



Persuasive Language in Women's Brand Advertising on Social Media: A Corpus-Based Study of Social Media Advertisements

Muhammad Imran
Dr. Rana Imran Ali
Muhammad Asif

¹Lecturer in English, Department of English, Virtual University of Pakistan
m.imran@vu.edu.pk

²Assistant Professor, Department of English, Virtual University of Pakistan
ranaimranali@vu.edu.pk

³Lecturer in English, Department of English, Virtual University of Pakistan
masif@@vu.edu.pk

Abstract:

This study employs a corpus-based discourse analysis to identify and categorize the most frequent lexical patterns and collocations and to analyze how these patterns construct specific discursive representations. In this regard, a specialized corpus was designed from all three social media sources (i.e., YouTube, Facebook, and Instagram). Various corpus-based tests were conducted using LancsBox and Voyant Tools (for details, please refer to the study instrument) to obtain quantitative data and language patterns to support findings aligned with the study's objectives. After obtaining quantitative findings, the data were interpreted qualitatively using a partially applied CDA framework by Norman Fairclough. Analysis of four data sets, clothing, shoes, fashion, and jewellery, shows a strategic bifurcation in ideas based on product utility. Functional categories like "Clothing and Shoes" rank "sensory-affective" and "technical-reliability" patterns, using lexemes such as "breathable" and "durable" to engage the consumers and validate physical trust with the products. Comparatively, "Fashion and Jewellery brands employ "prestige-heavy" terms like "iconic" and "exclusive" to trigger aspirational needs for social eminence. Across all categories, "premium" and "stylish" function as universal quality indicators optimized for fast-scrolling environments. The results show that advertisements on social media with a high success rate have a significant impact on consumers' mental images of the product and their behavior to buy it. These results also show an immediate sensory reward for consumers, providing them with long-term symbolic prestige by tailoring linguistic choices to either the consumers' physical experience or the product's social identity.

Keywords: Social media, Brand value, Corpus Linguistics, Discourse Analysis, Consumer

Background of the Study

Language patterns, terminology, and narrative styles play an important role in crafting the messages of various brands to create an image in consumers' minds. These patterns evoke emotions, convey values, and encourage connections among the consumers. In this regard, social media is playing a major role in shaping consumers' perceptions of various products. The practice of product branding has undergone a transformation, driven by the integration of technological features with conventional marketing techniques in both domestic and international markets. Most fashion brands adopt a casual tone when communicating with their audience. Evidently, the rise of a new trend – social media – has been identified as one of the key strategic moves that has significantly transformed branding patterns associated with multinational corporations in both local and global contexts. A holistic study of such language patterns will enable researchers to understand the complexities of brand communication on social media. One can develop a deeper understanding of the strategies various women's fashion brands use to build meaningful relationships and promote positive social change.

Companies raise their brand presence on social media platforms such as Facebook, Instagram, YouTube, X (Twitter), TikTok, Reddit, and WeChat to build enduring relationships with customers (Hamilton et al., 2016). In addition to offering an additional way to customize objectives, these devices enable companies to interact more equitably by engaging with relational organizations (Fournier & Avery, 2011). After that, businesses or clients are free to begin any conversation. Accordingly, a "brand conversation" is a sequence of online, publicly shared conversations among several people, with one person serving as the brand's public face. Consumer-run online forums and brand-run Instagram profiles are two instances of venues where brand-consumer dialogue can take place. Research has shown that emblematic conversation can be visible as a form of employer expression, motivated by its values and congruent with its character, in online exchanges between organizations and customers (Michel, 2017). (Cruz et al., 2017) have offered evidence in this regard, demonstrating that groups that adopt private pronouns foster more advanced stages of consumer interaction than those that do not (Cruz et al., 2017). The continuous development of social media has enabled word-of-mouth content. Communication is characterized by many factors, including the language used in relationships.

