
PERSUASIVE COMMUNICATION IN CONTEMPORARY MARKETING: EFFECTIVE APPROACHES AND BUSINESS RESULTS

Herry Mulyono^{1*}, Alberta Ingriana², Rina Hartanti³

^{1,2}Department of Management, Faculty of Business Management, Universitas Dinamika Bangsa,
Jambi, Indonesia

³Department of Accounting, Faculty of Business and Economics, Universitas Trisakti, Jakarta, Indonesia

E-mail: ^{1*)} herrymulyono@unama.ac.id, ²⁾ alberta.ingriana@unama.ac.id, ³⁾
rinahartanti@trisakti.ac.id

Abstract

This research examines the strategic role of persuasive communication in marketing by analyzing diverse persuasive approaches and their associated business outcomes in an increasingly competitive landscape. Through a comprehensive review of empirical studies published between 2019 and 2024, the research identified 45 relevant studies from an initial pool of 10,144 documents and systematically analyzed them using a narrative synthesis approach. The analysis reveals five primary persuasive communication approaches: emotional appeals, rational argumentation, linguistic strategies, visual elements, and source credibility techniques, whose effectiveness is moderated by product characteristics, audience attributes, channel properties, and cultural context. Business outcomes manifest across consumer attitudes and behaviors, brand equity, and financial performance, with an integrated model illustrating the cognitive, affective, and behavioral pathways of influence. Marketing professionals should adopt strategic approaches that align with product attributes, audience characteristics, and communication channels, while balancing emotional and rational appeals, leveraging source credibility, adapting to cultural contexts, embracing ethical practices, and implementing robust measurement frameworks. This research extends existing theoretical frameworks by highlighting the complex interplay between message characteristics, audience factors, and contextual variables in determining persuasive effectiveness, while identifying important research gaps regarding long-term effects, cross-cultural applications, and ethical considerations.

Keywords: Persuasive Communication, Marketing Strategy, Consumer Behavior, Emotional Appeals, Source Credibility

1. INTRODUCTION

Persuasive communication in marketing has emerged as an increasingly critical area of study and practice in recent decades, reflecting the fundamental shift in how organizations engage with their stakeholders in an ever-evolving business landscape. As markets become more saturated and competitive, and consumers grow increasingly sophisticated in their decision-making processes, the need for effective persuasive communication strategies has intensified across all business sectors. This systematic literature review aims to explore the diverse approaches to persuasive communication employed in marketing practice and

examine their relationship with expected business outcomes, providing both academic researchers and practitioners with valuable insights into this dynamic field.

The business environment of the 21st century is characterized by rapid technological advancement, globalization, and shifting consumer expectations, creating both opportunities and challenges for marketing communication. Traditional mass marketing approaches have given way to more targeted, personalized communication strategies enabled by digital technologies and data analytics. Within this context, persuasive communication—defined as strategic messaging designed to influence attitudes, beliefs, or behaviors of target audiences—has gained prominence as a crucial component of successful marketing initiatives. From advertising and public relations to direct sales and social media engagement, persuasive techniques permeate virtually all aspects of modern marketing practice.

The theoretical foundations of persuasive communication in marketing draw from diverse disciplines, including psychology, sociology, linguistics, communication studies, and behavioral economics. Historically, models such as the Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986) and the Heuristic-Systematic Model by Chaiken (1980) have provided frameworks for understanding how individuals process persuasive messages through central (systematic) or peripheral (heuristic) routes. These models suggest that the effectiveness of persuasive communication is influenced by various factors, including message content, source credibility, audience characteristics, and contextual variables. More recent theoretical developments, such as the Persuasion Knowledge Model by Friestad and Wright (1994), have further enriched our understanding by highlighting how consumers develop and employ knowledge about persuasion attempts, potentially affecting their responses to marketing messages.

Despite the extensive body of research on persuasive communication in various contexts, there remains a need for a comprehensive synthesis of contemporary approaches specifically within the marketing domain, along with their associated business outcomes. This systematic literature review addresses this gap by examining empirical studies published between 2019 and the present, offering a timely analysis of current practices, emerging trends, and demonstrated effects of persuasive communication strategies in marketing.

Persuasive communication in marketing represents a multifaceted concept that encompasses a wide array of strategies and techniques aimed at influencing stakeholders, whether they are customers, clients, partners, or other relevant audiences. Research has demonstrated that the effectiveness of persuasive communication is dependent on numerous factors, including the language style employed, the context of interaction, and the psychological principles leveraged. A significant area of investigation within the field concerns the impact of linguistic persuasive style on consumer behavior. Luo et al. (2021) conducted a comprehensive analysis of persuasive language in social e-commerce

environments, identifying five distinct linguistic persuasive styles: appealing to personality, logic, emotion, reward, and exaggeration. Their findings revealed that these different styles significantly influence purchase intentions, with certain approaches proving more effective depending on the product category and target audience characteristics. This aligns with Hovland's classic model of persuasion, which emphasizes the crucial role of content and message delivery in shaping consumer attitudes and subsequent behavior (Luo et al., 2021). These insights suggest a direct correlation between persuasive language choice and sales performance, highlighting the strategic importance of communication in marketing outcomes.

In the realm of business-to-business (B2B) interactions, persuasive communication takes on additional dimensions and complexities. Singh et al. (2020) investigated how salespeople utilize textual cues to manage buyer attention during e-negotiations, demonstrating that attention functions as a mediating variable between influence tactics and contract awards. Their research underscores the necessity for sales professionals to adopt persuasive strategies that not only convey information effectively but also engage and captivate their audience, thereby increasing the likelihood of successful outcomes. This emphasis on attention management in B2B contexts represents an important advancement in our understanding of persuasive communication in professional settings. The role of interpersonal elements in enhancing persuasive impact has been further illuminated by Kuswoyo and Siregar (2019), who examined the function of interpersonal meta discourse markers in oral business presentations. Their findings indicate that such markers facilitate rapport between speakers and audiences, significantly enhancing the persuasive impact of presentations. This research highlights that effective persuasive communication is not solely determined by content substance but also by delivery method, emphasizing the relational aspect of communication in business contexts.

