization" and "American or English culture" are the two marked threshold features that trigger consumers' socio-psychological attitudes. Subsequently, "Westernization", "authenticity" and "quality" are the most concealed subset features in advertising in Taiwan. By reviewing the comparison and contrast studies conducted by Hsu (2008, 2013), a conclusion can be made that CM in advertising from various cultures may yield different socio-psychological effects influencing consumer's attitudes and behavior. The theoretical structure of the current study is partially based on Bhatia and Ritchie's classification of invisible socio-psychological features, as in table 2.1, to analyze the underlying reasons that influence consumers' attitudes and preferences in China. See appendix A fifth to fifteenth question.

### **2.3 Categories and Brand Names on Online Shopping Websites**

Leung (2010) selected 24 CM advertisement samples from popular newspapers and magazines in Hong Kong and used questionnaires to survey the types of products for which respondents prefer CM advertising. He found approximately 80% of the respondents favor convenience and shopping products to be advertised in CM. Leung adopts the division of products as convenience, shopping, specialty and unsought products. In this study, the products are divided into 11 categories, which are the main categories on online shopping websites. These categories are 1. Apparels (women, men clothing, overcoats, underwear), 2. Cosmetics, 3. Shoes and bags, 4. Watches, glasses and jewelry, 5. Snacks and beverages, 6. Sportswear, 7. Mother and baby products, 8. Medicine, 9. Home appliances, 10. Mobiles and computers, 11. Cars accessories.

*Table 2.1 English: Socio-Psychological Features*

<b>Threshold trigger</b>	<b>Proximity zones</b>
Future and Innovation	Vision, Foresightedness, Advancement, Betterment
American or English Culture	Limited Westernization, Christianity, Values such as Independence, Freedom, Modernization
Internationalism and Standardization	Certification, Standards of measure, Authenticity
Rationality and Objectivity	Scientific appeal, Problem solving
Competence	Efficiency, Organization, Quality, Safety, Protection, Functionality, Pragmatism
Sophistication	Elegance, Style, Rarity
Physical fitness	Self-improvement

According to Pillar (2003), advertisements generally consist of “headline, illustration (pictures and music), body copy, slogan, product name and standing details” (p.172). CM occurs in product name most frequently (Haarmann, 1984a, 1984b, 1986a, 1986b, 1989, cited in Pillar, 2003). This observation conforms to Bhatia and Ritchie’s “structural dependency hierarchy” (p.582), which places all the advertisement domains into a sequence according to English occurrence order. It means that before English reaches higher domains such as label, it must exist in lower domains such as company name or logo, and this cannot be conversed.

Body > Slogan > Header/Subheader > Label > Company Name/Logo > Product Name. (Bhatia & Ritchie, 2013, p.589)

Since previous studies are most engaged in investigating higher domains of advertising copy, brand name is the domain neglected easily. As commented in Liu’s (2017) study, the reasons behind the prevalence of CM in Chinese trademarks are left untouched in previous studies.

Consequently this study focuses on analyzing CM in brand names, which is the domain in which CM occurs most frequently. Bi (2011) points out CM in China still remains popular in traditional media, such as radio, magazine, newspapers and TV (Li, 2000) and in English classes (Wu, 1985). This is because information mainly

came from newspapers, magazines and TV in the past, while now the Internet is a modern way of communication. In contemporary China, online shopping websites are predominating over other shopping channels. Therefore, advertising in these online websites is growing and overwhelming other advertising. Researching advertising languages on online shopping websites has not been done yet to my knowledge; in particular CM phenomenon is an utmost interesting area to be explored. So this study probes into CM in brand names in the above mentioned context and to fill the gap.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter consists of 3.1 Participants, 3.2 Instruments, 3.3 Data collection and 3.4 Data analysis.

#### **3.1 Participants**

The survey was carried out among Chinese online consumers. There were 443 participants who answered the questionnaire survey. 405 out of 443 were online consumers. Among these 405 participants who met the criteria, 296 participants knew CM brands on domestic shopping websites but 109 participants did not notice them. Further investigation of these 296 participants revealed that 265 of them were English literate and 31 of them were English illiterate. The participants were chosen by convenience sampling method. As stated by Dörnyei (2007), convenience or opportunity sampling is the most common research method in L2 research. The convenience of the researcher is an essential criterion of the sample chosen. In this study, easy accessibility was the practical criterion. Questionnaires were distributed by means of online methods, such as online chatting applications, social media and Internet forums.

#### **3.2 Instruments**

The instrument in the study was a questionnaire survey (Appendix A). Descriptive research aims at finding out “what is,” therefore a survey approach is mainly adopted in descriptive studies (Borg & Gall, 1989). So in this study, a questionnaire survey was employed to explore the product categories in which CM brands were favored from most to least and to further investigate consumers’ attitudes.

The questionnaire was generated via [www.wjx.cn](http://www.wjx.cn), which is an online questionnaire generation website. The questionnaire was composed of two parts: the first part had three questions in order to collect participants’ basic information about whether the participants were online consumers, their English literacy and whether they had noticed CM brands on domestic shopping websites.

The second part consisted of 12 questions, the fourth question was employed to ask participants in what product categories they found CM brands most attractive when purchasing. It had 11 categories and one item “I do not like CM brands”. This was then followed by the attitudinal questions number five to fifteen, which were in parallel with each corresponding category. The attitudinal questions were partially adapted from Bhatia & Ritchie’s (2013) invisible socio-psychological features of English in advertising. As mentioned by Hsu (2013), the socio-psychological features imparted by English are associated with different product categories. So it was necessary to ask the attitudinal questions separately regarding each category. The specific attitudinal questions would be only required when corresponding categories were chosen. There were 12 items regarding each category: 1, CM name product is future and innovation. 2, CM name product conveys American or British culture. 3, CM name product is modernization. 4, CM name product is international and imported. 5, CM name product has certification. 6, CM name product has standardization. 7, CM name product is authenticity. 8, CM name product has premium quality and competence. 9, CM name product is safe. 10, CM name product is efficiency and functionality and 11, CM name product has its style. Participants were invited to fill in the last item if the above 11 items failed to present their attitudes.

For easy understanding, the questionnaire was written both in Chinese and English, because Chinese is the first language of all the participants.

Similar research was carried out by Hsu (2008 & 2013) in Taiwan. Hsu (2008, 2013) adapted all the features in Bhatia (2001) and Bhatia & Ritchie’s (2006) invisible socio-psychological features of English as the framework of his partial questionnaire to examine consumers’ attitudes towards English words and phrases mixed with Chinese advertising copy and provide the socio-psychological profile concerning English mixing in Taiwan. The attitudinal and socio-psychological sections of the questionnaire were a multiple response format. If one selected the features in threshold trigger, the subset features in proximity zones must have been chosen. Product types were needed to be listed to explain why one chose those features. The responses to these questions were counted by frequencies and percentages (Hsu, 2008).