Problem Statement

Social media is one of the most persuasive platforms for advertising products, particularly women's brands such as cosmetics, clothing, and skincare. Advertising companies use various language patterns to influence consumers' minds and effectively boost their products. The language choices in these advertisements often include persuasive words, promotional language, and emotionally appealing expressions that influence consumers' attitudes and buying behavior. In Pakistan, there is limited academic research on analyzing the language patterns/linguistic features employed in social media advertisements for women's brands, particularly through a corpus-based lens. Therefore, the researchers aim to conduct a comprehensive corpus-based study to analyze the persuasive language patterns used in women's brand ads on social media platforms. This would help unearth how language constructs and reinforces certain ideas and perceptions about the brands and their target audiences. Ideas of femininity, empowerment, and consumerism, among others, inform the discourse circulating women's brands on social media. How these ideas are expressed and bargained for through language is where brand identities and consumer perceptions are

created. By analyzing language patterns in a small corpus of advertisements, the study will also help explain how language is strategically used to influence and engage consumers.

Research Objectives

1. To identify and categorize the common persuasive language patterns used in women's brand advertisements on social media.
2. To analyze how language patterns are used to engage and influence consumers in social media advertisements for women's brands.

Research Questions

1. What persuasive language patterns are commonly utilized in women's brand advertisements on social media?
2. How do these language patterns engage and influence potential consumers?

By analyzing language patterns, this study will help establish a theoretical framework for female-focused social media brand communication. Understanding the strengths of specific language functions will also enable readers, particularly language/linguistics students, to tailor their discourse for optimal impact.

Literature Review

The media has always been part of people's lives, even when people shared their thoughts through paintings and writings. In general, media can be divided into four main categories: print media, broadcast media, internet media, and social media. The goal of media is to deliver an advertising and marketing message to the audience through the most suitable media channel for the product.

Social media refers to a set of technologies that facilitate the sharing of ideas and information among users. Social media typically promotes user-generated content that invites engagement through likes, shares, feedback, and dialogue. Social media has become omnipresent in everything we do, and as a result, it is an incredible tool for connecting with people at both the individual and business levels. Moreover, studies showing women as the majority of users across numerous social media platforms highlighted an opportunity for brands to reach and engage their target audience easily. (Hooda & Hooda, 2018).

Functions of Linguistic Features in Branding

Linguistic features encompass a wide range of elements in the text, such as tone, style, narrative style, and word selection, that collectively shape the brand's character and identity (Smith, 2019). For women's brands, language tactics take center stage in conveying values such as empowerment, inclusivity, and authenticity—which make a lot of sense to female customers (Brown & Johnson, 2018). The words a brand chooses can very well determine the perception it receives. It either builds emotional connections that lead to loyal customers or alienates potential clients due to poor interpretation of the selected words (Jones & Lee, 2020).

Marketing Communication

Language choices and marketing communications in advertising are important factors in shaping consumer attitudes and behaviors (Gilles, 2016). Language choices in marketing communication can either contribute to traditional gender differences or challenge them by supporting and promoting narratives (Davis et al., 2021). It is necessary to consider the influence of messages on gender-stereotyped notions to design messages that are meaningful to all women and to the diverse group of women who seek distinctive texts that reflect their personalities (Nguyen & Nguyen, 2019).

Social Media Advertising Strategy

Social media platforms like Facebook and Instagram have distinct communication channels and user bases (Park & Cho, 2020). In fact, conversational tactics unique to Facebook focus primarily on textual social communication and interaction, whereas Instagram's uniqueness lies in aesthetic and meaningful acknowledgment (Chang & Lee, 2021). Thus, researchers can assess the effectiveness of linguistic strategies in targeting female audiences and the rate of change across these platforms, highlighting the role of platform changes, particularly in digital media marketing (Lin & Wu, 2018).

Consumer Behavior and Brand Perception

Research shows that language characteristics, such as personality and storytelling, can positively influence consumers' purchase intentions and thoughts (Escalas & Stern, 2003).

Brand Authenticity

Authenticity is the key to building trust and customer loyalty, especially in the digital environment where originality drives sharing and feedback (Muniz & Schau, 2005).

