

IMPACT OF CODE-MIXED TELEVISION ADVERTISEMENTS ON PERSUASION OF CUSTOMERS IN COLOMBO DISTRICT

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ABSTRACT

Code mixing refers to moving back and forth between two or more languages or language varieties during speech. It is a branch of sociolinguistics that appears in both bilingual and multilingual societies. In Sri Lanka, television advertisements often utilize code mixing, integrating elements from multiple languages, especially Sinhala and English. Although existing research has explored how code mixing affects comprehension in advertising, a gap exists in understanding how it influences persuasion, particularly in a multilingual context. Thus, this study aims to bridge this gap by analyzing how code-mixing strategies impact customer decisions in Colombo District and how they compel the target audience to buy the product or service. Twenty code-mixed television advertisements distributed among 384 young adults and middle-aged adults were selected and incorporated into a self-administered questionnaire. Convenience sampling was employed to determine the sample, and a quantitative approach was used in this study. Secondary data were collected from journal articles, conference proceedings, government and industry reports, and other articles. The gathered data were analyzed, and it was concluded that code-mixed advertisements enhance persuasion with a higher purchase intention for products, as they can influence both the central route by enhancing message clarity and the peripheral route by triggering positive emotions, compared to ads solely in one language. Furthermore, it can increase the comprehensibility for customers with limited proficiency in either English or Sinhala. Future research could examine the impact of code mixing in digital and social media advertising among younger audiences or explore its long-term effects on brand loyalty and customer trust. As this paves a prolific pathway to enhance advertisers' craft by creating more effective campaigns that resonate with the target audience and ultimately drive sales, it could be beneficial to incorporate code-mixing in future advertisements to enhance customer persuasion without compromising clarity or inclusivity.

Keywords: Code mixing, consumer persuasion, advertising, Sinhala, television ads