### 3.3 Data Collection

The data of both research questions were collected from the questionnaire described above. Data related to the first research question were collected from the first to the fourth questions and that of the second research question were elicited from the fifth to fifteenth questions. The questionnaires received with the first question answered “non-online consumers” were excluded, because the study required online consumers as participants. The second question was raised to check participants’ English literacy in order to see whether English literacy would affect consumers’ preferences. The third question was employed to examine whether consumers had observed CM brands on shopping websites. If the participant was not an online consumer or if the participant did not notice CM brands, the questionnaire would be terminated at part one.

The participants who knew CM brands were further invited to fulfill part two of the questionnaire. The fourth question was utilized to explore whether consumers had preferences to CM brands and what product categories with CM brands they favored most. The fifth to fifteenth questions were adapted to investigate consumers’ attitudes towards CM brands in each of the categories. All 11 questions contained the same items but corresponded to different categories. Not all attitudinal questions were required to be answered by one participant. Participants were only expected to respond with attitudes towards the categories they chose.

Because the questionnaire was an online version, it was easy to control when the questionnaire was terminated and what question needed to be fulfilled by each participant. For example, if a participant selected without noticing the third question, the participant was required to submit by preset rules. If a participant selected cosmetics and medicine categories, the attitudinal question in parallel with cosmetics and medicine would be required to be fulfilled accordingly, while other attitudinal questions would not appear in that questionnaire. It should be mentioned that if “I do not like CM brands” in the fourth question was selected by a participant, they were invited to address the reasons in the blank but it was not a must. If “others” in the fifth to fifteenth questions were selected, it was necessary to address the reasons and it was a must. Otherwise, the questionnaire could not be submitted successfully.

### 3.4 Data Analysis

The two research questions were both analyzed quantitatively by percentages and frequencies, i.e. how many times the theme can be mentioned in participants' responses (Dörnyei, 2007). The number of answers of the same item was counted and calculated. Descriptive statistics was employed to calculate percentages and frequencies. The more frequently the category was chosen, the more consumers favor CM brands in that category. The more frequently the feature was chosen, the better that feature could be used to describe consumers' attitudes toward CM phenomenon.

The first three questions were multiple choices (one option only). The total percentage was 100%. The rest of the questions were multiple responses (more than one option was required). The total percentage was more than 100%. The percentage of each item was calculated as corresponding frequency divided by total entry of that question. For example, the fourth question, apparels' frequency, was 179, and when divided by the total 296 entries, the percentage of apparels was 60.47%.

There were 5 invalid questionnaires received out of the total of 448. The fourth question with answers "I do not like CM brands" but with other items still being chosen was counted as an invalid questionnaire. For example, the selected items of the fourth question answered by participant number 217 were apparels, shoes and bags, medicine and "I do not like CM brands". It was contradictory and was considered to be an invalid one.



## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

This research study is intended to find out the product categories of which CM domestic brands are favored from most to least by consumers on China's domestic online shopping websites and consumers' attitudes towards domestic brands adopting CM on these websites in terms of socio-psychological features of English in advertising. A questionnaire survey is used in order to investigate these two objectives. There are 448 questionnaires answered by participants with 443 valid and 6 invalid as elaborated in the data analysis section, among valid questionnaires 38 participants are non-online consumers (table 4.1). So the total questionnaires answered by online consumers are 405.

Before investigating the most preferred CM categories and attitudes towards it, participants are asked whether they have noticed CM brands on online shopping websites. If they have observed CM brands, the categories in the next question are required to be chosen. If not, the questionnaire is ended. Table 4.2 shows 296 out of 409 participants have noticed CM and 109 participants do not know it. The data used to answer research questions are elicited from the questionnaires of these 296 participants. The data are analyzed by percentages and frequencies. Bar charts are adopted for clear demonstration (Appendix C).

It should be noted that these 405 participants consist of 341 English literate participants and 64 English illiterate participants (table 4.3a). Further examination reveals that there are 265 participants who meet the criteria as English literate participants and have noticed CM, and 31 participants who meet the criteria as English illiterate participants and have noticed CM (table 4.4b).



*Table 4.1 Participants - Online Consumers*

Online consumers	Participants	Percentages
Yes	405	91.42
No	38	8.58
Total	447	100.00

*Table 4.2 Participants' Observations on CM Brands*

Observation about CM	Participants	Percentages
Noticed	296	73.09
Without Noticing	109	26.91
Total	405	100.00

*Table 4.3a English Literacy - Online Consumers*

English Literacy	Participants	Percentages
English Literate	341	84.2
English Illiterate	64	15.8
Total	405	100.00

*Table 4.4b English Literacy - Participants Have Noticed CM*

English Literacy	Participants	Percentages
English Literate	265	89.53
English Illiterate	31	10.47
Total	296	100.00

**4.1 Results and discussion of research question 1:** What product categories are English Chinese mixed (CM) domestic brands favored by consumers on China's online shopping websites?

The purpose of asking this question is to reveal the product categories of which CM brands are favored from most to least by consumers. The first impression on a product is crucial and its brand name builds it. While not all the Chinese online consumers are English literate, domestic brands adopting English mixing with Chinese poses an interesting area for researchers, merchants and advertisers. Moreover, the products in different categories have distinctive names. But not all the categories are suitable for advertising in CM and there are considerable products adopting English names without correct and proper use. The suitable and proper CM names may win consumers and increase sales but the rest may have a converse effect. Thus examining consumers' preferences towards CM in different categories is significant.

Table 4.4 presents the frequencies and percentages of the product categories chosen by participants. Because choosing more than one items is possible, the total percentages exceed 100%. The most popular categories turns out to be cosmetics, apparels, bags and shoes, and watches, glasses and jewelry, whose entries are all above 100 times. This is followed by mobiles and computers, and sportswear. The least chosen item is car accessories with only 36 entries. There are 9 participants do not like CM brands.

From table 4.4 it can be perceived that CM on online shopping websites are largely welcomed by online consumers. Only 9 out of 296 participants do not like CM brands. While consumers favor CM cosmetic brands the most, CM apparels, shoes and bags, watches, glasses and jewelry, mobiles and computers, and sportswear are not without popularity. Note that CM in the Cosmetic category is the highest-ranked category, with 63.18%; followed by apparels, shoes and bags, watches, glasses and jewelries, mobile and computers, and sportswear, with 60.47%, 41.89%, 34.46%, 33.11% and 31.08 % respectively. Dropping down to the other end of the ranking, car accessories is at the bottom, with 12.16%, followed by snack and beverages with 21.96%. Home appliances and mother and baby products are tied with 23.99% each and medicine is at 24.32%. It is worth mentioning that the ones who chose "I do not

like CM brands” provide some reasons. Firstly, is the translation quality. Incorrect translation or mismatched translation from Chinese to English causes adverse effects on English literate consumers. Secondly, there is not much difference in preferences between CM and non-CM brands when purchasing for some consumers.