Advertising Value

The advertising value reflects customer satisfaction and experience. In other words, it measures the value of advertising from the customer's perspective and determines whether a product has met consumer expectations (Zeithaml, 1988). Customers generate content on social media, sharing information and ideas, and interacting with others. Consequently, more active users may create new business advertising values for consumers as well (Akyüz, 2013). However, inappropriate or unethical advertisements can make people feel they are getting less value for their money. Therefore, there may be instances in which individuals' attitudes are negatively affected (Balakrishnan et al., 2013).

Research on how consumers evaluate advertisements has indicated that informative advertisements increase the value of advertising (Bayrak Meydanoğlu, 2016; Brackett & Carr, 2001; Dehghani et al., 2016; Elden et al., 2014; Erkan et al., 2019; Kayapınar et al., 2017; Ling et al., 2010; Logan et al., 2012; Liu et al., 2012; Martins et al., 2018; Murillo et al., 2016; Sabuncuoğlu & Gülay, 2016; Saxena & Khanna, 2013; Shareef et al., 2019; Ünal et al., 2011; Zafar & Khan, 2011). Other researchers found that consumers generally have a positive attitude toward informative ads (Tsang et al., 2004; Wang et al., 2009; Ling et al., 2010; Ünal et al., 2011; Zafar & Khan, 2011).

Theoretical Framework and Research Methodology

The social constructionist view of power has been heavily shaped by Foucault's ideas (Burr, 2015). According to Foucault, the discursive construction of social reality means that language and discourse shape our understanding and perception of social phenomena, events, and identities. This idea is based on social constructionism as a theoretical framework which involves many other theories such as Social Constructionism (i.e.,: knowledge and social realities are constructed through language and discourse), Critical Discourse Analysis (language is used to maintain, resist or transform the current power relations, discourses and structures hence it is analyzed in CDA, Symbolic Interactionism (considers the way meanings are created through symbolic communication in society), Poststructuralist (reveals the fact that stability of reference entails risks and cannot be proven while it demonstrates how languages produce infinitely more meanings) and Narrative Theory (interrogate the means by which stories and accounts shape our interpretations of occasions, identities, and encounters).

Discourse vs Idea

Discourse defines the art of using language in social contexts to produce meaning and establish knowledge. It deals with vast systems of language use rather than single words or sentences that constitute reality. In contrast, the idea pertains to the thought, belief, or opinion that may be independent of the language or discourse. Ideas in the context of women's brands on social media could include empowerment, beauty standards, sustainability, or other topics typically challenged or advocated in discourse. The ideas are concrete elements that form a discourse structure around brands, generally shaping brand positioning within societal values and trends.

Corpus Linguistics

Brindle (2016) defines a corpus as a collection of real-time, computer-readable texts that adhere to a set of rules for a specific study strategy. Even if researchers had to make detailed efforts with pen and paper rather than using quick, convenient cutting-edge technology, the same concept could be applied to pre-digital corpora. Lüdeling and Kytö (2008) and O'Keeffe and McCarthy (2010) consider the 13th-century biblical concordances to be among the earliest major periods in corpus-based linguistics research. Grammars, dictionaries, and the Survey of English Usage (SEU) Corpus are just a few examples of pre-digital corpora. The term "corpus linguistics" was first used to highlight the differences between computer-based and corpus-driven language study. Nonetheless, there are many different interpretations of the era in modern times. Specifically, Taylor (2008) sought to integrate diverse viewpoints on corpus linguistics to create a more complete picture of the field. "A device, a way, a technique, a methodological technique, a subject, a concept, a theoretical approach, a paradigm (theoretical or methodological), or a mixture of these" is how the author of the article defines expertise in corpus linguistics (Taylor, 2008, p. 180).

Rationale behind Methodological Synergy

The synergy between these two approaches provides a comprehensive view of the language used in women's brand advertisements on social media. Quantitative analysis will provide statistical evidence on specific language patterns, while qualitative analysis will provide contextual evidence on the impact of brand advertisements.

Research Design

The present study used a mixed-methods approach, combining quantitative and qualitative methods, to identify and analyze how various brands use patterns to influence viewers' minds. Quantitative findings will be obtained using corpus software, and qualitative interpretation will be conducted by partially drawing on Fairclough's CDA model (1995). It (mixed method) is increasingly used to provide a more comprehensive understanding of complex research problems than either approach alone could produce (Creswell & Clark, 2017).

