



The Influence of Dialect Advertisement on Consumer Purchase Intention

-Evidence from China's Time-Honored Brands

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Abstract. China's time-honored brands are facing serious survival risks. Using dialect advertising to attract consumers to purchase these products can partially address the survival challenges faced by these brands. This study, focusing on time-honored brands, examines whether using dialect advertising can enhance consumer purchase intention. By using questionnaires, this paper collect data and analyze them using regression and structural equation modeling. The study examines the impact of cultural symbolism and brand fit in dialect advertisements on consumer purchase intentions. Additionally, it introduces perceived quality and perceived prestige as mediating variables to analyze the influence of cultural symbolism and brand fit on consumer purchase intention. Results indicate that the cultural symbolism and brand fit of time-honored brand dialect advertisements positively influence consumer purchase intention. Brand fit can positively affect purchase intention through perceived quality and perceived prestige. However, whether cultural symbolism positively influences consumer purchase intention via these mediators depends on brand type. The findings suggest that managers of time-honored brands may consider choosing dialect advertisements in their marketing efforts. However, they should select appropriate dialect advertisements based on their brand type.

Keywords: Dialect Advertising; Consumer Purchase Intention; Time-honored Brands

1 Introduction

1.1 Research Background

With the development of short video and audio media platforms, brand advertising content no longer only emphasizes the quality of visual and text content. At present, there have been many studies on the influence of visual and text content on consumer behavior in advertisements, but there are few related studies on the influence of sound on consumer behavior in advertising. The existing research on sound effects in advertisements mostly focus on the influence of music, native accent and non-native accent on consumers. However, most of these studies use English advertisements as

their subjects, making them less applicable in the Chinese context. In addition, the impact of advertising on consumers may be different not only because of different languages, but also because of dialects/local accents. Dialect, as a special non-standard language form in a specific region, is not only a communication tool, but also a symbol of local culture [1]. The existing research shows that compared with the standard language, dialect advertisements are more likely to affect consumers' understanding of the advertising content, attract consumers' attention, and give consumers a deep impression, bringing new customers and consolidating old customers for brands or products [2].

China's time-honored brands are those brands that were established before 1956 and can be passed down generation by generation, and they are recognized by China's Ministry of Commerce. However, the number of time-honored brands in China dropped from more than 16,000 in 1949 to 1,128 in 2016, facing serious survival risks [3]. Therefore, the time-honored brands need to be revitalized. At present, the research around time-honored brands focuses on the path of brand rejuvenation. Although it has achieved certain results, these paths generally stay at the visual and product level, and less research has been done on the auditory level, such as whether dialect advertisements can bring stronger consumer purchase intention under the special cultural symbolic meaning and identity framework of time-honored brands. Based on this, this paper takes China time-honored brands as an example, focusing on the influence of dialect advertisements on consumer purchase intention, and providing ideas for the revival and continuation of time-honored brands.

1.2 Research Significance

At present, the research on brand marketing of time-honored brands is mostly based on content marketing, conceptual marketing or emotional marketing, and less on sensory marketing, and most of them focus on full sensory marketing or visual merchandising. From the perspective of auditory marketing, this paper examines the influence of dialect advertisements of time-honored brands on consumer purchase intention through empirical analysis, which enriches the research in this field. In addition, this study can also remind different brands to choose corresponding dialect advertisements according to their own brand types, and pay attention to the fact that dialect advertisements should pay more attention to practicality, economy or social prestige and emotional closeness in the expression of cultural symbols, so as to improve the efficiency and effect of dialect advertisements and help time-honored brands to revitalize and rejuvenate.

1.3 Research Innovation

At present, most of the literature on dialect advertisements of time-honored brands are in the form of simulation experiments, synthesizing a selected dialect with appropriate advertising copy. The research object of this paper is dialect advertisements that have been put into promotion by time-honored brands in reality, so that consumers can truly perceive them, thus obtaining more accurate data on purchase intention, and

ensuring that the research results are accurate and practical. This paper studies how consumers view the cultural fit between dialect advertisements and time-honored brands from a cultural perspective, integrates brand fit and cultural symbolism into two major influencing factors of purchase behavior, and takes perceived quality and perceived prestige as intermediary variables to study the influence of dialect advertisements on consumers' behavior, which fills the gaps in relevant literature and provides ideas for time-honored brands to improve their competitiveness and influence in the highly competitive digital era.

