The Influence of Advertising Language on Customer Patronage Intention

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Abstract

Advertising makes selling services, products or campaigns successful due to its persuasive nature but that all depends on how well the language is put to use. It has been found that prior studies didn't consider the use of certain substances or most used social media by customers that make them attentive to the viewed advertising. The present research is mainly devoted to shed light on the influence of the language manipulated in advertising in customer purchasing intention. The purpose of this research paper is to examine the influence of humorous language used in advertising on customer patronage intention, the focus as it is the social media platforms. For data collection, a questionnaire is conducted to collect the needed data from 100 people who use instagram and Youtube. The population is selected randomly. The findings reveal that advertising language, especially in social media sites, has a great influence on the tendency of people to purchase different types of products. Further, the majority of the participants respond that social media advertising helps them in making decisions to prefer specific products than others.\

Key words: advertising language, intention, customers, social media

تأثير لغة الترويج والاعلان على التوجه الشرائي للزبون

المستخلص

يساهم الترويج بجعل الحملات الدعائية والمنتجات وبيع الخدمات ناجحا نظرا لاسلوب الاقناع الذي يحمله, لكن كل ذلك يعتمد على الكيفية التي تستخدم بها اللغة. لقد تم التوصل الى ان الدراسات السابقة لم تاخذ بالاعتبار استخدام منصات التواصل الاجنماعي من قبل المستهلكين وبيان مدى تاثرهم بهذه المنصات. تهتم الدراسة الحالية بالقاء الضوء على تاثيراستخدام اللغة في الترويج والاعلانات على توجه الزبون للشراء. ان هدف الدراسة هو ايضاح تاثير لغة الدعابة والاعلان على استمالة وجذب المستهلك وعلى وجه الخصوص في مواقع التواصل الاجتماعي. تم استخدام استبانة لجمع البيانات من ١٠٠ مشترك والذين يستخدمون الانستغرام واليوتيوب وتم اختيار العينة عشوائيا. وقد بينت النتائج ان لغة الدعاية وخصوصا في التواصل الاجتماعي لها تاثير كبير على اسمالة المستهلكين لشراء انواع مختلفة ومعينة من المنتجات. علاوة على ذلك فان الغالبية من المشتركين في الاستبانة اكدوا ان الترويج الالكتروني يساعدهم في اتخاذ القرار لتفضيل انواع معينة من المنتجات.

1. Introduction

1.1 Background

All sorts of advertisements found in different aspects and places, whether eliciting negative or positive responses, are considered as a way of communication in a visual form to send an intended message across target bodies for products, services or movements.

Successful advertisements are the ones that manage to draw people's attention towards certain products including cosmetics, computers, electric services and so on, which in turn may boost sales or bring traffic towards the direction they intended for. This involves careful marketing planning and

certain strategies after identifying the target audience, determining the objectives of communication, designing the intended message, selecting the suitable media for the message and finally collecting feedback.

Since language is the major means of an effective communication to exchange information, ideas, and feelings, carefully articulated words helps, to a great extent, those who work in business elicit the required response from the target audience. Marketing communication involves nine elements as Philip Kotler (2011) illustrates. These elements are the sender and receiver which are the major elements while the message and media are tools of communication. The other elements are the functions of communication that include encoding, decoding, noise, feedback and response.

Patronage intention is defined as a customer's tendency to consider, recommend, or purchase from a retail outlet (Julie Baker, 2002). This depends on various factors including the behavior of those around the customer, i.e., if someone thinks a car brand is better than other ones then it is likely that the customer may think so too. It is also necessary to note that customer patronage intention does not mean that a customer will buy the product but rather perhaps that he will take a certain decision towards that product (Philip Kotler, 2017). Besides, product advertising will offer higher opportunities for the audience in order to buy certain products (Karlsson, 2015). For advertisement to be effective, transparency about the real features of products should always be present.

1.2 The importance of advertising language in marketing

Although the effect of advertising may vary from one place to another, it is no doubt that advertising is an immensely popular trend. For an advertisement to be powerful and successful, it is important to take into consideration how words may also be lost in translation if they are not selected accurately and wisely. There have been previous instances where advertisements have failed due to the poor choice of language (Ansari, 2007). In addition, Kotler and Armstrong (2020) argued that marketing refers to all about: "engaging customers and managing profitable customer relationships". Nowadays, businesses are using online media as a reliable marketing communication channel which assists in sales boost (Horbal et al. 2017).