*Table 4.5 Preferences Towards Product Categories with CM Brands in General*

CM Categories	Entries	Percentages
Cosmetics	187	63.18
Apparels (Women, Men clothing, Overcoats, Underwear)	179	60.47
Shoes & Bags	124	41.89
Watches, Glasses & Jewelry	102	34.46
Mobiles & Computers	98	33.11
Sportswear	92	31.08
Medicine	72	24.32
Mother & baby products	71	23.99
Home Appliances	71	23.99
Snacks & beverages	65	21.96
Car Accessories	36	12.16
I do not like CM brands	9	3.04
Total Participants	296	

It is also interesting to see that CM brands in different categories yield different responses from consumers. Products in cosmetics, apparels, shoes and bags, watches, glasses and jewelry, mobiles and computers, and sportswear registered as CM are largely accepted and welcomed by consumers, while merchants and advertisers should be aware of different responses towards medicine, mother and baby products, home appliance, and snacks and beverages categories. The suitability or propriety of adopting CM in former product categories appeals to consumers. However, one should not follow the trend blindly without considering the products’ properties. For example, snacks and beverages advertised in Japanese or Korean mixed with Chinese might be more welcomed among youngsters. It is cuter, more

fashionable and attention-getting when it includes Japanese or Korean elements. So CM may not attract consumers at this point. Also, incorrect translation or improper imitation of famous international brands in home appliance category may give the sense of non-standardization, which probably causes consumers to favor CM home appliance less. All these will bring negative feelings towards CM brands.

For the least acceptable, cars accessories, the reasons may differ. Consumers may prefer to purchase accessories on 4S shop or consumers have brand identification towards car accessories and they would purchase the specific accessories to match the car brand. So they will rarely choose other brands. CM at this point is not attractive for them.

Above all, the reasons may vary. Besides above elaborations, the main reason probably could be postulated by underlying socio-psychological features examining in second question. The successful transmission of corresponding features will win consumers and trigger positive attitudes towards that product category, but failing to convey that will generate converse effects.

For the 265 English literate online consumers (table 4.5), cosmetics, apparels, shoes and bags, and watches glass and jewelry are selected 167, 154, 111 and 92 times accordingly. Car accessories is the least chosen category, in which entries are 29.

For the 31 English illiterate online consumers (table 4.6), the most accepted categories with CM brands are apparels, cosmetics, mobiles and computers, and shoes and bags, in which entries are 25, 20, 15 and 13 respectively. Cars and accessories, medicine and snacks and beverages are tied at the bottom, with 7 each.

In summary, no matter whether consumers are English literate or illiterate, the categories of CM brands favored or unfavored by them are generally the same. It confirms (Gao, 2015; Haarmann, 1989) that CM attracts online consumers not in aspects of meaning or information delivered but through the underlying socio-psychological features that compel consumers' preferences and attitudes. It is the reason why the following question was put forward.

*Table 4.6 Preferences Towards Product Categories with CM Brands - English Literacy*

CM Categories	Entries	Percentages
Cosmetics	167	63.02
Apparels (Women, Men clothing, Overcoats, Underwear)	154	58.11
Shoes & Bags	111	41.89
Watches, Glasses & Jewelry	92	34.72
Mobiles & Computers	83	31.32
Sportswear	81	30.57
Medicine	64	24.15
Mother & baby products	63	23.77
Home Appliances	63	23.77
Snacks & beverages	58	21.89
Car Accessories	29	10.94
I do not like CM brands	9	3.40
Total Participants	265	

*Table 4.7 Preferences Towards Product Categories with CM Brands in General - English Illiteracy*

CM Categories	Entries	Percentages
Apparels (Women, Men clothing, Overcoats, Underwear)	25	80.65
Cosmetics	20	64.52
Mobiles & Computers	15	48.39
Shoes & Bags	13	41.94
Sportswear	11	35.48
Watches, Glasses & Jewelry	10	32.26
Home Appliances	9	29.03
Mother & baby products	8	25.81
Snacks & beverages	7	22.58
Medicine	7	22.58
Car Accessories	7	22.58
I do not like CM brands	0	0
Total Participants	31	

**4.2 Results and discussion of research question 2:** What are consumers' attitudes towards domestic brands in each category adopting English Chinese mixed (CM) names in terms of socio-psychological features of English in advertising?

Examining the first question brings about the exploration of the second one. It is not the information or meaning that CM conveys which draws consumers' attention, it is the invisible features that work. Thus knowing what features trigger consumers' attitudes towards each product category is vital in determining how to register proper brand names in CM and best understand consumer psychology, that is, the underlying reason to purchase certain items. Consumers' attitudes towards a product and its advertising are one of the most essential things for researchers as well as advertisers and merchants to understand.

Further examining participants' attitudes, internationalism and giving a sense of an imported product are the features that drive consumers mostly in favoring CM in cosmetics, apparels, watches, glasses and jewelry, sportswear, and snacks and beverages categories (table 4.7). Modernization under shoes and bags, and mobile and computers categories; Standardization under home appliances, mother and baby products, and medicine categories; American or British culture under car accessories category. As we can see from other data in table 4.7, the features under one specific category triggering consumers are tightly correlated with its product properties. For example, the marked underlying features drive consumers under apparels category are internationalism, modernization, future and innovation. Standardization, authenticity, certification and safe are main features under medicine category. All these features express the nature of the product and its benefits.

Consumers prefer to purchase cosmetics with CM brands, because those with CM best convey internationalism, modernization and standardization. All these features are pursued by consumers who are searching for cosmetics products. Apart from the features listed in table 4.7 under cosmetics category, four of the total entries consider CM cosmetic brands to be an inevitable trend in the domestic market. It is more convenient for foreigners who would like to purchase from China's online stores and also it is the first step to let domestic products gain more market shares internationally.

However it is different socio-psychological features that trigger consumers' attitudes towards different categories. When it comes to shoes and bags, and mobiles and computers, modernization is the underlying feature that triggers consumers' attitudes. For these product categories, consumers probably consider fashionable appearance and modern design to be their priority. For home appliances, mother and baby products, and medicine, CM products have standardization in consumers' opinions. It is worth noting that consumers regard both CM medicine and mother and baby brands as authentic, certifiable and safe.

The participants who chose car accessories consider American or British culture the main features that affect them. Luxury is the label of American or British automobiles. CM brands can best present it in this case.

In conclusion, internationalism, give the sense of an imported product, modernization, standardization and American or British culture, which are features that could most trigger consumers' socio-psychological attitudes regarding different categories. The result confirms Hsu's (2008, 2010) survey that internationalism is the feature which CM can most transmit in Taiwan but contradicts Takashi's (1992, cited in Pillar, 2003) research that CM least conveys American or British culture in Japan. It confirms Bhatia and Ritchie's (2013) observation that CM is suitable for transmitting American or British culture. It further generally agrees with Hsu's (2008, 2010) conclusion that American or British culture is the second feature that generates consumers' socio-psychological attitudes in Taiwan.