Persuasive communication strategies manifest differently across various marketing channels and contexts, necessitating a nuanced understanding of how these approaches operate in specific environments. The direct sales environment offers a particularly rich area for examining persuasive language in action. Nur et al. (2023) analyzed the persuasive language employed by sales promotion personnel, highlighting how specific phrases and clauses are strategically utilized to captivate customers and influence purchasing decisions. This qualitative research illustrates the practical application of persuasive communication techniques in face-to-face interactions with consumers, further emphasizing the importance of language selection and delivery in marketing effectiveness. Beyond direct sales interactions, persuasive communication extends to broader organizational narratives and brand positioning. Research by Umam et al. (2024) revealed how strategic Corporate Social Responsibility (CSR) initiatives serve as a form of persuasive communication, enhancing company reputation and stakeholder relationships while fostering a more favorable business environment. This suggests that persuasive communication encompasses not just direct sales

tactics but also broader organizational messaging that resonates with stakeholders' values and concerns, potentially leading to improved business outcomes through enhanced brand perception and customer loyalty.

The digital transformation of business and society has dramatically altered the landscape of persuasive marketing communication. Deviacita and Kussusanti (2023) highlighted the shifting dynamics of relationship marketing in the digital age, emphasizing the importance of building and maintaining relationships with stakeholders through persuasive communication in online environments. Their research indicates that the digital context requires a nuanced understanding of how virtual interactions can be leveraged to foster trust and loyalty among consumers, representing a significant evolution from traditional face-to-face persuasive strategies.

The strategic use of language in persuasive communication extends beyond commercial marketing to corporate communication more broadly, with important implications for organizational ideologies and power relations. Nwagbara and Belal (2019) examined how persuasive language in Corporate Social Responsibility (CSR) reports shapes organizational narratives and power dynamics. Their discourse analysis demonstrated that the language employed in CSR communications can either reinforce or challenge existing power relations, thereby influencing stakeholder perceptions and behaviors. These insights are crucial for marketers seeking to craft messages that resonate with audiences while fostering a sense of corporate responsibility and ethical engagement. The ethical dimensions of persuasive communication represent a critical area of concern in contemporary marketing practice. As persuasive techniques become increasingly sophisticated, questions arise regarding the potential for manipulation, deception, or exploitation of vulnerable audiences. Research by Erina Naingolan highlights the importance of ethical considerations in persuasive communication, emphasizing that ethical persuasive practices play a vital role in building trust and maintaining harmonious relationships with stakeholders. This perspective suggests that the goal of persuasion should not be to manipulate or coerce but rather to influence audiences with honesty and transparency, providing accurate and non-misleading information while respecting recipients' autonomy in decision-making.

While linguistic elements form a crucial component of persuasive communication, visual and multimodal approaches also play a significant role in shaping consumer perceptions and responses. Kareklas et al. (2019) investigated the influence of color and self-priming in persuasive communication, demonstrating that visual elements can significantly impact consumer perceptions and responses to marketing messages. Their findings suggest that marketers should carefully consider the psychological effects of color and other visual design elements in their campaigns, as these factors can either enhance or diminish persuasive impact depending on their alignment with the target audience's preferences and cultural associations. The techniques employed in advertising represent another important dimension of persuasive communication in marketing. Romanova and Smirnova (2019)

provided a comprehensive overview of the various persuasive techniques utilized in advertising, demonstrating how these approaches can significantly influence consumer attitudes and behaviors. By analyzing these techniques, marketers can refine their strategies to create advertisements that more effectively appeal to and resonate with their target audiences, potentially leading to improved business outcomes through increased brand awareness, favorable attitudes, and purchase intentions.

The cultural context in which persuasive communication occurs represents another critical factor influencing its effectiveness. Research by Park and Park (2014) highlighted the challenges faced by organizations in adapting their CSR communications to local stakeholders, particularly when attempting to communicate global issues to audiences with different cultural backgrounds and expectations. Their findings suggest that persuasive messages must be tailored to the specific cultural context in which they are received, taking into account local values, norms, and communication preferences to maximize effectiveness. This cultural adaptability extends to the selection of persuasive language styles based on product characteristics and audience preferences. Luo et al. (2021) demonstrated that different persuasive language styles can have varying impacts on consumer purchasing behavior depending on the type of product being marketed. This indicates that marketers should carefully adapt their communication style to align with both product attributes and the cultural context of their target audience, further emphasizing the complexity of effective persuasive communication in global marketing environments.

Despite the growing body of research on persuasive communication in marketing, several significant gaps remain in our understanding of this complex and evolving field. First, while numerous studies have examined specific aspects of persuasive communication in isolation, there is a lack of comprehensive frameworks that integrate these diverse elements into a cohesive understanding of how persuasive strategies operate across different marketing contexts and channels (Rolando, Mulyono, et al., 2024d). This fragmentation limits our ability to develop more effective and adaptive persuasive approaches that respond to the complexities of the contemporary marketing landscape. Second, the rapid evolution of digital technologies and platforms has created new channels and modalities for persuasive communication that remain underexplored in the existing literature. The emergence of social media, mobile applications, virtual and augmented reality, and other digital innovations has fundamentally altered how consumers engage with brands and respond to persuasive messages, necessitating new research approaches and theoretical frameworks to adequately capture these dynamics (Rolando, 2024b, 2025e, 2025a, 2025d, 2025f, 2025c, 2025b; Rolando & Mulyono, 2024b; Rolando & Winata, 2024e). Third, there is limited research on the long-term effects of persuasive communication strategies on business outcomes. While many studies demonstrate immediate or short-term impacts on consumer attitudes or purchase intentions, fewer investigations track how these effects translate into sustained business performance over time. This temporal gap in our understanding limits the strategic

value of existing research for organizations seeking to develop persuasive communication approaches that yield enduring benefits.

Fourth, ethical considerations in persuasive marketing communication remain inconsistently addressed in the literature, with insufficient attention given to the potential negative consequences of certain persuasive techniques on consumer welfare, societal values, or organizational reputation. As public scrutiny of marketing practices intensifies and regulatory frameworks evolve, a more nuanced understanding of the ethical dimensions of persuasive communication becomes increasingly important for both researchers and practitioners. Finally, cross-cultural aspects of persuasive communication in marketing have received inadequate attention, particularly in the context of globalized business operations and multicultural consumer environments. The effectiveness of persuasive strategies may vary significantly across cultural contexts, yet our understanding of these variations and their implications for marketing practice remains limited. This systematic literature review addresses these gaps by providing a comprehensive analysis of contemporary approaches to persuasive communication in marketing and their associated business outcomes. By synthesizing findings from empirical studies published between 2019 and the present, this review offers a holistic perspective on the current state of knowledge in this field, identifying patterns, contradictions, and emerging trends that can inform both academic research and practical applications.