In addition to the common advertising of shops, companies, factories and so on, which can be seen in cities, electronic advertising has spread in the current digital world. As of today, there are approximately 4.9 billion internet users of which 4.7 billion use social media (Kemp, 2022). Different types of social media have increased significantly and it is expected to do so in the coming years. Thus, it is not easy for advertisements to reach their target audience in ordinary means. For that, Facebook, Instagram, WatsApp, Tiktok, Twitter and Youtube allow brands to expand their consumer base and communicate with people around the world. An example of the importance of social media advertising is that Twitter can promotes Windows11 and builds relationship with people who interact with their tweets. It can send out a tweet with 280 characters or so as its length collect replies of a whopping 7.6

million twitter users. They use various strategies to start the conversation, i.e., creating polls and inviting responses, starting a hashtag, retweeting, replying to tweets, using gifs and images that people relate to.

Similarly, on Facebook Oyma which has almost 122,448 followers and 120,778 likes, calls on people to check out their furniture pieces by visiting their showroom. It could be stated that likes, shares and comments from people are posted and thus they promote and discount their products, bringing attention towards their products by means of crafted videos and pictures. They also have their business email and an Instagram listed on their page for people to select their way of reaching out to them.

In the same way marketers have pages on Youtube, Tiktok and business WhatsApp. They can advertise their products using ads on Youtube that may appear as banners on videos. On Tiktok customers also can ads certain different brands or goods whereas WhatsApp provides a platform for people to advertise their sales and communicate with customers via messaging. To engage audience, marketers are required to observe the current trends and conversations being held to place their message. This involves having a deep understanding of customers conducts so that their messages can be relatable and valuable.

1.3 Interference between language and media advertising

One of the most successful means of advertising through media is to entail the exact aims of marketers they like to achieve. In addition, a careful social

strategy of media marketing is needed and a clear content that will be published also should be considered. For example, if a product is to be published for local audience then the language used in the region would suffice but if it is for an international audience then the language should be molded to fit everyone in order not to become another one of the marketing fails.

According to Philip (2007), once a product is pitched, there is more effort to be exerted. Feedbacks of customers on different products and brands should be taken into consideration, i.e., listening to queries is so important since customers are seen as the backbone of the brand and they are better to be offered facilities. Otherwise, it might be just like what drives people away instead of attaching them.

One of the most important things for customers is to ascertain the validity of any product which they can achieve online. So, media is considered as a global brand that must be able to support audience to have available products. Hence, the applications available in phones, for instance, also come from Google's App Store that rates apps based on reviews garnered or flagged. Google could remove these products and then marketers must be careful to promote their brands within legal boundaries and transparency. The present study is practically significant since today's market place is cluttered with advertising targeting customers (even in social media). Large companies and businesses are concerned with the qualities of purchasing that should be used

to attract and grab customers' attention and create significant effect (Jolly, 2020).

1.4 Major techniques used in social media advertising

Advertisements usually use various techniques to sell to customers. These techniques contain words that are currently available in the trend. For example, if artificial intelligence is the rage in technology, famous and big companies mostly try to incorporate AI in the advertisements for their products to get attention. For an advertisement to be appealing, it has to stimulate a response in the customers. It should be emotionally relatable so that the customer can be in favor of the product. In this respect, some special language, or let say, humour is used in advertisements to arouse amusement in customers and/ or change their views or convictions towards a certain product or service. Graeme Galloway (2001) and Kirsten Passyn (2006) state that humour is a persuasive technique and so could be a useful tactic for fostering a strong bond with a target audience. In such a way, it enhances pleasant emotions while reducing the perceived severity of bad life events, aids in stress and anxiety management, increases enjoyment in utilitarian pursuits.

It could be argued that language is viewed as a crucial means of communication in advertisements which varies according to the demographics it is targeted for. Accordingly, advertisements can be acceptable and have a big effect if they work on the basis of the nuances, cues, connotations and poetic devices. As mentioned earlier, there are a few persuasive techniques

which are deployed in advertisements. All these techniques concentrate on attracting the patronage attention of customers by means of emotional appeal, slogan, bandwagon and humour (Eisend, 2009).