*Table 4.8 Socio-Psychological Features of English Towards Each Category*

Socio-psychological features	Cosmetics	Apparels	Shoes Bags	Watches Glasses Jewelry	Mobiles Computers	Sportswear	Home Appliances	Mother Baby Products	Medicine	Snacks beverages	Car Accessories
International and imported	<b>121</b>	<b>110</b>	57	<b>57</b>	58	<b>57</b>	38	41	36	<b>40</b>	20
Modernization	90	84	<b>62</b>	44	<b>59</b>	43	38	32	30	24	20
Standardization	88	76	52	51	51	47	<b>39</b>	<b>43</b>	<b>47</b>	35	22
American or British culture	67	64	54	46	33	33	20	25	29	25	<b>23</b>
Authenticity	65	60	34	41	48	42	36	35	38	30	15
Premium quality and competence	63	57	45	48	42	38	36	34	29	25	16
Certification	62	60	48	39	46	32	33	32	37	19	14
Future and Innovation	58	76	43	30	38	34	28	19	21	25	19
Safe	50	41	23	26	40	22	30	30	37	28	17
Style	39	31	23	17	24	22	18	11	16	16	11
Efficiency and functionality	37	36	29	34	38	21	27	20	22	21	17
Others	4	1	1	0	1	2	1	0	0	1	0
Total entries	187	179	124	102	98	92	72	71	71	65	36

## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Conclusion

The differing extent of CM in advertising copy (Hsu, 2008, 2010), as well as different product categories with CM, may compel diverse attitudes from consumers. To investigate CM in brand names in different categories is the first step to find out consumers' preferences and concealed attitudes.

This study firstly surveys categories from which CM brands are favored from most to least by online consumers and further probes into consumers' perspectives concerning these CM brands. This study follows Hsu's (2013) recommendation that more empirical research is needed to examine consumers' attitudes towards CM in different cultures. The finding of this study shows cosmetics, apparels, and bags and shoes are the top three categories in which CM can be widely accepted both by English literate and illiterate consumers. Firstly, CM brands in these categories are utilized properly and suitably. Secondly, it can best convey internationalism and modernization and all of these are the dominant underlying factors which motivate consumers' preferences and influence their purchase psychology. However, CM brands in the product categories such as car accessories, snacks and beverages, home appliances, and mother and baby products are comparatively less welcome. This is probably firstly because the use of CM in these categories is not suitable or CM is incompatible with the products' properties. Some may be suitable for pure Chinese names. Some may be popular for Chinese mixing with other languages. Some may be because the CM cannot express its product nature and benefits. Secondly, the translation quality or improper imitation causes CM brands in these categories to fail to convey each underlying features, which consumers are concerned most with when purchasing. More research is recommended here to discuss these hypotheses.

The findings also answered why Chinese domestic brands are registered in English together with Chinese as not every consumer is English literate. It is because

CM in expanding countries transmit the socio-psychological features, such as internationalism and modernization, instead of delivering meanings.

The findings will give merchants as well as advertisers some suggestions, as it is essential to know whether the category one product belongs to is suitable for CM or not before registering or advertising in CM. Globalization and internationalism brings English into every corner of the world. However, it is not wise to follow the trend while ignoring one's market field. Above all, the suitability, correctness and properness of adopting English names are the premise. Correct and suitable CM brands could convey corresponding underlying features which will trigger consumers' positive attitudes and further bolster consumers' confidence in that product.

## **5.2 Recommendations**

This study takes China's online shopping websites as the research context. It is a relatively new context to examine compared with traditional newspapers and magazines advertising. But this study is only the first attempt to investigate this context by examining brand names without exploring other advertising domains in depth, such as advertising bodies that have more sufficient materials to discover. Thus, future studies can explore this new context in depth with higher advertising domains to fully examine this phenomenon and its impact on consumers' attitudes.

Second, the attitudinal questions of this study were partially adopted from Bhatia and Ritchie's (2013) socio-psychological features of English in advertising. Because it is used to ask about CM brand names only, not all the features put forwarded by Bhatia and Ritchie (2013) can be adopted into attitudinal parts of CM name investigation. Further research is needed to check out attitudes towards CM in other advertising domains in this new context by adopting more features from Bhatia and Ritchie's (2013) socio-psychological features of English in advertising.

Lastly, other languages mixed with Chinese in advertising are not without popularity in the Chinese market. For example, Japanese and Korean mixed with Chinese. It is another interesting topic that can be discussed in the future.

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## APPENDICES



## APPENDIX A

### QUESTIONNAIRE

网购用户对网店内国产品牌注册为中英双语的看法

#### **Consumers' attitudes and preferences towards English Chinese mixed domestic brands on China's online shopping websites**

该问卷主要调查国内网购用户对于淘宝，天猫，京东等购物网站上的中国产品采用中英双语命名的看法和态度。作为研究生论文的一部分，不用做商业用途，该问卷为匿名调查，请根据真实想法填写问卷，并无正确与错误答案之分。谢谢！

This questionnaire aims to survey Chinese online consumers' opinions and attitudes towards Chinese products adopting English Chinese Code Mixed brand names on China's domestic online shopping websites, mainly Taobao, Tmall, JD etc. It is part of Master degree's Independent study. Not for commercial use. It is an anonymous survey. Please fulfill this questionnaire according to your true attitudes and opinions, there is no right or wrong answer. Thank you!

#### 第一部分 Part 1

1. 是否为网购用户 Are you an online consumer? \*

是 Yes

否 No

2. 英语水平 Do you understand English? \*

懂英语 Yes, I understand

不懂英语 No, I don't understand



3. 你是否注意到国内购物网站上的国产品牌多采用中英双语命名？（例如淘宝，天猫，京东等） Have you noticed English Chinese mixed brands names on online shopping websites? (e.g.Taobao, Tmall, JD etc) \*

有留意 Yes, I have noticed

不知道 No, I haven't noticed

## 第二部分 Part 2

4. 你在网购哪些种类的国产品牌时会偏向中英双语的牌子？（例如从淘宝，天猫，京东等） What kind of English Chinese Mixed domestic brands will be favored by you when purchasing? [多选题 You can choose more than one items] \*

服饰（男女装，外套，内衣等）

Apparels ( Men & Women Apparels, Overcoats, Underwear etc)

化妆品 Cosmetics

鞋包 Shoes & Bags

手表眼镜珠宝 Watches, Glasses & Jewelry

零食酒水饮料 Snacks & beverages

运动服饰 Sportswear

母婴用品 Mother & Baby Products

医药健康 Medicine

家电 Home Appliances

手机电脑 Mobiles & Computers

汽车用品 Car Accessories

我不喜欢中英双语的国产品牌 \_\_\_\_\_ I don't like CM Brands

5. 对于国内购物网站上的国产服饰品牌采用中英双语命名的看法（例如淘宝，天猫，京东等） How do you think about Apparel brands adopting English Chinese

mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation
- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization
- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification
- 正规，规范 CM brands have standardization
- 有真品保障 CM brands are authenticity
- 质量好，有竞争力 CM brands have premium quality and competence
- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality
- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*