Structuring of Corpora

A small, specialized corpus was obtained from social media apps for this study, consisting of purposively selected advertisements from Facebook, Instagram, and YouTube. The advertisements were selected based on their thematic relevance to women's brands.

Utilization of Corpus Softwares

- LancsBox
- Voyant Tools

Instrument of the Study

- Occurrence Test
- Most Frequent in the Overall Corpus and Distinctive Words Separately
- General Words (YouTube, Facebook, and Instagram) Separately
- Brand Wise Promotional Words (YouTube, Facebook, and Instagram) Separately
- Keywords in Context Analysis
- Links between Words (YouTube, Facebook, and Instagram) Collectively
- Trend Analysis (YouTube, Facebook, and Instagram) Collectively
- Collocation Analysis
- Persuasive Lexical Patterns

Data Analysis Procedures

First, the researchers watched the five selected episodes of Mere Pass Tum. Second, English translations of those episodes were obtained from YouTube and transcribed. A specialized corpus of dialogues was then compiled from the five selected episodes, with a particular focus on gendered language and themes related to moral judgment. Data annotation was done manually because Corpus Software does not support such features for Urdu, including tagging (i.e., where necessary). The corpus is divided into male and female character dialogues for focused comparison. Text-based analysis of the study instrument was conducted using LancsBox and Voyant Tools. Appraisal Theory (Martin & White, 2005) is used to analyze moral judgments expressed through adjectives, nouns, and modal verbs, while Fairclough's CDA (1995) model is partially applied to analyze gender ideology and power relations in the dialogue. After that, language patterns are interpreted to show how the drama constructs gendered moral evaluation.

Data Analysis

Table 1

Occurrence Test

Corpus	Language	Tokens	Types	Lemmas
Instagram data collection file	English	2,251	818	717
Facebook data collection file	English	1,948	816	813
YouTube data collection file	English	6,370	2,014	1,782

This test was executed using the LancsBoX software, which shows the total number of tokens, types, and lemmas.

Figure 1

Occurrence Test Results Using the Voyant Tools

This test was conducted using the Voyant Tool, which shows the most frequent and distinctive words relative to the rest of the corpus (YouTube, Facebook, and Instagram).

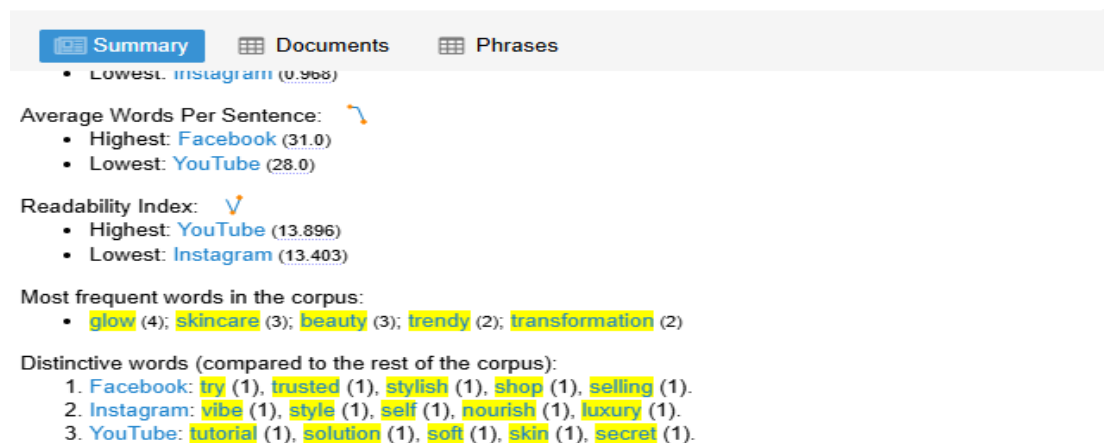


Table 2 *General Words Used Across Media Sources*

Sr. No.	YouTube	Instagram	Facebook
1	beauty	glow	discover
2	glow	glam	try
3	flawless	beauty	new
4	natural	aesthetic	exclusive
5	skincare	flawless	limited
6	makeup	radiant	offer
7	routine	skincare	discount
8	transformation	makeup	shop
9	confidence	glow-up	collection
10	radiant	self-care	premium