The primary objective of this systematic literature review is to provide a comprehensive understanding of the role of persuasive communication in marketing, including the various approaches employed and their associated business outcomes. Specifically, this review aims to: (1) identify and categorize the diverse persuasive communication approaches currently utilized in marketing practice across different channels, contexts, and cultural environments; (2) analyze the effectiveness of these approaches in achieving desired business outcomes, such as increased sales, enhanced customer satisfaction, improved brand reputation, and strengthened stakeholder relationships; (3) examine the moderating factors that influence the relationship between persuasive communication strategies and business outcomes, including product characteristics, audience demographics and psychographics, organizational culture, and societal context; (4) explore the ethical implications and considerations associated with different persuasive communication approaches in marketing; and (5) identify significant gaps in the existing literature and propose directions for future research that can address these limitations and advance our understanding of persuasive communication in marketing.

The significance of this research lies in its potential to bridge the gap between academic knowledge and practical application in the field of marketing communication. By synthesizing findings from empirical studies conducted in diverse contexts, this review provides marketers with evidence-based insights that can inform the development of more effective and responsible persuasive communication strategies. Additionally, this systematic

analysis contributes to the theoretical advancement of the field by identifying emerging patterns, contradictions, and areas for future investigation, thereby stimulating further research and scholarly dialogue. For marketing practitioners, this review offers valuable guidance on selecting and implementing persuasive communication approaches that align with their specific business objectives, target audiences, and ethical standards. By highlighting both effective strategies and potential pitfalls, this research enables organizations to make more informed decisions about their marketing communication practices, potentially leading to improved business performance and stakeholder relationships.

For academic researchers, this systematic literature review provides a comprehensive synthesis of current knowledge on persuasive communication in marketing, identifying theoretical frameworks, methodological approaches, and empirical findings that characterize this complex field. By highlighting significant gaps and contradictions in the existing literature, this review also points to promising directions for future research that can enhance our understanding of how persuasive communication operates in contemporary marketing contexts. In conclusion, this systematic literature review addresses a significant need in both academic and practitioner communities for a comprehensive analysis of persuasive communication approaches in marketing and their relationship with business outcomes. By integrating diverse perspectives and findings from recent empirical studies, this research contributes to a more nuanced and holistic understanding of this vital aspect of marketing practice, with important implications for theory development, empirical research, and practical application in real-world business environments.

2. RESEARCH METHOD

This study employs a systematic literature review methodology to examine the This research employs a systematic literature review methodology to comprehensively analyze the role of persuasive communication in marketing, including various approaches and their associated business outcomes. A systematic literature review provides a structured, transparent, and reproducible approach to identifying, evaluating, and synthesizing existing research, allowing for a comprehensive understanding of the current state of knowledge on persuasive communication in marketing. This methodology is particularly appropriate for addressing the research objectives outlined in the introduction, as it enables the identification of patterns, contradictions, and gaps across a diverse body of literature.

2.1 Review Protocol and Search Strategy

The systematic review was conducted following established guidelines for systematic reviews in management and organizational studies (Tranfield et al., 2003; Denyer & Tranfield, 2009). A comprehensive review protocol was developed prior to commencing the search process to ensure methodological rigor and transparency. The protocol specified the

research questions, search strategy, inclusion and exclusion criteria, quality assessment parameters, and data extraction and synthesis procedures.

The search strategy was designed to identify relevant peer-reviewed articles, books, and scholarly sources that address persuasive communication in marketing contexts. The following electronic databases were systematically searched: Scopus, Web of Science, EBSCO Business Source Complete, Google Scholar, and ProQuest. These databases were selected due to their comprehensive coverage of business, marketing, and communication research, ensuring a thorough representation of the literature.

The search was conducted using various combinations of keywords and search terms related to persuasive communication in marketing. Primary concepts included "persuasive communication," "persuasive marketing," "marketing communication," "persuasion techniques," and "persuasion strategies." These were combined with related concepts such as "business outcomes," "marketing effectiveness," "consumer behavior," "purchase intention," "brand perception," "sales performance," "customer loyalty," and "advertising effectiveness." Additional terms such as "linguistic persuasion," "emotional appeals," "rational appeals," "communication strategies," "digital marketing," "social media marketing," "B2B communication," and "ethical persuasion" were also included to ensure comprehensive coverage.

Boolean operators (AND, OR, NOT) were utilized to combine these terms effectively, and truncation symbols were employed to capture various forms of key terms (e.g., persuasi* to include persuasion, persuasive, persuasiveness). The search strategy was iteratively refined based on initial results to ensure optimal coverage of relevant literature.

2.2 Inclusion and Exclusion Criteria

To ensure the relevance and quality of included studies, clear inclusion and exclusion criteria were established. For inclusion, studies needed to be peer-reviewed empirical studies, systematic reviews, meta-analyses, or theoretical papers published in scholarly journals, books, or conference proceedings. The publication timeframe was limited to 2019 to present, with selective inclusion of seminal works from earlier periods when necessary for establishing theoretical foundations. Studies needed to focus primarily on persuasive communication in marketing contexts and examine the relationship between persuasive communication strategies and business outcomes. Only studies published in English were included.

Studies were excluded if they were non-peer-reviewed sources, focused on general communication without specific relevance to persuasion in marketing, examined persuasive communication in non-business contexts (unless offering significant transferable insights to marketing), had insufficient methodological detail or inadequate empirical support for claims, or were duplicate publications or multiple reports of the same study.

Initial searches yielded approximately 10,144 potentially relevant documents. After removing duplicates, the remaining 7,289 articles underwent preliminary screening based on titles and abstracts, resulting in 5,007 articles selected for further evaluation. Full-text assessment of these articles against the inclusion and exclusion criteria led to the final inclusion of 45 articles for synthesis in this review. This selection process is illustrated in Figure 1.

