

# Does Language Targeting Help in Ethnic Advertising

**Manisha Garg\***

Language targeting is a strategy to do ethnic advertisement. In language targeting, companies try to communicate with their customers in their local language. Companies prepare advertisement according to, the language of targeting people if companies try to communicate with a specific language to targeting people who do not speak the same language, companies might find that the advertisement is affectless.

In ethnic advertising, companies advertise according to their target market culture as we know that India's culture is among the oldest and diverse. The language of Indian people is different from each other. India is home to several languages; Indian people use 122 major languages to communicate with each other so language targeting helps in ethnic advertising. The companies cannot underestimate the importance of native language targeting.

*Language is the road map of a culture,*

*It tells you what people think and what will they choose!*

The language company target must be the same as the language company's advertising is written in. This strategy is most widely used in tourism Industry to interact with tourist audiences. In ethnic advertising, language targeting helps to connect with the emotions of targeting people.

We can understand the importance of language targeting in ethnic advertising with the help of the following example: Coca Cola Company endorse their soft drink Coca Cola in three several languages that are Hindi, English and Chinese because they are targeting different people from different countries, so they chose different language and also other companies used language targeting in ethnic advertisement so, we can say that the language targeting plays an important role in ethnic advertisement.

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\* MIET Business School, Meerut Institute of Engineering & Technology, Meerut, Uttar Pardesh, India.