2 Literature Review

2.1 Time-honored Brand Advertising

Although international and China have different names for old brands, their concepts are roughly the same. From an international perspective, an enterprise can link its past, present and future in a meaningful way, and its connotation is still meaningful and valuable, it can be called Heritage Brand [4]. From the perspective of China, China's "Heritage Brand" refers to the time-honored brands, which are determined by the Ministry of Commerce of China. They must have a history of more than 70 years, and their brand connotation and value have the significance of inheritance [5]. The history, values and symbolic identities of these time-honored brands have manageable strategic values and can be activated in advertising and communication [6]. No matter in the world or in China, most of the current literature on brand marketing of time-honored brands primarily focuses on how to spread the identity of time-honored brands, enhance consumer purchase intention and turn it into market performance. Most of these existing literature on the marketing content of time-honored advertisements is mainly about visual merchandising, content marketing and emotional marketing, and there is a lack of research on the sound angle of time-honored advertisements (such as dialects) [7]. From the perspective of auditory marketing, this paper studies the influence of dialect advertising on consumer purchase intention of time-honored brands, and fills the research gap in this field.

2.2 Dialect and Standard Language

The international literature on the influence of language on consumers mostly compares the influence of standard accent and non-standard accent on consumers, and the language studied is mainly English [8][9], but there is few research on the influence of dialects and standard languages on consumers. The standard language refers to the official educational language determined by the country, which is dominant in the society, while dialects are considered as variants of the same language and are usually only used by people in specific areas [10]. At present, the research on dialects mainly focuses on two aspects. On the one hand, it studies how dialect advertisements affect consumers' reactions. Liu, et al. (2013) [11] and Wang, Zhang and Chan(2025) [2] tested consumers with virtual dialect advertisements synthesized by technology. It is found that dialect can bring consumers higher

attention and memory than standard language. On the other hand, it studies the role of dialects in destination marketing. Su, Ye and He (2025) [12] found that the use of dialect advertisements in tourist destinations can enhance the memory effectiveness of advertisements. In addition, according to Lonardi et al (2024) [13], the use of minority dialects in destination official marketing can arouse customers' positive response, which proves that destination marketing can highlight elements specific to destination content (such as local dialects) to improve tourists' media participation.

To sum up, although relevant literature has studied the influence of dialect advertisements on consumers' response, its external validity is limited and there is no systematic evidence under a specific brand type (such as time-honored brands). At the same time, the existing research content of time-honored brands primarily focuses on emotional marketing, content marketing and visual merchandising, while lacks the research content of time-honored brands from the sound dimension. In view of the blank of the above research, this paper chooses the advertisements that have been put in by time-honored brands as the object, studies the influence of dialects on consumer purchase intention in the context of time-honored brands, and tests the influence path by taking brand fit and cultural symbolism as variables, and perceived quality and perceived prestige as intermediary variables.

3 Research Hypothesis

In brand research, cultural symbolism refers to the cultural significance and symbolic value that can be recognized by consumers in the brand. Dialect is closely related to local characteristics and customs, which can reflect and symbolize the culture of the region to varying degrees and has clear cultural symbolic attributes [12]. The cultural symbols carried by dialects can enhance consumers' dependence and expectation on brands, and then enhance their consumer purchase intention [14]. For time-honored brands, the brand name, narrative, and packaging all reflect distinct cultural symbols. When dialect is used in time-honored brand advertisements, it can be served as a symbolic expression carrier to strengthen consumers' recognition and memory of brand cultural characteristics, thus enhancing consumer purchase intention. Therefore, this paper puts forward the hypothesis:

H1: The cultural symbolism of dialect advertisements of time-honored brands has a positive influence on consumer purchase intention

Perceived quality refers to consumers' impression of quality based on brand, price, technology and word of mouth, which is mixed between subjective and objective [15]. From the perspective of time-honored brands, the brand culture conveyed by dialect advertisements symbolically strengthens consumers' trust in brand history and expectation of brand technology and improves consumers' perceived quality of the brand, thus enabling consumers to trust the brand and increase their consumer purchase intention. Therefore, this paper puts forward the following assumptions:

H1.1: The cultural symbolism of dialect advertisements of time-honored brands can positively influence consumer purchase intention through perceived quality.