1.5 Rationale of the Present Study

The present study offers two main rationales for the influence of advertising language on customer's patronage intention. These rationales are due to:

1. The study considers the persuasive techniques which have a clear impact on the patronage intention of customers. This impact takes place in the advertisements that meet every new trends or the people's current needs to lure them into buying something. This could be accomplished by the use of specific imperatives, neologisms or adjectives that may boost audience reach all what they want to buy.

2. In addition, the study tries to provide those are studying or specialist in the English language an insight of how persuasive advertising language can be effective in communication and how advertisers formulate their advertisements based on their target goals. This will contribute to form new techniques or ways for companies to follow as means of purchasing advertising.

2. Statement of the Problem

As Advertisements are today one of the most important factors in attracting the patronage attention of customers in all aspects of products purchasing,

advertising language, in most cases, depends on the culture as well as the differences impact the way these advertisements are viewed. Accordingly, due to the popularity of the internet and its social media usage, advertising on social media is viewed as a necessary route to the success of business today (Gaber et al. 2019).

As the main concern of this study is the influence of advertising language on customer patronage intention, it could be argued that persuasiveness should be present. In this respect, advertising language should consider certain factors so as to be persuasive For example, the demographic and cultural differences affect the way the customer sets his patronage decision. Demographics includes location, race, age, gender, occupation and etc (Philip Kotler, 2011). Today, it could be argued that most things are geared towards the young generation (those born between 1996 to 2010), those who instantly use social media including Tiktok, Twitter, WhatsApp and etc.

Additionally, advertising language depends on culture as well as the differences impact the way these advertisements are viewed. As Fairclough (1996) and Weinstein (2015) state, white clothes refer to purity in the Muslim culture, however this is largely misunderstood in the West which leads to conclude that the interpretation of text 'are largely socially determined (Fairclough, Ibid). In the same way, swear words used in adverts may be taken differently in different parts of the world, i.e., a sentence like 'where the

bloody hell are' may cause quite an uproar with many registering complaints to someone who doesn't have the same culture (Mortimer, 2007).

The aim of the present research is to determine the use of persuasive language in advertisements, particularly in social media advertisements, which may include testimonial technique and/ or using humour to elicit a response from people. For Kenechukwu (2013) these tactics increase the customer patronage intention and hence create their willingness to purchase or invest in the target product.

3. Purpose of the Study

The present study aims to achieve the following objectives:

1) To find out the influence of advertising language on the patronage of customers.

2) To identify how persuasive language affect the intention of customers.

3) To examine the current techniques used in advertising language, particularly in social media advertisements.

4. Research Questions

1) What is the influence of advertising language on the patronage intention of customers?

2) How could persuasive language affect the intention of customers?

3) What are the current techniques used in social media advertisements?

5. Methodology

This study is a descriptive research where a quantitative research is adopted. The study tries to seek and find out objective facts through conducting a survey to general a cross-sectional study of the present state.

5.1 Sample of the Study

The sample of the present study is 100 Iraqi respondents selected randomly. The sample consists of three groups of respondents. The first group consists of twenty high school students, the second group consists of fifty undergraduates. In addition, the third group includes thirty postgraduates. The participants' ages ranged between 16 and 35. Some were employees and others were not. They are given a survey whose questions that concentrate on the use of advertisements on Instagram and Youtube since these social media are the dominant and the most used ones among these ages. In this study, all the participants are given a questionnaire which focused on the influence of advertising language on the customer patronage intention.

5.2 Instruments

This study is typically conducted via a survey. The 100 participants are given a structured questionnaire to collect the data of this study. The questionnaire is divided into two parts: The first part focuses on collecting information about the participants' demographic background. In addition, the second part consists of a list of 14 closed ended questions which aim to collect information about the participants' use of social media in general and

Instagram and Youtube in specific. The questions are listed in an established sequence. The questionnaire starts with an introduction which explains the purpose of the study. Then, the questions of the first part are related to the customers' socio- demographic background in which the participants are asked certain questions to elicit information about their age, gender, level of study, place of residence and so on. The questions of the second part are designed to elicit information about the participants' use of social media in general and if they use certain types of these media, for example, Instagram and Youtube. Furthermore, the questions aim to examine consumers' attentiveness towards ads and their purchase attention.