6. 对于国内购物网站上的**国产化妆品品牌**采用**中英双语命名**的看法（例如淘宝，天猫，京东等）How do you think about **Cosmetic** brands adopting English Chinese mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation
- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization
- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification
- 正规，规范 CM brands have standardization
- 有真品保障 CM brands are authenticity
- 质量好，有竞争力 CM brands have premium quality and competence

- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality
- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*

7. 对于国内购物网站上的**国产鞋包品牌**采用**中英双语命名**的看法（例如淘宝，天猫，京东等）How do you think about **Shoes & Bags** brands adopting English Chinese mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation
- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization
- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification
- 正规，规范 CM brands have standardization
- 有真品保障 CM brands are authenticity
- 质量好，有竞争力 CM brands have premium quality and competence
- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality
- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*

8. 对于国内购物网站上的**国产手表眼镜珠宝品牌**采用**中英双语命名**的看法（例如淘宝，天猫，京东等）How do you think about **Watches, Glasses & Jewelry** brands adopting English Chinese mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation

- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization
- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification
- 正规，规范 CM brands have standardization
- 有真品保障 CM brands are authenticity
- 质量好，有竞争力 CM brands have premium quality and competence
- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality
- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*

9. 对于国内购物网站上的**国产零食酒水饮料品牌**采用**中英双语命名**的看法（例如淘宝，天猫，京东等）How do you think about **Snack & beverages** brands adopting English Chinese mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation
- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization
- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification
- 正规，规范 CM brands have standardization
- 有真品保障 CM brands are authenticity
- 质量好，有竞争力 CM brands have premium quality and competence
- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality

- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*

10. 对于国内购物网站上的**国产运动服饰品牌**采用**中英双语命名**的看法（例如淘宝，天猫，京东等）How do you think about **Sportswear** brands adopting English Chinese mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation
- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization
- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification
- 正规，规范 CM brands have standardization
- 有真品保障 CM brands are authenticity
- 质量好，有竞争力 CM brands have premium quality and competence
- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality
- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*

11. 对于国内购物网站上的**国产母婴用品品牌**采用**中英双语命名**的看法（例如淘宝，天猫，京东等）How do you think about **Mother & Baby Products** brands adopting English Chinese mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation
- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization

- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification
- 正规，规范 CM brands have standardization
- 有真品保障 CM brands are authenticity
- 质量好，有竞争力 CM brands have premium quality and competence
- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality
- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*

12. 对于国内购物网站上的**国产医药类品牌**采用**中英双语命名**的看法（例如淘宝，天猫，京东等）How do you think about **Medicine** brands adopting English Chinese mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation
- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization
- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification
- 正规，规范 CM brands have standardization
- 有真品保障 CM brands are authenticity
- 质量好，有竞争力 CM brands have premium quality and competence
- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality
- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*

13. 对于国内购物网站上的**国产家电品牌**采用**中英双语命名**的看法（例如淘宝，天猫，京东等） How do you think about **Home Appliances** brands adopting English Chinese mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation
- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization
- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification
- 正规，规范 CM brands have standardization
- 有真品保障 CM brands are authenticity
- 质量好，有竞争力 CM brands have premium quality and competence
- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality
- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*

14. 对于国内购物网站上的**国产手机电脑类品牌**采用**中英双语命名**的看法（例如淘宝，天猫，京东等） How do you think about **Mobiles & Computers** brands adopting English Chinese mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation
- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization
- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification

- 正规，规范 CM brands have standardization
- 有真品保障 CM brands are authenticity
- 质量好，有竞争力 CM brands have premium quality and competence
- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality
- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*

15. 对于国内购物网站上的**国产汽车用品类品牌**采用**中英双语命名**的看法（例如淘宝，天猫，京东等）How do you think about **Car Accessories** brands adopting English Chinese mixed names? (e.g. Taobao, Tmall, JD etc) [多选题 You can choose more than one items] \*

- 先进，创新 CM brands are future and innovation
- 很洋气 CM brands convey American or British culture
- 现代化 CM brands are modernization
- 国际化，给人进口产品的感觉 CM brands are International and imported
- 有相关认证 CM brands have certification
- 正规，规范 CM brands have standardization
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- 有安全保障 CM brands are safe
- 性能高 CM brands have efficiency and functionality
- 别具风格 CM brands have its style
- 其他看法 \_\_\_\_\_ Other ideas\*