Sr. No.	YouTube	Instagram	Facebook
11	smooth	confidence	quality
12	perfect	shine	beauty
13	hydrating	fresh	skincare
14	nourishing	natural	glow
15	fresh	smooth	anti-aging
16	healthy	hydrate	rejuvenate
17	amazing	nourish	refresh
18	luminous	elegant	luxurious
19	soft	luxury	elegant
20	shine	style	comfortable
21	skin	trendy	stylish
22	tutorial	vibe	trendy
23	results	love	best-selling
24	before	perfect	clinically proven
25	after	must-have	trusted
26	secret	daily	popular
27	solution	routine	formula
28	professional	transformation	results

This test was executed using the Voyant Tool and was intentionally edited to display the data in a single table. The table shows 28 frequently used promotional words across three social media platforms—YouTube, Instagram, and Facebook—in the context of women's brands, including fashion (beauty and skincare products), clothing, jewelry, and shoes. From a quantitative corpus perspective, the interpretation focuses on distribution, thematic clusters, and lexical tendencies across the three platforms.

YouTube Lexical Pattern

The YouTube column contains words such as *tutorial*, *before*, *after*, *routine*, *transformation*, *results*, and *professional*. This shows that YouTube data focuses on demonstration, which aligns with the platform's video-based format.

Instagram Lexical Pattern

Instagram indicates an aesthetic and lifestyle vocabulary. Words such as *aesthetic*, *glam*, *elegant*, *luxury*, *trendy*, *style*, and *vibe* account for roughly 9–10 items (around 32–36%) in the dataset. This quantitative data shows that Instagram discourse focuses on visual appeal, fashionability, and lifestyle branding rather than procedural explanation.

Facebook Lexical Pattern

The data set reveals the presence of commercial and promotional vocabulary such as *offer*, *discount*, *shop*, *collection*, *premium*, *best-selling*, *popular*, and *limited*, which constitute approximately 10–12 items (around 40–45%).

Cross-Platform Lexical Tendencies

A comparative corpus view reveals three dominant discourse orientations:

Table 3 *Comparative Corpus View Revealing Three Dominant Discourse Orientations*

Platform	Dominant Lexical Orientation	Approximate Proportion
YouTube	Instructional / transformation discourse	~30-35%
Instagram	Aesthetic / lifestyle branding	~32-36%
Facebook	Commercial / promotional marketing	~40-45%

This distribution suggests that each platform constructs women-brand discourse differently according to its communicative affordances.

Within the view of CL, the data shows that:

Narratives of transformation and demonstration are the main topics of discussion in YouTube advertisements. Instagram discourse emphasizes aspirational lifestyles and aesthetic identities. The Facebook dataset emphasizes consumer persuasion and direct marketing.

The lexical frequencies and semantic clusters across the three platforms vary, revealing distinct communicative tactics within the language of digital marketing, despite their shared core beauty lexicon.

Table 4 *Brand-Wise Promotional Words Used on YouTube*

1. YouTube Promotional Words

Fashion	Clothing	Jewellery	Shoes
stylish	comfortable	sparkling	comfortable
trendy	soft	elegant	stylish
chic	breathable	luxury	durable
glamorous	premium	diamond	trendy
elegant	casual	gold	sporty
iconic	modern	silver	lightweight
fashionable	cozy	shine	flexible
aesthetic	fitted	premium	running
bold	cotton	classic	cushioned
modern	linen	precious	supportive
luxury	warm	gemstone	stable
classic	relaxed	radiant	grip
vibrant	stretch	timeless	athletic
statement	stylish	brilliant	performance
sophisticated	quality	delicate	sleek
runway	breathable	polished	fashionable
signature	elegant	refined	active
designer	modern	handcrafted	durable
premium	minimal	luxury	everyday
exclusive	versatile	sparkle	reliable

The table outlines key promotional words used on YouTube for various product categories such as fashion, clothing, jewelry, and shoes. Terms like "stylish," "premium," and "luxury" are emphasized to highlight both aesthetic appeal and product quality, while words like "comfortable," "durable," and "flexible" focus on the functional aspects of the products.