5.2.1 Data Collection Procedure

The data collected in this study were quantitative data since they were collected by means of a structured questionnaire. First, a pilot test is conducted among 20 participants. The purpose is to assure that questions in the questionnaire are understandable and the order of questions is logic. Then, the 14 closed ended questions are distributed to the 100 participants of the study. The distribution took place online, as the researcher posted the link to the questionnaire on Instagram groups. The respondents are asked to tick or choose either yes or no to answer each question and they are also informed that their responses will be kept secret. Moreover, they are informed that their responses are of a great importance as these responses give the researcher the required data to achieve the objectives and to answer the research questions.

The participants are given one hour to answer the questions of the questionnaire.

5.3 Analysis

For the purpose of analyzing the data collected via the questionnaire, the researcher uses the SPSS (Statistical Package for Social Science) program to make the required analysis to develop empirical insights, such as the reliability, validity, descriptive, frequency, and correlation.

The participants of the present study came from different socio-demographic backgrounds. It is worthy to mention that out of the 100 participants, 94 are returned complete and accurate, yielding a response rate of 94%. Table (1) illustrates the profile of the participants of the study.

Table (1) Participants' Socio-Demographic Backgrounds

Socio-Demographic	FREQ.	%	Socio-Demographic	FREQ.	%
Gender			**Age**		
	61	64.9	Under 20	15	16
Female	33	35.1	20-30	42	44.7
Male			30-40	32	34
			Above 40	5	5.3
Education			**Occupation**		
High school	20	21.3	Student	52	55.3
Undergraduate	44	46.8	Professional	20	21.3
Postgraduate	30	31.9	Self-employed	12	12.8
			Other	10	10.6
Marital Status			**Residence**		
Single	57	60.6	Baghdad	60	63.8

Married Other	31 6	33 6.4	North South Other	14 11 9	14.9 11.7 9.6
Children None One Child Two Children More than two children	63 12 14 5	67 12.8 14.9 5.3			

As explained above, table (1) provides information about the participants' social demographic background and media behavior. On the other hand, the following table (table (2) illustrates how advertising language can affect the participants' patronage intention.

Table (2) Participants' Responses to the questionnaire

Question	FREQ.	%	Question	FREQ.	%
1. Do you go on social media sites? Yes No	92 2	97.9 2.1	8. Do you think social media is a source of information for purchasing? Yes No	93 1	99 1
2. Do you access social media on your mobile phone? Yes No	91 3	96.8 3.1	9. Have you ever made an advertisement on Instagram? Yes	79 15	84 16

			No		
3. Do you access social media on computer? Yes No	5 89	5.3 94.7	10. Have you ever made an advertisement on Youtube? Yes No	58 36	61.7 38.3
4. Do you have an account on Instagram? Yes No	84 10	89.4 10.6	11. How often do you use social media for advertisements? Once a week Twice a week Other	43 12 39	45.7 12.8 41.5
5. Do you have an account on Youtube? Yes No	62 32	66 34	12. Do you prefer advertisements with kind of humor? Yes No	86 8	91.5 8.5
6. Do you have an account on other? Yes No	55 39	58.5 41.5	13. Do visual advertisement attract your attention? Yes No	91 3	96.8 3.2
7. Does social media advertising attract your attention? Yes No	90 4	95.7 4.3	14. Do you buy any products online? Yes No	78 16	83 17

6. Findings of the Study

The primary aim of this study was to reveal the influence of advertising language on customers' patronage intention. According to the data analysis, the majority of the participants (97.9 %) go on social media networking sites, and the majority (96.8 %) usually accesses these sites on mobiles. Moreover, the participants' responses showed that most of them (89.4 %) have accounts on Instagram whereas 66 % of the respondents have accounts on Youtube. The responses also showed that 58.5 % of the participants have accounts on other social media sites, perhaps (facebook, telegram and so on). When asked if social media advertising attract their attention, the majority of the participants (95.7 %) respond with (yes) and the highest ratio (99 %) think that social media advertising is considered as a source of information for purchasing certain materials and products. Additionally, 84 % of the participants revealed that they have made advertisement on Instagram, whereas 61. 7 % have made advertisements on Youtube. Concerning the techniques of advertisements they prefer, the majority of the participants (91.5 %) mentioned that advertisements with some kind of humor are preferred and 96.8 % of the participants preferred visual advertisements on social media sites, particularly on Instagram and Youtube.