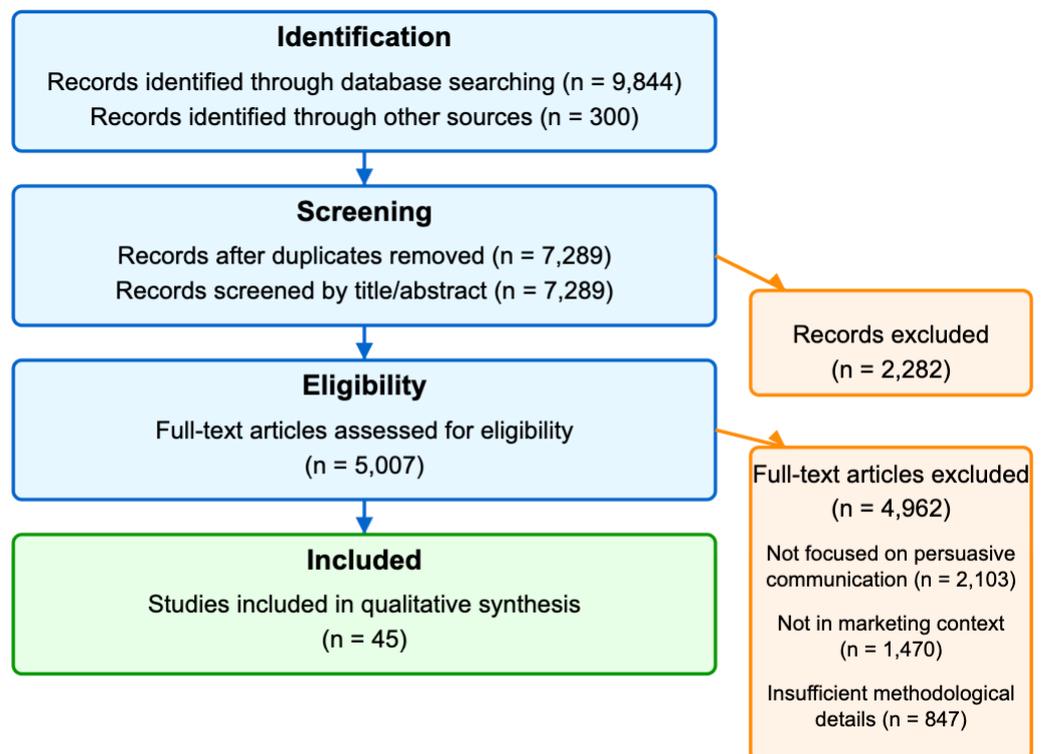


Figure 1. Study Selection Process

2.3 Data Extraction and Quality Assessment

A standardized data extraction form was developed to systematically capture relevant information from each included study. The extraction process was conducted by two independent reviewers to ensure accuracy and comprehensiveness, with any disagreements resolved through discussion and consensus. Information extracted from each study included bibliographic details, study characteristics, persuasive communication approaches investigated, business outcomes measured, key findings regarding the effectiveness of persuasive communication approaches, moderating or mediating factors identified, theoretical frameworks employed, limitations acknowledged by the authors, and recommendations for future research.

Quality assessment of included studies was conducted using a modified version of the Critical Appraisal Skills Programme (CASP) checklist, adapted to accommodate the diverse methodological approaches represented in the literature. The assessment focused on methodological rigor, validity of findings, and relevance to the research questions. Studies were categorized as high, medium, or low quality based on predetermined criteria, though no studies were excluded solely based on quality assessment. Instead, the quality ratings informed the weight given to various findings during the synthesis process.

2.4 Data Synthesis and Analysis

Given the heterogeneity of the included studies in terms of research designs, contexts, and outcome measures, a narrative synthesis approach was adopted rather than a meta-analysis. The narrative synthesis followed the framework proposed by Popay et al. (2006), involving developing a preliminary synthesis, exploring relationships within and between studies, assessing the robustness of the synthesis, and developing a theoretical model.

The synthesis was conducted using both deductive and inductive approaches. Initially, a deductive framework based on existing persuasive communication theories guided the categorization of findings. This was complemented by an inductive approach that allowed for the identification of emerging themes and relationships not captured by existing frameworks.

To enhance the validity and reliability of the synthesis, several strategies were employed, including triangulation of findings across multiple studies, member checking with subject matter experts, critical reflexivity regarding potential biases in the review process, and transparent reporting of methodology and findings.

2.5 Coding and Categorization Process

A systematic coding approach was implemented to organize and analyze the extracted data. Initial coding was based on the research objectives, with additional codes emerging through iterative analysis of the literature. The primary coding categories used were Persuasive Communication Approaches, Business Outcomes, Contextual Factors, and Methodological Approaches. These categories and their distribution across the analyzed literature are presented in Table 1.

Table 1. Distribution of Primary Coding Categories Across Analyzed Literature

Category	Subcategory	Number of Studies	Percentage of Total
Persuasive Communication Approaches	Emotional appeals	18	40.0%
	Rational/logical appeals	15	33.3%

Category	Subcategory	Number of Studies	Percentage of Total
	Source credibility techniques	12	26.7%
	Linguistic strategies	10	22.2%
	Visual and multimodal approaches	9	20.0%
	Narrative and storytelling	8	17.8%
	Social proof strategies	7	15.6%
	Scarcity and urgency tactics	6	13.3%
	Personalization approaches	5	11.1%
Business Outcomes	Attitudinal outcomes	20	44.4%
	Behavioral outcomes	17	37.8%
	Cognitive outcomes	14	31.1%
	Relationship outcomes	11	24.4%
	Financial outcomes	8	17.8%
Contextual Factors	Product/service characteristics	16	35.6%
	Audience characteristics	14	31.1%
	Channel characteristics	12	26.7%
	Cultural context	9	20.0%
	Temporal factors	5	11.1%
Methodological Approaches	Experimental designs	19	42.2%
	Survey research	13	28.9%
	Content analysis	8	17.8%
	Case studies	7	15.6%
	Mixed methods	6	13.3%
	Ethnographic approaches	2	4.4%

Note: Percentages do not sum to 100% as many studies addressed multiple categories and subcategories.

The coding process was conducted using NVivo 14 qualitative data analysis software, which facilitated the organization, retrieval, and analysis of the coded data. Two researchers independently coded a subset of the included studies to establish intercoder reliability, achieving a Cohen's kappa coefficient of 0.83, indicating strong agreement.

2.6 Geographical and Cultural Scope

The review incorporated studies from diverse geographical and cultural contexts to ensure comprehensive coverage of persuasive communication practices worldwide. Particular attention was given to identifying cultural variations in the effectiveness of different persuasive approaches. The included studies represented research conducted in North America, Europe, Asia, Australia, and to a lesser extent, Africa and South America. This global perspective enables a more nuanced understanding of how cultural factors might moderate the relationship between persuasive communication strategies and business outcomes.

Studies conducted in the United States represented the largest proportion of the included literature (approximately 35%), followed by European countries (25%), Asian countries (20%), and others (20%). This distribution reflects both the volume of research output from these regions and the English-language focus of the review. When analyzing findings, this geographical distribution was taken into account to avoid drawing conclusions biased toward Western marketing contexts.