## APPENDIX B

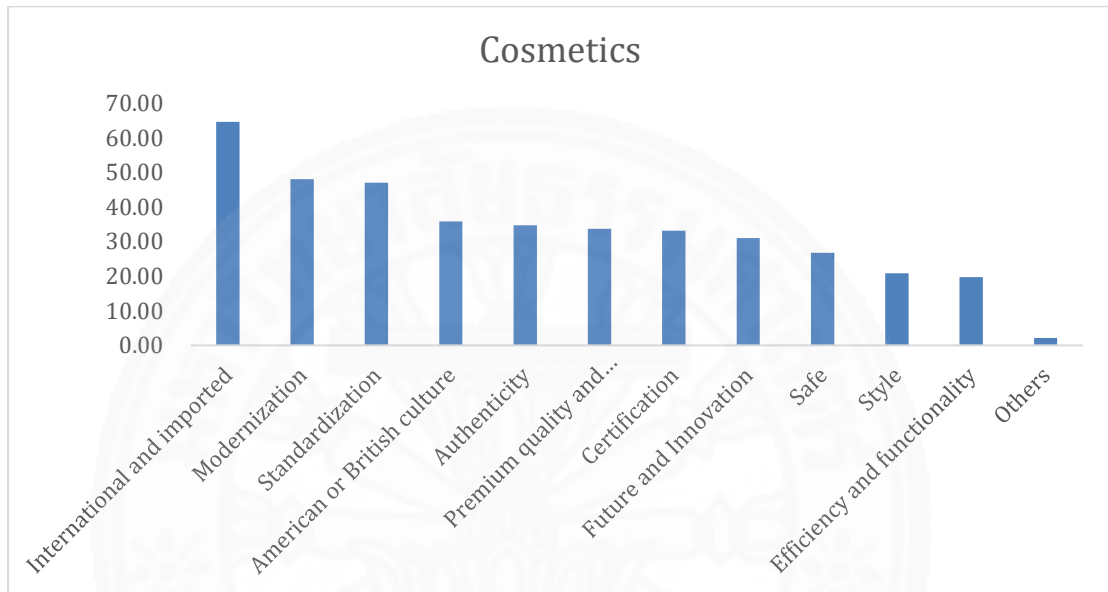
## EXAMPLES OF CODE-MIXED BRANDS ON CHINA'S ONLINE SHOPPING WEBSITES



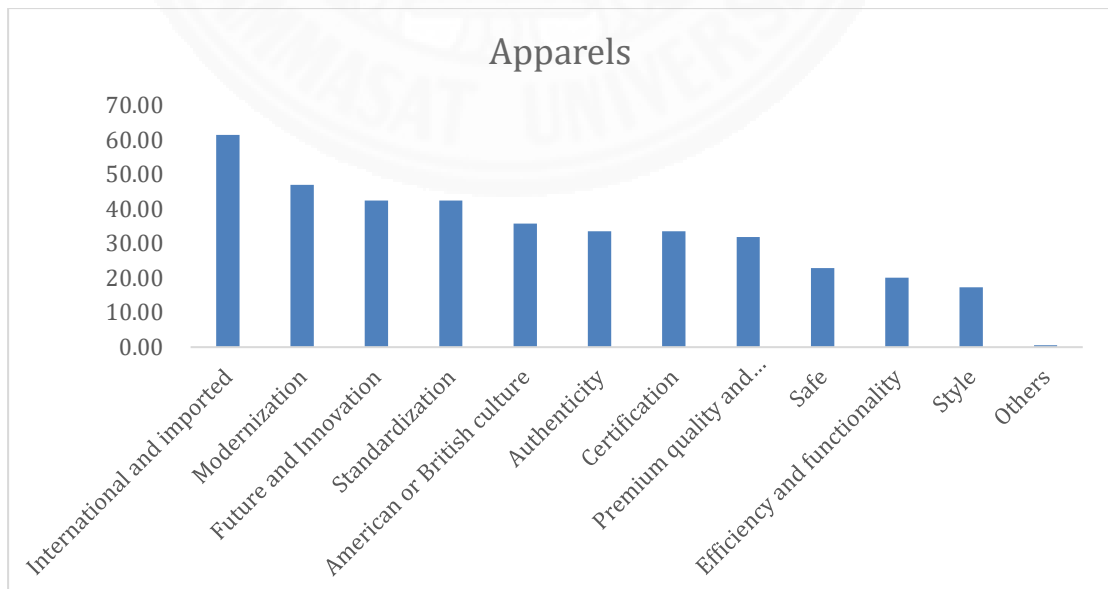
## APPENDIX C

### BAR CHARTS OF SOCIO-PSYCHOLOGICAL FEATURES TOWARDS EACH CATEGORY

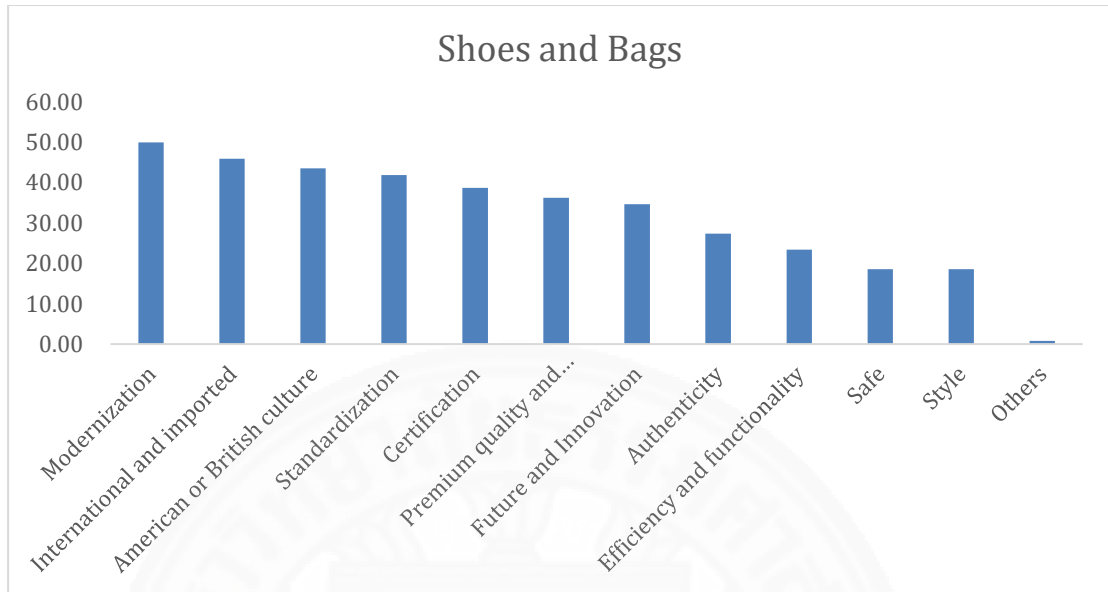
*Figure 4.1 Socio-psychological Features Towards Cosmetics Category*



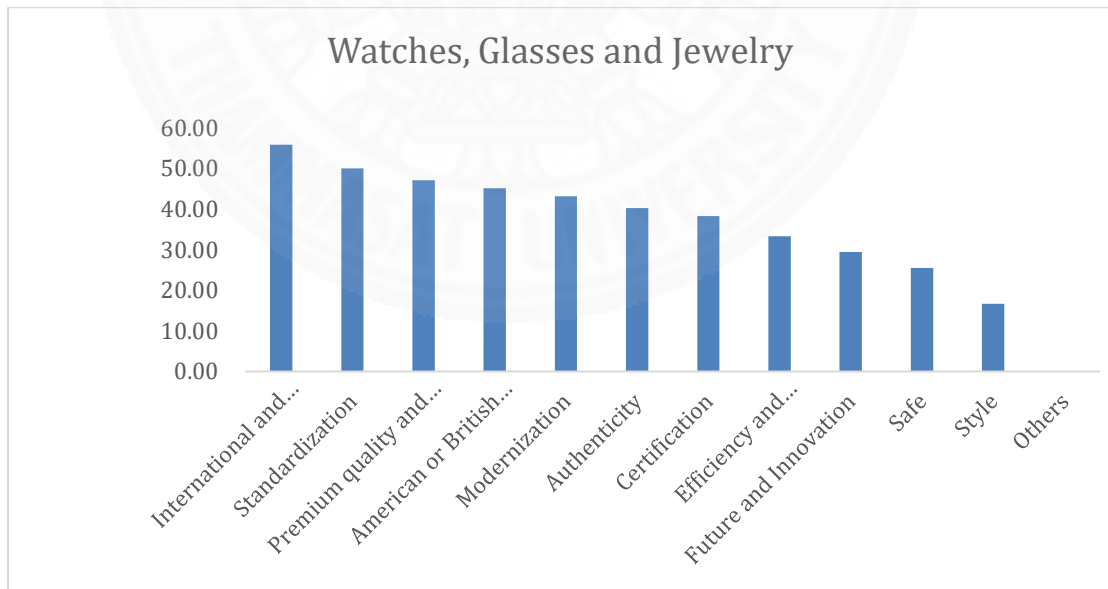
*Figure 4.2 Socio-psychological Features Towards Apparels Category*