Perceived prestige usually refers to consumers' evaluation of brand image and popularity. When time-honored brands advertise in dialects, the cultural symbolism carried by dialects can strengthen consumers' trust from the aspects of brand history, narrative and technology, thus enhancing their perceived prestige. The higher the brand reputation consumers perceive, the more they can enhance their consumer purchase intention [16]. Therefore, this paper puts forward the following assumptions:

H1.2: The cultural symbolism of dialect advertisements of time-honored brands can positively influence consumer purchase intention through perceived prestige.

Brand fit usually refers to the degree of consistency and matching between brand identity, positioning and product characteristics and the expansion or new products sought to be launched. Research shows that when the advertisements of time-honored brands conform to the brand history, it will enhance consumer purchase intention [17]. When the dialect symbolizing the cultural and historical characteristics of the brand is adopted in the advertising language of the time-honored brand, there is a high degree of fit between the advertising content and the brand identity, and the advertising content with high degree of fit is more easily accepted by consumers, thus bringing more positive brand evaluation and higher consumer purchase intention [18]. Therefore, this paper puts forward the following assumptions:

H2: The brand fit of dialect advertisements of time-honored brands has a positive impact on consumer purchase intention.

By analogy with the cultural symbolism of time-honored dialect advertisements, this paper draws the following assumptions through the influence of perceived quality/perceived prestige on consumer purchase intention:

H2.1: The brand fit of dialect advertisements of time-honored brands can positively affect consumer purchase intention through perceived quality.

H2.2: The brand fit of dialect advertisements of time-honored brands can positively affect consumer purchase intention through perceived prestige.

The relationships between the variables in the hypothesis are clearly illustrated in Figure 1.

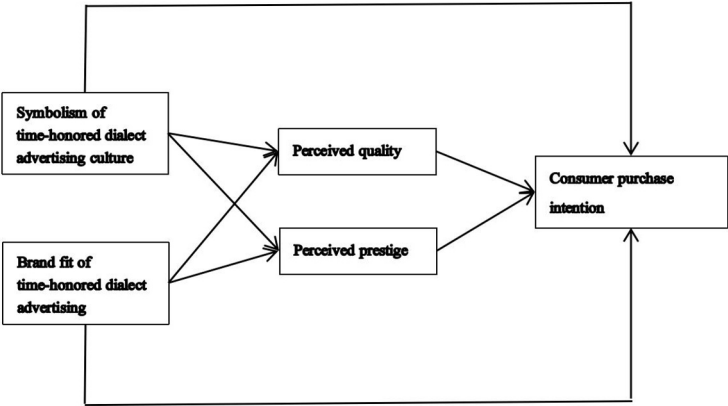


Fig. 1. Hypothesis path map

4 Empirical Research

4.1 Data Collection

This study collects data through questionnaire survey, and then makes an empirical analysis of the data. In this paper, a total of 347 questionnaires were distributed in the form of online publishing questionnaire links. After eliminating invalid questionnaires, 305 questionnaires were finally obtained, with an effective rate of 87.9%. The questionnaire adopts Likert's 7-point scoring method, and the variables include cultural symbolism, brand fit, perceived quality, perceived prestige and consumer purchase intention.