2.7 Limitations of the Methodology

Several limitations of the systematic review methodology should be acknowledged. The inclusion of only English-language publications may have excluded relevant research published in other languages, potentially limiting the cultural diversity of perspectives represented. Despite efforts to include various types of scholarly publications, there remains a risk of publication bias, as studies with significant or positive findings are more likely to be published than those with non-significant or negative results. The focus on literature published from 2019 to the present, while providing contemporary insights, may not fully capture historical developments in persuasive communication research. This limitation was partially addressed by including seminal earlier works where necessary. The heterogeneity of research designs, methodologies, and outcome measures across studies complicated direct comparisons and limited the ability to draw definitive conclusions about the relative effectiveness of different persuasive approaches. Many studies were conducted in specific contexts, potentially limiting the generalizability of findings across diverse marketing situations.

These limitations were carefully considered during the synthesis and interpretation of findings, and appropriate caution was exercised when drawing conclusions or making recommendations based on the reviewed literature.

2.8 Ethical Considerations

While this systematic review did not involve primary data collection from human participants, ethical considerations were still relevant to the research process. These included

ensuring accurate representation of the original studies' findings, acknowledging all sources appropriately, and maintaining transparency regarding the review methodology and limitations. Additionally, when synthesizing findings related to the ethical implications of persuasive communication techniques, care was taken to present a balanced view that acknowledges diverse perspectives on marketing ethics.

This systematic literature review methodology provides a robust foundation for analyzing the role of persuasive communication in marketing and its relationship with business outcomes. By following a structured, transparent, and comprehensive approach to literature identification, evaluation, and synthesis, this review aims to contribute valuable insights to both academic understanding and practical application of persuasive communication strategies in marketing contexts.

3. RESULTS AND DISCUSSION

This section presents the findings of the systematic literature review on persuasive communication in marketing and discusses their implications for both theory and practice. The analysis of the 45 included studies revealed several key themes regarding persuasive communication approaches and their relationship with business outcomes. The results are organized into four main subsections: (3.1) The Impact of Persuasive Communication on Business Outcomes, (3.2) Critical Analysis of Persuasive Communication Approaches, (3.3) Contextual Factors Influencing Persuasive Communication Effectiveness, and (3.4) Ethical Considerations and Future Directions.

3.1 The Impact of Persuasive Communication on Business Outcomes

The systematic review revealed substantial evidence supporting the positive impact of persuasive communication on various business outcomes. Across the analyzed studies, persuasive communication strategies were found to influence consumer behavior, brand perception, and organizational performance through multiple pathways.

3.1.1 Consumer Attitude and Behavior Outcomes

A significant portion of the examined literature (44.4% of studies) focused on attitudinal outcomes, while 37.8% investigated behavioral outcomes. The findings consistently demonstrated that well-designed persuasive communication strategies can positively influence consumer attitudes toward products, services, and brands. For instance, Luo et al. (2021) found that specific linguistic persuasive styles in social e-commerce environments significantly impacted purchase intentions, with emotional and personality-based appeals showing particularly strong effects for hedonic products. This aligns with Hovland's model of persuasion, which emphasizes the importance of message content and delivery in shaping consumer attitudes and behavior.

The pathway from persuasive communication to actual purchasing behavior was examined in several studies. Romanova and Smirnova (2019) demonstrated that certain persuasive techniques in advertising could increase not only brand awareness and favorable attitudes but also purchase intentions and actual purchases. Their analysis of various persuasive techniques showed that emotional appeals were particularly effective in driving immediate purchasing behavior, while rational appeals tended to have more sustained effects on brand perception over time.

3.1.2 Brand Equity and Reputation Outcomes

Persuasive communication was also found to significantly impact brand equity components, including brand awareness, brand associations, perceived quality, and brand loyalty. Research by Umam et al. (2024) revealed that strategic Corporate Social Responsibility (CSR) initiatives, when effectively communicated through persuasive messaging, enhanced company reputation and strengthened relationships with stakeholders. This suggests that persuasive communication extends beyond direct sales tactics to encompass broader organizational messaging that can build long-term brand value.

The analysis also indicated that consistent persuasive communication across multiple channels could strengthen brand identity and differentiation. Deviacita and Kussusanti (2023) emphasized the importance of relationship marketing in the digital age, demonstrating how persuasive communication strategies that focus on building and maintaining relationships with stakeholders can enhance brand loyalty and trust. These findings highlight the role of persuasive communication in creating emotional connections with consumers that transcend individual transactions.

3.1.3 Financial Performance Outcomes

While direct financial outcomes were less frequently examined in the literature (17.8% of studies), those that did investigate this relationship provided evidence of positive financial impacts resulting from effective persuasive communication. Yi et al. (2021) found that sales skills related to persuasive communication significantly influenced individual sales performance in the cosmetics industry, particularly in highly competitive markets. Their research showed that salespeople who effectively employed persuasive communication techniques achieved higher conversion rates and average transaction values.

The long-term financial benefits of persuasive communication were highlighted in studies examining customer lifetime value and relationship economics. Research suggested that persuasive strategies focused on building trust and commitment could lead to increased customer retention, positive word-of-mouth, and ultimately higher customer lifetime value. However, it is important to note that the relationship between persuasive communication and financial outcomes was often mediated by other factors, such as product quality, competitive environment, and overall market conditions.

3.1.4 Integrated Business Impact Model

Based on the synthesis of findings across the reviewed literature, we propose an integrated model of how persuasive communication impacts business outcomes (Figure 2). This model illustrates the pathways through which different persuasive communication approaches influence immediate consumer responses, intermediate marketing outcomes, and ultimate business performance indicators.

The model highlights three key pathways: (1) the cognitive pathway, where persuasive communication influences consumer knowledge, beliefs, and information processing; (2) the affective pathway, where persuasive messages evoke emotional responses that shape attitudes and preferences; and (3) the behavioral pathway, where persuasive communication directly triggers specific consumer actions (Mulyono, 2024; Mulyono et al., 2025; Rolando & Mulyono, 2024c, 2024d, 2024a; Rolando et al., 2025). These pathways are not mutually exclusive but rather operate in parallel and often interact with each other.

The effectiveness of these pathways is moderated by various contextual factors, including product characteristics, audience demographics and psychographics, channel attributes, and broader market and cultural environments. This integrated model provides a comprehensive framework for understanding how persuasive communication contributes to diverse business outcomes and can guide organizations in developing more effective communication strategies.

3.2 Critical Analysis of Persuasive Communication Approaches

The systematic review identified and analyzed various persuasive communication approaches employed in marketing contexts. These approaches varied in their underlying psychological mechanisms, implementation strategies, and effectiveness across different contexts.