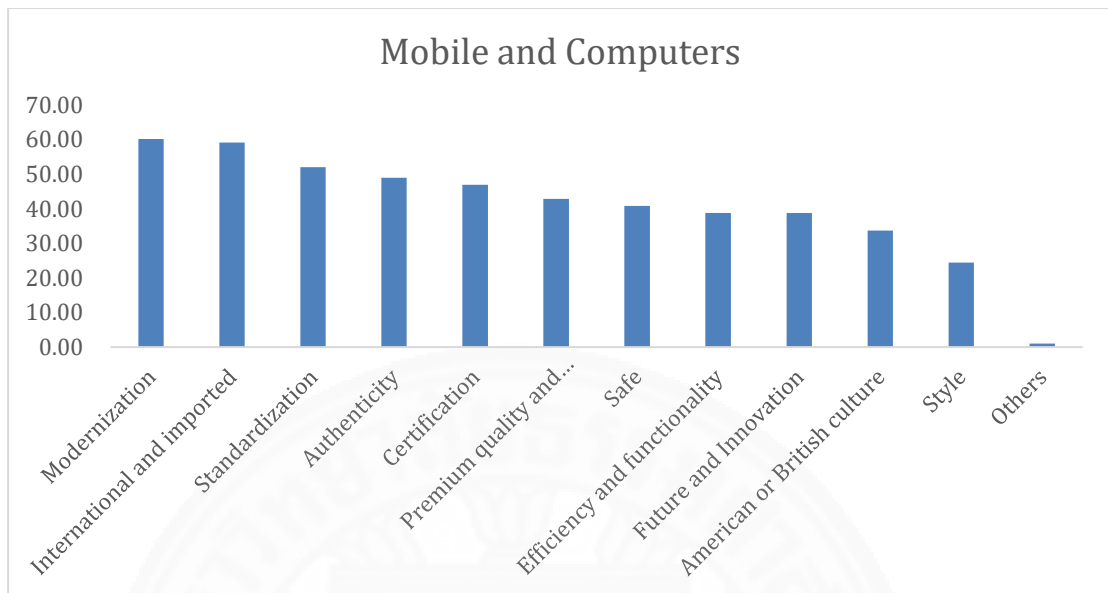
*Figure 4.3 Socio-psychological Features Towards Shoes and Bags Category*



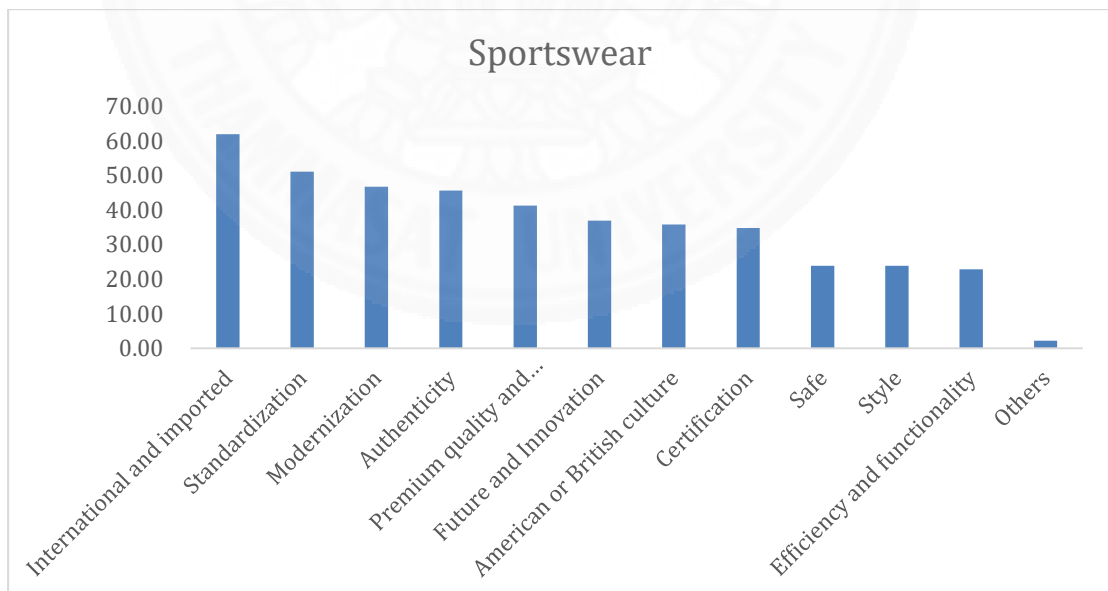
*Figure 4.4 Socio-psychological Features Towards Watches, Glasses and Jewelry Category*



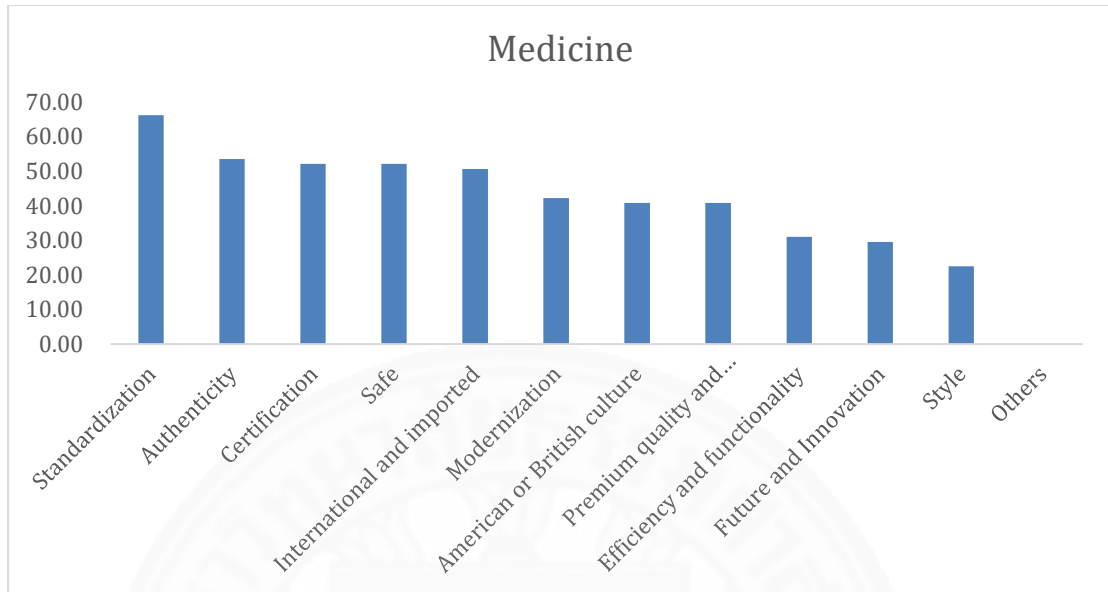
*Figure 4.5 Socio-psychological Features Towards Mobiles and Computer Category*