In this research, 10 dialect advertisements from different industries and dialects are selected for testing, and consumers' familiarity, acceptance and clarity of advertisements are evaluated through questionnaires, which are taken as control variables. Finally, two advertisements with higher and more significant three dimensions (all p values are less than 0.050) are selected as the research objects, namely REDSTAR WINE (Beijing dialect) and Laofengxiang Jewelry (Shanghai dialect). Their familiarity is 6.267 and 5.267 respectively; The acceptance rates were 5.978 and 5.289 respectively; The resolution is 6.467 and 5.756.

4.2 Data Analysis

Descriptive Statistic.

The average level of brand fit and cultural symbolism of the two brands in dialect advertisements is high; The average level of perceived quality and perceived prestige is above average. The average consumer purchase intention of the two brands is 5.35 and the standard deviation is 1.25, indicating that the overall purchase intention and its dispersion are similar. The standard deviation of Laofengxiang's perceived reputation (1.51) is significantly greater than that of REDSTAR WINE (1.16), which shows that different consumers have different views on Laofengxiang's brand reputation after watching its dialect advertisements.

Reliability and Validity Analysis.

In this paper, SPSS25.0 is used to analyze the overall reliability of the questionnaire, and then the reliability of five variables such as brand fit between the two groups is analyzed respectively. Cronbach's α coefficient of the scale is 0.925 and 0.923 respectively, both exceeding 0.9, which shows that there is a high internal consistency among the items in the scale and the reliability of the scale is high. Cronbach's α coefficient values in five dimensions of the two groups of data are all greater than 0.8, and CR values are all greater than 0.8, which proves the reliability of the sample data.

The correlation p value of validity test shows that the five variables of brand fit, cultural symbol, perceived quality, perceived prestige and consumer purchase intention have good discrimination validity. To sum up, the overall fitting effect of the model turns out well.

Research Hypothesis Test.

Path Analysis.

In this study, the structural equation model was constructed by Amos24.0 for path analysis. The RMSEA of the two groups was less than 0.08, and all the indicators met the requirements. The two groups achieved good data model fitting effect on the whole, among which the REDSTAR WINE group: $\chi^2/df=2.18$, $RMSEA=0.062<0.08$, $GFI=0.925>0.$, $CFI=0.978>0.9$, $TLI=0.971>0.9$, $NFI=0.960>0.90$; Laofengxiang group: $\chi^2/df=2.565$, $RMSEA=0.072<0.8$, $GFI=0.920>0.9$, $CFI=0.970>0.9$, $TLI=0.961>0.9$, $NFI=0.951>0.90$.

The results of structural equation model show that in the path that brand fit affects consumer purchase intention, β (REDSTAR WINE) =0.42, p (REDSTAR WINE) = < 0.001; β (Laofengxiang) =0.19, p (Laofengxiang) =<0.01, which shows that whether it is REDSTAR WINE or Laofengxiang jewelry, the brand fit of time-honored dialect advertisements will positively affect consumer purchase intention, thus verifying H1. In the path of cultural symbolism influencing consumer purchase intention, β (REDSTAR WINE) =0.184, p (REDSTAR WINE) =<0.01, β (Laofengxiang) =0.349, p (Laofengxiang) =<0.001, which shows that the stronger the cultural symbolism of time-honored brand dialect advertisements, the greater the positive impact on consumer purchase intention, and H2 is verified.

According to the influence path of intermediary factors in Table 1, in the REDSTAR WINE group, because of the influence of cultural symbolism of dialect advertisements on perceived reputation, $p=0.829>0.05$, the path is not prominent; In Laofengxiang jewelry group, because the cultural symbolism of dialect advertisements has an impact on the perceived quality, $p=0.414>0.05$, so this path is not prominent. Except for these two paths, other intermediary paths are prominent.