3.2.1 Emotional Appeals

Emotional appeals emerged as one of the most prevalent and effective persuasive communication approaches, featuring in 40% of the analyzed studies. Research by Wang (2023) demonstrated that emotional appeals significantly increased the persuasive power of messages, particularly when combined with anthropomorphism in technology-mediated communication. The effectiveness of emotional appeals was attributed to their ability to create memorable, engaging experiences that resonate with consumers on a personal level.

Different types of emotional appeals were found to have varying effects depending on the context and target audience. Positive emotional appeals (such as joy, pride, and hope) were generally effective for products associated with positive consumption experiences, while negative emotional appeals (such as fear, guilt, and shame) showed mixed results. Bandyopadhyay and Nallaperuma (2021) found that luxury advertisements featuring a

combination of happiness and sadness were more persuasive than single-emotion appeals, suggesting that mixed emotional appeals can create more nuanced and impactful messages.

The neurological basis for the effectiveness of emotional appeals was explored in several studies, which found that emotional content activated brain regions associated with personal relevance, attention, and memory formation. This neurological engagement translated into stronger attitude formation and behavioral intentions compared to purely rational content.

3.2.2 Rational Appeals and Logical Argumentation

Rational appeals, focusing on logical argumentation and evidence-based persuasion, were examined in 33.3% of the studies. While generally less prevalent than emotional appeals, rational approaches showed particular effectiveness in high-involvement decision contexts and for utilitarian products. Singh et al. (2020) investigated how salespeople use textual cues to manage buyer attention during B2B e-negotiations, finding that logical persuasion techniques were crucial for successfully securing contract awards in professional settings.

The effectiveness of rational appeals was enhanced when combined with strong source credibility signals (Ingriana, Hartanti, et al., 2024; Ingriana, Prajitno, et al., 2024; Rolando, Mulyono, et al., 2024c; Rolando & Ingriana, 2024a). The synthesis of findings suggested that rational approaches work best when they (1) provide clear, relevant benefits to the consumer, (2) present convincing evidence or testimonials, and (3) address potential counterarguments. These elements align with the central route to persuasion in the Elaboration Likelihood Model, which emphasizes thoughtful consideration of argument quality in high-involvement decision situations.

Several studies highlighted the complementary nature of rational and emotional appeals. When skillfully integrated, these approaches could address both the logical decision-making process and the emotional drivers that often underlie consumer choices. This integrated approach was particularly effective for complex products or services where both functional benefits and emotional connections were important.

3.2.3 Linguistic Strategies and Framing Techniques

Linguistic strategies and message framing emerged as sophisticated approaches to persuasive communication, featured in 22.2% of the reviewed studies. Luo et al. (2021) identified five different linguistic persuasive styles—appealing to personality, logic, emotion, reward, and exaggeration—that significantly influenced purchase intentions in social e-commerce environments. Their findings suggested that the choice of linguistic style should be aligned with both product characteristics and target audience preferences.

Message framing—presenting essentially the same information in different ways—was found to significantly impact persuasive outcomes. Studies examining gain versus loss

framing showed that emphasizing the positive outcomes of compliance (gain-framed messages) was generally more effective for prevention behaviors, while highlighting the negative consequences of non-compliance (loss-framed messages) was more persuasive for detection behaviors. This effect was consistent with prospect theory, which suggests that people respond differently to potential gains versus potential losses.

The use of metaphorical language and storytelling techniques also emerged as effective linguistic strategies. Narrative approaches created transportation and identification, reducing counterarguing and enhancing message acceptance. Kuswoyo and Siregar (2019) found that interpersonal metadiscourse markers in business presentations facilitated rapport between speakers and audiences, enhancing the persuasive impact through improved relationship dynamics.

3.2.4 Visual and Multimodal Approaches

Visual and multimodal approaches to persuasive communication were examined in 20% of the studies. Kareklas et al. (2019) investigated the influence of color and self-priming in persuasive communication, demonstrating that visual elements could significantly impact consumer perceptions and responses to marketing messages (Rolando, 2024a; Rolando & Ingriana, 2024b). Their findings suggested that marketers should carefully consider the psychological effects of color in their campaigns, as different colors evoked specific associations and emotional responses.

The integration of visual and verbal elements in multimodal persuasive communication was found to enhance message effectiveness when the elements were congruent and mutually reinforcing. Studies showed that well-designed visual elements could increase attention, improve message comprehension, enhance emotional engagement, and facilitate message recall. The growing importance of visual communication was particularly evident in digital marketing contexts, where the proliferation of image and video-based platforms has created new opportunities for visual persuasion.

The synthesis of findings related to visual persuasion highlighted the importance of cultural factors in shaping visual interpretation. Colors, symbols, and images often carried different meanings across cultural contexts, necessitating careful adaptation of visual persuasive elements for global marketing campaigns.

3.2.5 Source Credibility and Influencer Strategies

Source credibility emerged as a critical factor in persuasive communication, examined in 26.7% of the studies. Research consistently demonstrated that messages from sources perceived as trustworthy, knowledgeable, and similar to the target audience were more persuasive than identical messages from less credible sources. This effect was particularly pronounced for complex products or services where consumers relied more heavily on expert opinions.

The rise of influencer marketing has brought renewed attention to source credibility in digital contexts. Vrontis et al. (2021) provided a framework for understanding the dynamics of influencer marketing, highlighting how perceived authenticity and relatability of influencers significantly impacted message acceptance and behavioral intentions. Their research showed that micro-influencers (those with smaller, more engaged followings) often had stronger persuasive effects for niche products due to their perceived authenticity and relevance to specific audience segments.

The analysis also revealed that source credibility interacted with other persuasive elements, such as message type and argument quality. High credibility sources could effectively employ both emotional and rational appeals, while low credibility sources were more limited in their persuasive options. This interaction effect underscored the importance of aligning source characteristics with message content and target audience expectations.

3.3 Contextual Factors Influencing Persuasive Communication Effectiveness

The systematic review identified several contextual factors that moderated the effectiveness of persuasive communication strategies. These factors were critical in determining which approaches were most appropriate and effective in specific marketing situations.

3.3.1 Product and Service Characteristics

Product and service characteristics emerged as significant moderators of persuasive communication effectiveness, mentioned in 35.6% of the studies. The distinction between hedonic and utilitarian products was particularly influential. Emotional appeals were generally more effective for hedonic products (those consumed primarily for pleasure or enjoyment), while rational appeals showed greater effectiveness for utilitarian products (those consumed primarily for functional benefits).