Table 5 Brand-Wise Promotional Words Used on Facebook

2. Facebook Promotional Words

Fashion	Clothing	Jewellery	Shoes
trendy	comfortable	elegant	stylish
stylish	soft	luxury	comfortable
fashionable	casual	sparkling	durable
elegant	premium	gold	trendy
modern	cotton	silver	flexible
chic	cozy	diamond	lightweight
premium	relaxed	shine	sporty
designer	breathable	gemstone	supportive
classic	fitted	radiant	grip
vibrant	stylish	precious	running
luxury	modern	classic	athletic
bold	quality	brilliant	performance
iconic	elegant	timeless	stable
statement	warm	refined	sleek
runway	versatile	polished	everyday
sophisticated	stretch	handcrafted	fashionable
exclusive	casual	luxury	reliable
signature	breathable	delicate	comfortable
contemporary	premium	sparkle	flexible
refined	stylish	premium	durable

The table displays a set of promotional words used on Facebook across different product categories like fashion, clothing, jewelry, and shoes. Common terms like "stylish," "premium," and "elegant" are used to emphasize luxury and high quality, while words like "comfortable," "flexible," and "sporty" highlight functionality and comfort.

Table 6 Brand-Wise Promotional Words Used on Instagram

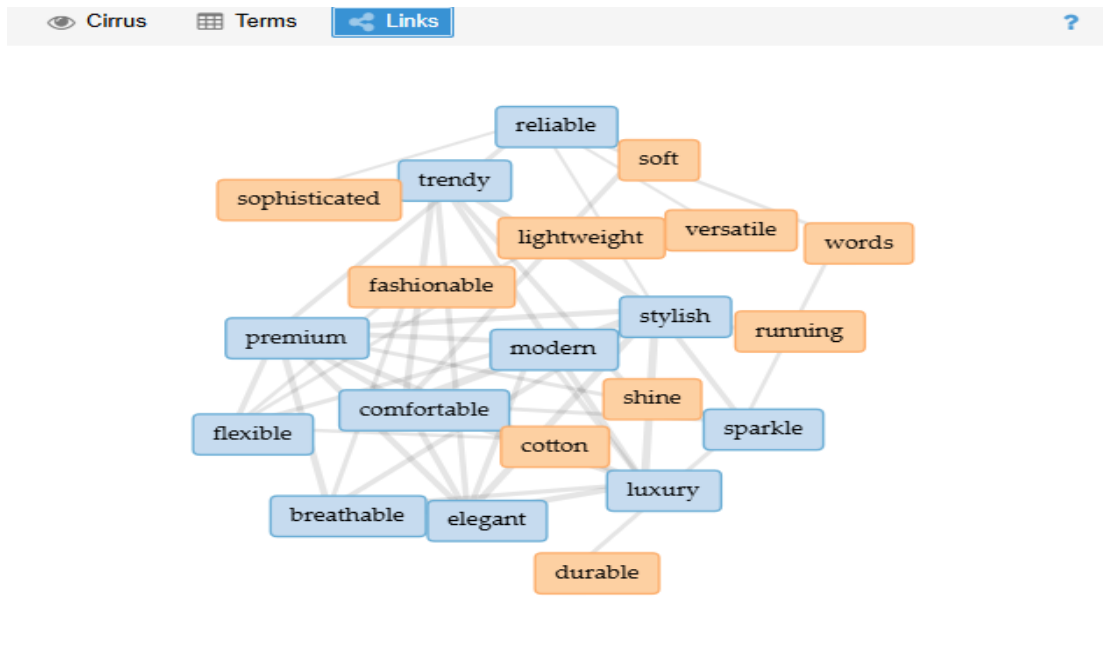
3. Instagram Promotional Words

Fashion	Clothing	Jewellery	Shoes
chic	aesthetic	sparkle	trendy
trendy	stylish	shine	stylish
stylish	cozy	luxury	comfortable
glam	casual	diamond	sporty
iconic	soft	gold	fashionable
bold	premium	silver	sleek
modern	breathable	radiant	lightweight
luxury	fitted	elegant	flexible
statement	cotton	precious	running
fashionable	minimal	gemstone	athletic
aesthetic	modern	brilliant	performance
runway	relaxed	polished	stable
designer	quality	timeless	grip