Table 1. Variable Path Analysis (1)

Group	Path	Path coefficient	Standard error	t value	Prominence
		β	BootSE		p
REDSTAR WINE group	H1: Brand fit → Consumer purchase intention	0.42	0.086	4.88	***
	H2: Cultural symbolism → Consumer purchase intention	0.184	0.062	2.974	0.003
	Brand fit → Perceived quality	0.452	0.066	6.891	***
	Brand fit → Perceived reputation	0.258	0.065	3.987	***
	Cultural symbolism → Perceived quality	0.515	0.094	5.508	***
	Cultural symbolism →Perceived prestige	0.019	0.090	0.216	0.829
	Perceived quality → Consumer purchase intention	0.131	0.054	2.432	0.015

Laofengxiang jewelry group	Perceived prestige → Consumer purchase intention	0.153	0.056	2.716	0.007
	H1: Brand fit → Consumer purchase intention	0.190	0.063	3.034	0.002
	H2: Cultural symbolism → Consumer purchase intention	0.349	0.081	4.320	***
	Brand Fit → Perceived quality	0.251	0.065	3.858	***
	Brand fit → Perceived reputation	0.447	0.068	6.542	***
	Cultural symbolism → Perceived quality	0.070	0.086	0.817	0.414
	Cultural symbolism → Perceived prestige	0.447	0.091	4.901	***
	Perceived quality → Consumer purchase intention	0.129	0.057	2.247	0.025
	Perceived prestige → Consumer purchase intention	0.177	0.053	3.354	***
* <0.05 , ** <0.01 , *** <0.001					

Analysis of Intermediary Effect.

In this paper, the confidence interval of standardized mediation effect is obtained by Process, and the specific contents are shown in Table 2. In the REDSTAR WINE group, the confidence interval does not include 0 (the lower limit is $2.5\% = 0.128$; Upper limit $2.5\% = 0.317$), assuming that H1.1 is supported. In the path that the brand fit of dialect advertisements affects the consumer purchase intention through perceived quality, the confidence interval does not include 0 (the lower limit is $2.5\% = 0.085$; Upper limit $2.5\% = 0.265$), assuming that H2.1 is supported. In the path that the brand fit of dialect advertisements affects the consumer purchase intention through perceived prestige, the confidence interval does not include 0 (the lower limit is $2.5\% = 0.012$; Upper limit $2.5\% = 0.072$), assuming that H2.2 is supported.

In Laofengxiang Jewelry group, the confidence interval does not include 0 (the lower limit is $2.5\% = 0.135$; Upper limit $2.5\% = 0.305$), assuming that H1.2 is supported. In the path that the brand fit of dialect advertisements affects the consumer purchase intention through perceived quality, the confidence interval does not include 0 (the lower limit is $2.5\% = 0.012$; Upper limit $2.5\% = 0.076$), assuming that H2.1 is supported. In the path that the brand fit of dialect advertisements affects the consumer purchase intention through perceived prestige, the confidence interval does not include 0 (the lower limit is $2.5\% = 0.100$; Upper limit $2.5\% = 0.266$), assuming that H2.2 is supported.

According to the results of path analysis in 4.2.3.1, the coefficients of the two paths, namely, the cultural symbolism of REDSTAR WINE group → Perceived prestige and the cultural symbolism of Laofengxiang group → Perceived quality, are not prominent, so there is no need to consider the intermediary effect of verifying their paths, which means there is no need to verify the hypothesis H1.2 in REDSTAR WINE group and H1.1 in Laofengxiang group.

Table 2. Variable path analysis (2)

Group	Path	Estimate	BootSE	95% Confidence interval	
				Lower limit 2.5%	Upper limit 2.5%
REDSTAR WINE group	H1.1: Cultural symbolism → Perceived quality → Consumer purchase intention	0.218	0.048	0.128	0.317
	H1.2: Cultural symbolism → Perceived prestige → Consumer purchase intention	-	-	-	-
	H2.1: Brand fit → Perceived quality → Consumer purchase intention	0.171	0.046	0.085	0.265
	H2.2: Brand fit → Perceived prestige → Consumer purchase intention	0.038	0.016	0.012	0.072
Laofengxiang jewelry group	H1.1: Cultural symbolism → Perceived quality → Consumer purchase intention	-	-	-	-
	H1.2: Cultural symbolism → Perceived prestige → Consumer purchase intention	0.215	0.045	0.135	0.305
	H2.1: Brand fit → Perceived quality → Consumer purchase intention	0.039	0.016	0.012	0.076
	H2.2: Brand fit → Perceived prestige → Consumer purchase intention	0.177	0.042	0.100	0.266