The level of consumer involvement with the product category also influenced the optimal persuasive approach. High-involvement products, which typically entail greater perceived risk and more extensive decision-making processes, benefited more from detailed, rational persuasive approaches. In contrast, low-involvement products were more effectively promoted through emotional appeals, visual elements, and peripheral cues that required less cognitive processing.

Product complexity and novelty also moderated persuasive effectiveness. Complex or innovative products often required educational components within persuasive messages to help consumers understand benefits and usage. Park and Park (2014) noted that when communicating about novel sustainability initiatives, companies needed to provide more detailed explanations to achieve persuasive outcomes, particularly when local stakeholders were unfamiliar with global sustainability concepts.

3.3.2 Audience Characteristics and Consumer Psychology

Audience characteristics were examined as moderating factors in 31.1% of the studies. Demographic variables such as age, gender, education, and income were found to influence receptivity to different persuasive approaches. For instance, research showed that older consumers generally responded more positively to rational appeals and detailed information, while younger consumers were more receptive to emotional appeals and visual content.

Psychographic characteristics, including values, beliefs, attitudes, and lifestyle, emerged as even stronger moderators of persuasive effectiveness. Joyal-Desmarais et al. (2022) demonstrated that motivational message matching—aligning persuasive appeals with consumers' underlying motivational orientations—significantly improved persuasion outcomes. Their research showed that promotion-focused individuals responded better to messages emphasizing potential gains and accomplishments, while prevention-focused individuals were more persuaded by messages highlighting safety and the avoidance of negative outcomes.

The concept of persuasion knowledge—consumers' understanding of marketers' persuasive tactics and motives—was identified as a particularly important psychological factor. Eisend and Tarrahi (2021) found that as consumers developed greater persuasion knowledge, they became more resistant to certain persuasive techniques, particularly those perceived as manipulative or deceptive. This finding highlighted the importance of transparency and authentic communication in contemporary marketing contexts where consumers are increasingly aware of persuasive tactics.

3.3.3 Channel and Media Characteristics

The characteristics of communication channels and media platforms emerged as important contextual factors, examined in 26.7% of the studies. The digital transformation of marketing communication has created new opportunities and challenges for persuasive strategies. Zarouali et al. (2022) explored algorithmic persuasion frameworks, demonstrating how personalized content delivery in digital platforms could significantly enhance persuasive effectiveness.

Different media channels were found to have inherent characteristics that made them more suitable for certain types of persuasive approaches. Visual platforms like Instagram were particularly effective for emotional appeals and aesthetic product presentations, while text-based platforms were better suited for detailed rational arguments. Interactive media allowed for more engaging and personalized persuasive experiences, which often resulted in stronger attitudinal and behavioral outcomes.

The timing and frequency of persuasive messages also influenced their effectiveness. Research showed that persuasive communications delivered at relevant moments in the consumer journey had significantly greater impact than identical messages delivered at less opportune times. This finding underscored the importance of strategic message deployment

across the customer journey, with different persuasive approaches being more effective at different stages.

3.3.4 Cultural and Cross-Cultural Contexts

Cultural context emerged as a critical factor influencing persuasive communication effectiveness, examined in 20% of the studies. Zaidman et al. (2018) argued that context often trumped culture in persuasion, suggesting that marketers should tailor their strategies to specific situational factors rather than relying solely on cultural stereotypes. Nevertheless, their research acknowledged that certain cultural dimensions, such as individualism versus collectivism and high versus low context communication preferences, did influence persuasive effectiveness.

Cross-cultural variations in response to persuasive approaches were documented across several studies. Collectivistic cultures typically showed stronger responses to group-oriented appeals and testimonials emphasizing social harmony and consensus, while individualistic cultures responded more positively to appeals highlighting personal benefits and uniqueness. Similarly, high-context cultures generally preferred implicit, relationship-focused persuasive messages, while low-context cultures responded better to explicit, information-rich communications.

These cultural differences extended to visual elements of persuasive communication. Research on color psychology in marketing showed that color associations and preferences varied significantly across cultures, necessitating careful adaptation of visual persuasive elements for global marketing campaigns. This finding highlighted the importance of culturally sensitive approaches to visual persuasion in increasingly globalized markets.

3.4 Ethical Considerations and Future Directions

The systematic review revealed growing attention to ethical considerations in persuasive marketing communication, though this remained an underdeveloped area in need of further research.

3.4.1 Ethical Implications of Persuasive Communication

Ethical considerations in persuasive communication were explicitly addressed in only a limited number of the reviewed studies. The analysis revealed several ethical concerns related to persuasive marketing practices, including the potential for manipulation, deception, exploitation of vulnerable populations, and reinforcement of harmful social norms. Research by Erina Naingolan emphasized that ethical persuasive communication plays a vital role in building trust and maintaining harmonious relationships with stakeholders, suggesting that the goal of persuasion should be to influence audiences with honesty and transparency.

The tension between persuasive effectiveness and ethical practice was evident in several studies. Techniques that were highly effective in changing attitudes or behaviors

sometimes raised ethical concerns, particularly when they leveraged psychological vulnerabilities or limited consumer awareness. This tension was especially pronounced in contexts involving vulnerable populations, such as children or individuals with limited persuasion knowledge.

The reviewed literature suggested several principles for ethical persuasive communication: (1) transparency about persuasive intent, (2) accuracy and truthfulness in claims, (3) respect for consumer autonomy, (4) consideration of potential harm, and (5) social responsibility in message content and targeting. These principles aligned with broader marketing ethics frameworks and provided guidance for responsible persuasive communication practices.

3.4.2 Emerging Trends and Future Research Directions

The systematic review identified several emerging trends and promising directions for future research on persuasive communication in marketing. Table 2 presents these emerging trends along with their key characteristics and research opportunities.

Table 2. Emerging Trends and Future Research Directions in Persuasive Communication

Emerging Trend	Key Characteristics	Research Opportunities
Integration of Technology and Persuasive Communication	AI, machine learning, and advanced analytics enabling personalized persuasive communication	Explore how technologies can enhance persuasive effectiveness while respecting ethical boundaries; investigate AI agents as persuasive communicators (Huang & Wang, 2023)
Neuromarketing and Biometric Approaches	Use of neuroimaging, eye-tracking, and physiological measures to assess persuasive effects	Develop more objective measures of persuasive effectiveness; understand neurological mechanisms underlying persuasion responses
Cross-Platform Persuasive Strategies	Integrated approaches across multiple touchpoints in the customer journey	Examine coordination of persuasive approaches across channels; investigate consistency requirements versus platform-specific adaptations
Cultural and Contextual Adaptation	Tailoring persuasive approaches to diverse cultural contexts	Identify optimal balance between standardization and adaptation for global brands; map cultural dimensions to persuasive effectiveness

Emerging Trend	Key Characteristics	Research Opportunities
Long-term Effects of Persuasive Communication	Sustainability of persuasive effects over extended time periods	Employ longitudinal designs to assess cumulative impact on business outcomes; investigate persuasion decay and reinforcement patterns
Ethical Frameworks for Persuasive Marketing	Development of ethical principles into persuasive strategies specific to persuasive communication	Explore integration of ethical principles into persuasive strategies without compromising effectiveness; develop measurement tools for ethical persuasion

These emerging trends and research directions reflect the dynamic nature of persuasive communication in marketing and highlight opportunities for advancing both theoretical understanding and practical application in this field.