Accordingly, the analysis of the participants' responses on the questions (Do you have an account on Instagram?, Do you have an account on Youtube?, Does social media advertisement attract your attention?, and Do you think social media advertisement is a source of information for

purchasing?, have answered the first research question: *What is the influence of advertising language on the patronage intention of customers?* It is obvious that the majority of the respondents are influenced by advertising language on social media, particularly on Instagram and Youtube and this influence is big in which the majority of the participants think it is a good source for information and purchasing things and goods as well. Further, The analyzed data obtained from the responses of the Questionnaire's questions (Have you ever made an advertisemtne on Instagram?, Have you ever made an advertisement on Youtube? How often do you use social media for advertisements?, and Do you buy any products online?) have answered the second research question: *How could persuasive language affect the intention of customers?* Most of the participants of the study asserted that they buy different products online as they are either affected by the advertising language or the persuasive language of advertisements. In addition, they start to make advertisements on Instagram and Youtube to offer their programs and products as a result of the obvious influence of persuasive advertising language. Finally, The information collected the participants' responses on the following questions of the questionnaire (Do you prefer advertisements with some kind of humor? and Do visual advertisements attract your attention?) helped in answering the second research question: *How could persuasive language affect the intention of customers?* Almost all the participants who participated in the survey asserted that they prefer those advertisements which contain specific keywords and some humor that is usually explained by some

expressions or specific lovely language. Further, visual advertisement attract the majority of the respondents since this kind of advertisements appeal to people with different socio-demographic backgrounds, such as different ages and gender, different levels of study and different places of residence.

Conclusion and Suggestions

The purpose of this study is to identify the influence of various social media advertising language on customers' patronage intention to purchase products online. In addition, the study tries to determine the use of persuasive language in advertisements, particularly in social media advertisements, which may include testimonial technique and/ or using humor to elicit a response from people. Accordingly, the present study intends to achieve three research objectives: Research objective (1) to find out the influence of advertisements on the patronage of customers; Research objective (2) to identify how persuasive language affect the intention of customers; Research objective (3) to examine the current techniques used in advertising labguage, particularly in social media advertisements.

To achieve objective one, the researcher formed certain questionnaire's questions to be asked to the participants of the study. Based on the responses of the participants, it is concluded that advertising language, especially in social media sites, has a great influence on the tendency of people to purchase different types of products. Online advertising is considered effective since it is cost-effective (Mishra and Mahalik, 2017). Nowadays, advertising in

general and particularly social media advertising is seen as being much more targeted; its value can be practiced through the use of keywords designed to target a specific audience and draw it to specific advertisements (Jolly, 2020). Also, the content of advertisements is considered prevailing in attracting customers (Agarwal, 2020).

Furthermore, the analysis of the participants' responses on the questions, related to how advertising and persuasive language affect the intentions of customers helped to achieve objective two. According to the responses, Persuasive language of advertisements encourages customers to accept specific products as being well advertised. As a result, the majority of the respondents start to make advertisements on their social media sites like instagram and youtube to advertise their products and projects.

In addition, the participants' responses on the last two questions of the questionnaire assist to achieve the third objective. Almost all the participants have a tendency to those advertisements which contain some humor, slogans or motivating signs. Visual advertisements are more preferred by consumers than written ones as visual advertisements can convey a comprehensive and perfect view about the products being advertised.

Recommendations for Further Research

The present study is devoted to give findings on the influence of advertising language on the customers' intention in purchasing products. The study is limited to Iraqi customers who use certain social media sites. Based on the

findings and the conclusions of the study, it is suggested that further studies can examine the use of humorous language in certain social media sites. They can also analyze the content of such type of language. In addition, it is suggested that specialists and marketers can focus more on the use of persuasive language in advertisements. In this respect, the content of advertisements is better be analyzed according to the basis of text persuasiveness that affect consumers to take decisions towards specific products and purchase them. Marketers should take advantage of the world's current situations in which advertising campaigns highly encourage people to purchase online as it is nowadays safer so as to maintain easier access.

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