4.3 Research Results and Discussion

Through regression analysis and structural equation model analysis of the data, the following test results are obtained (as shown in Table 3). From Table 3, it can be seen that the cultural symbolism and brand fit of time-honored dialect advertisements are positive for consumer purchase intention, that is, assuming that H1 and H2 are established. This shows that when the time-honored brands use dialect advertisements, the stronger the symbolic brand culture and the higher the fit between them and the time-honored brands, the more they can enhance consumer purchase intention; In addition, the research results also show that the brand fit of time-honored brand dialect advertisements can have a positive impact on consumer purchase intention through the two intermediary variables of perceived quality and perceived prestige, that is, assuming that H2.1 and H2.2 are established. This shows that the dialect advertisements of time-honored brands are more in line with the history and story of the brand, which can make consumers have higher perceived quality and reputation for the brand and products, thus leading to higher consumer purchase intention.

However, when discussing whether the cultural symbolism of dialect advertisements of time-honored brands can affect consumer purchase intention

through perceived quality and perceived prestige respectively, the relevant assumptions are established in different groups. As can be seen from Table 3, H1.1 is only established in REDSTAR WINE group, while H1.2 is only established in Laofengxiang Jewelry group. This paper holds that this is because the mechanism of cultural symbolism may change with different brand types. According to Gardner & Levy (1999) [19], this paper classifies the REDSTAR WINE brand as a functional brand and Laofengxiang jewelry as an emotional brand. From the results, functional brands should focus on improving perceived quality, while emotional brands should focus on improving perceived prestige.

Table 3. Verification of hypothetical results

Research hypothesis	Orientation	Research sample	Test result
H1: Cultural symbolism → Consumer purchase intention	+	REDSTAR WINE	support
	+	Laofengxiang jewellery	support
H1.1: Cultural symbolism → Perceived quality → Consumer purchase intention	+	REDSTAR WINE	support
	+	Laofengxiang jewellery	not support
H1.2: Cultural symbolism → Perceived Prestige → Consumer purchase intention	+	REDSTAR WINE	not support
	+	Laofengxiang jewellery	support
H2: Brand fit → Consumer purchase intention	+	REDSTAR WINE	support
	+	Laofengxiang jewellery	support
H2.1: Brand fit → Perceived quality → Consumer purchase intention	+	REDSTAR WINE	support
	+	Laofengxiang jewellery	support
H2.2: Brand fit → Perceived prestige → Consumer purchase intention	+	REDSTAR WINE	support
	+	Laofengxiang jewellery	support

5 Conclusion and Future Outlook

5.1 Conclusion

This paper examines the dialect advertising of time-honored brands by using two typical time-honored brands, REDSTAR WINE and Laofengxiang Jewelry as samples. Through empirical research, this research studies the impact of the cultural symbolism and brand fit of China's time-honored brand dialect advertising on consumer purchase intention, as well as the mediating role of perceived quality and perceived prestige in these two aspects. The paper concludes that hypotheses H1, H2,

H2.1, and H2.2 all hold true, but H1.1 holds only for the REDSTAR WINE group, and H1.2 only for the Laofengxiang group.

5.2 Management Implications

This study offers the following management implications for managers of time-honored brands. Time-honored brands can innovate and attract consumers through using local dialect advertising, and should try to enhance brand relevance and the display and expression of local cultural symbolism in local dialect advertising. Furthermore, the content of local dialect advertising for time-honored brands should be tailored to the brand type. For functional brands, local dialect advertising should highlight product efficacy and value to improve perceived quality, while for emotional brands, local dialect advertising should emphasize brand history and craftsmanship to enhance perceived prestige.

5.3 Future Outlook

Future research could make the sample size more dispersed and evenly, contributing to conducting more accurate verification and research. In addition, the research subjects of this article are mainly Chinese time-honored brands. Future research can expand the research context to include global time-honored brands to obtain richer conclusions about the dialect advertising of time-honored brands.

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