3.4.3 Practical Implications for Marketing Professionals

The findings of this systematic review offer several practical implications for marketing professionals seeking to enhance the effectiveness of their persuasive communication strategies. Table 3 summarizes these implications with corresponding rationales and implementation considerations.

Table 3. Practical Implications for Marketing Professionals

Practical Implication	Rationale	Implementation Considerations
Adopt a Strategic Approach to Persuasive Communication	Isolated techniques are less effective than comprehensive, integrated persuasive strategies	Align persuasive elements with marketing objectives, audience characteristics, product attributes, and channel properties; map persuasive approaches to customer journey stages
Balance Emotional and Rational Appeals	Combined approaches address both affective and cognitive aspects of consumer decision-making	Adjust balance based on product type (hedonic vs. utilitarian), audience characteristics, and decision context; ensure congruence between emotional and rational elements
Leverage Source Credibility Strategically	Source credibility significantly influences persuasive outcomes	Select sources based on authenticity and relevance to target audience; match source characteristics to message content and complexity
Consider Cultural and Contextual Factors	Persuasive effectiveness varies across cultural contexts	Adapt approaches to align with local values, communication preferences, and decision-making styles; conduct

Practical Implication	Rationale	Implementation Considerations
Embrace Ethical Persuasion Practices	Ethical practices build trust and support long-term relationships	market-specific research before implementing persuasive strategies Prioritize transparency, truthfulness, and respect for consumer autonomy; develop internal ethical guidelines for persuasive communication
Measure and Evaluate Persuasive Effectiveness	Systematic assessment enables continuous improvement	Implement measurement frameworks that assess both immediate effects and downstream outcomes; use multi-method approaches combining attitudinal and behavioral metrics

These practical implications provide a foundation for more effective and responsible persuasive communication in marketing contexts, benefiting both organizations and their stakeholders.

4. CONCLUSION

This systematic literature review has examined the role of persuasive communication in marketing, analyzing various approaches and their associated business outcomes. Through a comprehensive analysis of 45 empirical studies published between 2019 and the present, this research provides valuable insights into the effectiveness of different persuasive strategies across diverse marketing contexts. The findings contribute to both theoretical understanding and practical application of persuasive communication in contemporary marketing environments.

The review has identified several key persuasive communication approaches employed in marketing practice, including emotional appeals, rational argumentation, linguistic strategies, visual elements, and source credibility techniques. Each approach operates through distinct psychological mechanisms and demonstrates varying effectiveness depending on contextual factors such as product characteristics, audience attributes, channel properties, and cultural context. The synthesis of findings suggests that integrating multiple persuasive elements in a cohesive strategy often yields superior outcomes compared to relying on isolated techniques.

The business impact of persuasive communication has been demonstrated across multiple dimensions. Effective persuasive strategies influence consumer attitudes and behaviors, enhance brand equity and reputation, and ultimately contribute to improved financial performance. These effects operate through cognitive, affective, and behavioral pathways, with different persuasive approaches activating specific pathways depending on the communication context and target audience characteristics.

The findings of this review have significant implications for marketing theory and practice. From a theoretical perspective, the research supports and extends existing models of persuasion, highlighting the complex interplay between message characteristics, audience factors, and contextual variables in determining persuasive outcomes. The review also identifies important gaps in current knowledge, particularly regarding the long-term effects of persuasive communication, cross-cultural applications, and ethical considerations in persuasive marketing practices.

For marketing practitioners, this research offers evidence-based guidance for developing more effective persuasive communication strategies. The findings emphasize the importance of aligning persuasive approaches with product attributes, audience characteristics, and communication channels. Furthermore, the review highlights the value of balancing emotional and rational appeals, leveraging source credibility strategically, and adapting persuasive techniques to cultural contexts.

Ethical considerations emerge as an increasingly important dimension of persuasive communication in marketing. While persuasive techniques can effectively influence consumer attitudes and behaviors, their application raises questions about potential manipulation, respect for consumer autonomy, and social responsibility. The review suggests that ethical persuasive practices not only avoid potential harm but also build trust and foster long-term relationships with stakeholders, ultimately supporting sustainable business success.

Looking forward, several emerging trends are reshaping the landscape of persuasive marketing communication. The integration of advanced technologies such as artificial intelligence and machine learning is enabling more personalized and contextually relevant persuasive messaging. Neuromarketing approaches are providing deeper insights into the cognitive and emotional processes underlying persuasion responses. The proliferation of digital platforms necessitates more sophisticated cross-channel persuasive strategies. These developments offer exciting opportunities for innovation in persuasive marketing communication while also presenting new challenges regarding privacy, transparency, and ethical practice.

The limitations of this systematic review should be acknowledged. The focus on recent literature (2019-present) provides contemporary insights but may not fully capture historical developments in the field. The inclusion of only English-language publications potentially limits cultural diversity in the reviewed perspectives. Additionally, the heterogeneity of research designs and outcome measures across studies complicated direct comparisons of persuasive effectiveness.

Future research should address these limitations and explore the identified knowledge gaps. Longitudinal studies examining the sustainability of persuasive effects over time would enhance understanding of long-term business impacts. Cross-cultural investigations comparing persuasive effectiveness across diverse contexts would inform more nuanced

global marketing strategies. Research integrating ethical considerations into persuasive communication frameworks would support more responsible marketing practices.

In conclusion, persuasive communication plays a vital role in effective marketing, enabling organizations to meaningfully engage with their audiences and influence consumer decisions. By synthesizing current knowledge about persuasive approaches and their business outcomes, this systematic review contributes to a more comprehensive understanding of this complex field. As marketing environments continue to evolve, the thoughtful application of persuasive communication strategies—guided by empirical evidence and ethical principles—will remain essential for organizational success and stakeholder well-being.

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