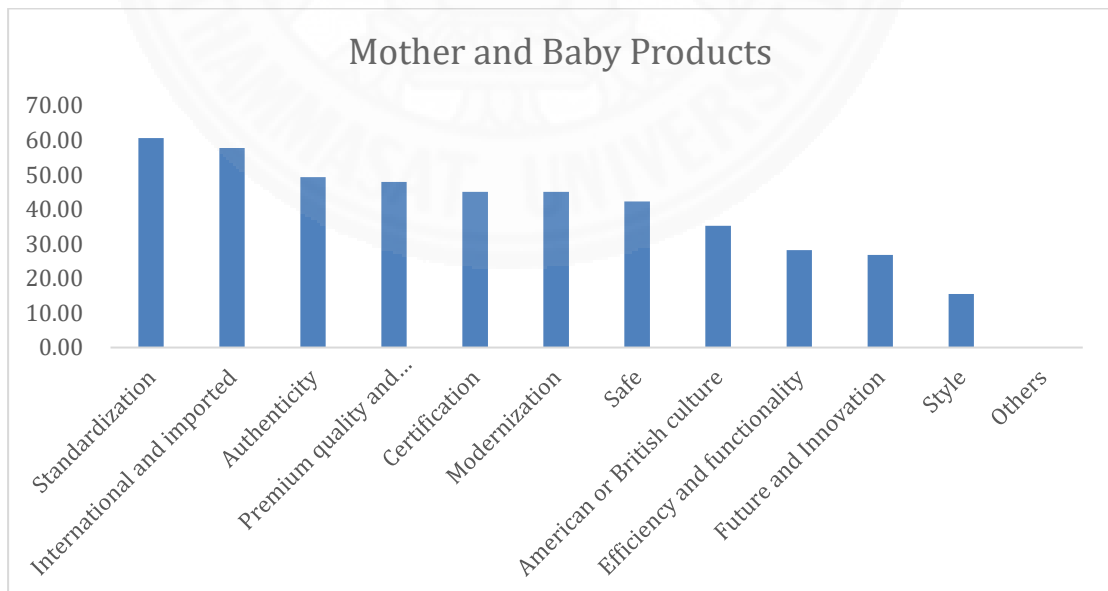
*Figure 4.6 Socio-psychological Features Towards Sportswear Category*



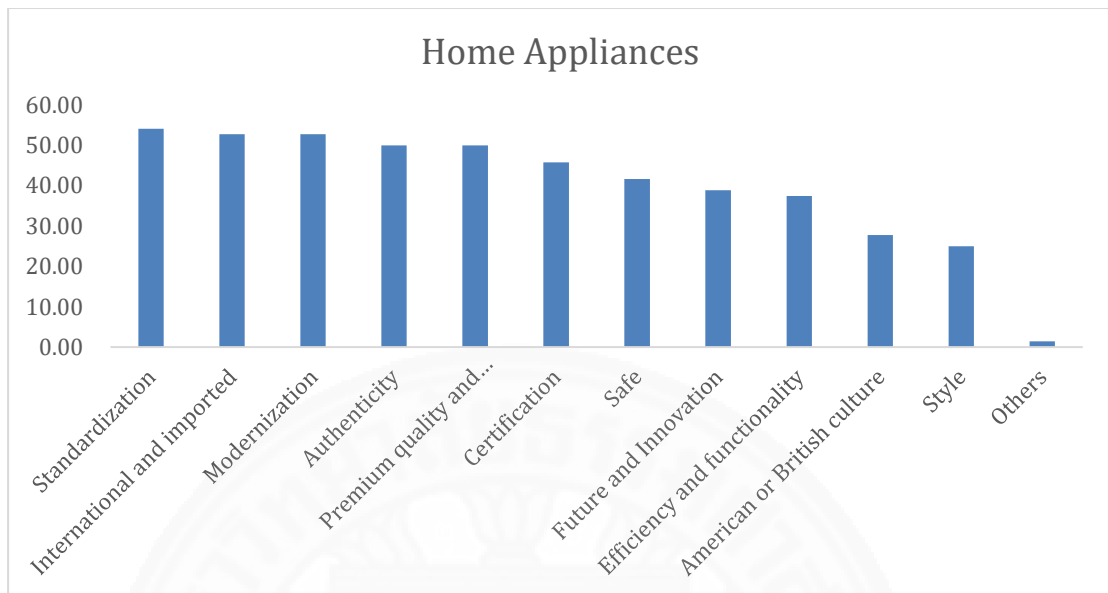
**Figure 4.7 Socio-psychological Features Towards Medicine Category**



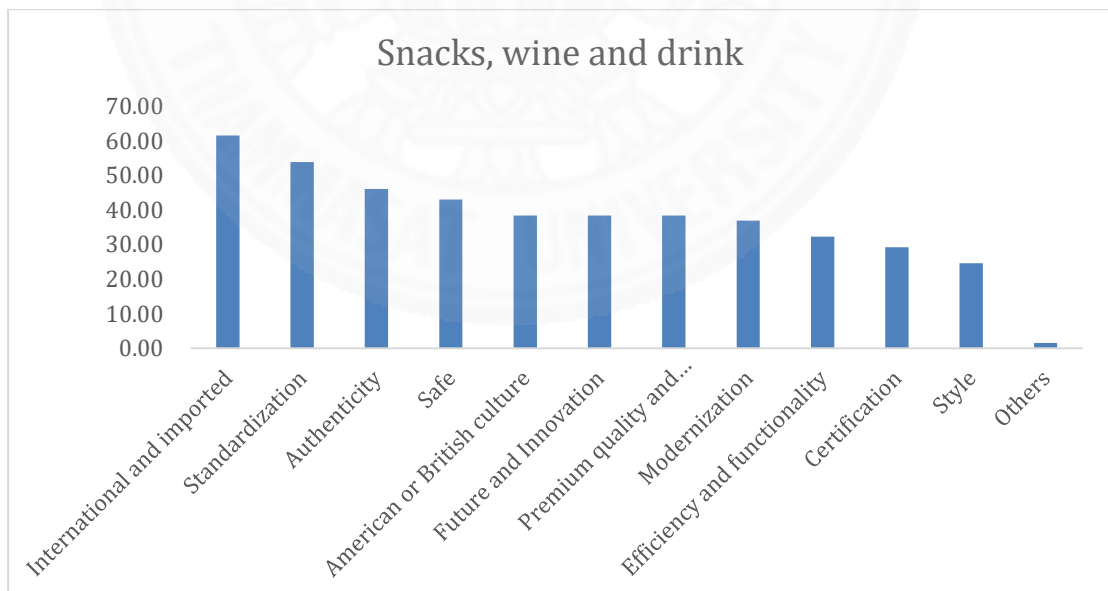
**Figure 4.8 Socio-psychological Features Towards Mother and Baby Products Category**



**Figure 4.9 Socio-psychological Features Towards Home Appliance Category**



**Figure 4.10 Socio-psychological Features Towards Snacks and Beverages Category**



*Figure 4.11 Socio-psychological Features Towards Car Accessories Category*