exclusive	versatile	refined	active
vibrant	stretch	delicate	everyday
signature	stylish	handcrafted	durable
glamorous	warm	sparkle	comfortable
elegant	premium	premium	stylish
contemporary	breathable	classic	supportive
sophisticated	casual	luxury	reliable

The table presents a collection of promotional words used on Instagram across four categories: fashion, clothing, jewelry, and shoes. Common descriptors like "stylish," "luxury," and "elegant" are used to convey high-end appeal, while words such as "comfortable," "flexible," and "athletic" highlight product functionality. This selection of

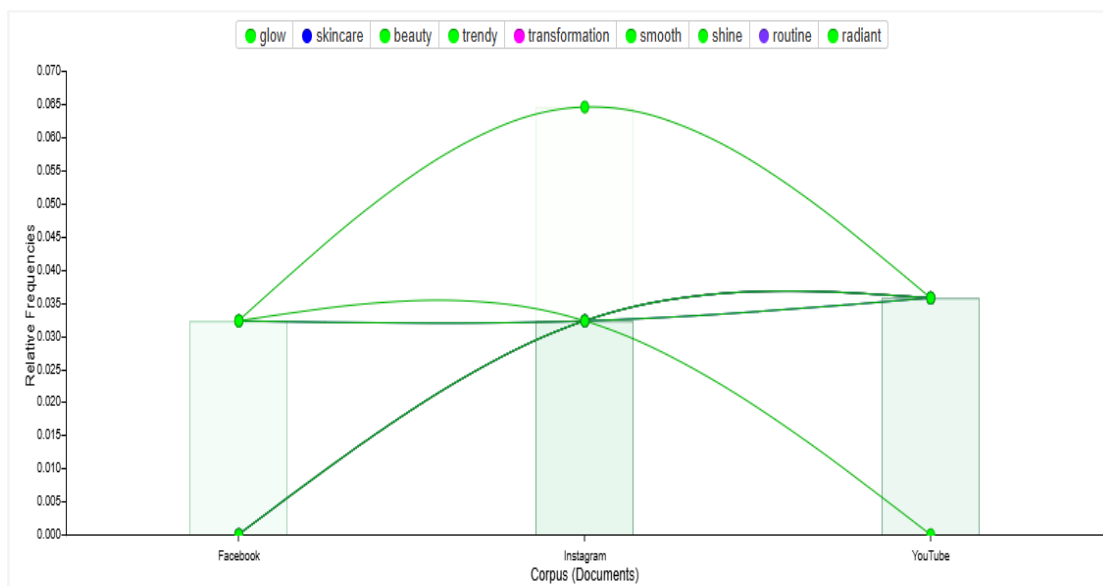
words is strategically tailored to emphasize both aesthetics and performance, catering to diverse consumer desires.

Figure 2 Links Between Words Across YouTube, Facebook, and Instagram



The network diagram visualizes the relationships between various adjectives and product descriptors used in advertisements. Words like "soft," "comfortable," and "stylish" are connected, emphasizing qualities associated with fashion, comfort, and luxury in marketing language.

Figure 3 Trend Analysis Across YouTube, Facebook, and Instagram



The graph demonstrates the relative frequency of specific skincare-related keywords across three social media platforms: Facebook, Instagram, and YouTube. Keywords like "glow," "radiant," and "skincare" appear more frequently on Instagram, highlighting its emphasis on

beauty and personal care content. Meanwhile, platforms like Facebook and YouTube show variations in the usage of terms related to beauty routines, trends, and transformations.

Figure 4 Keyword Analysis Using Keyword in Context (KWIC)

KWIC in the context of the word ‘fashion.’

The screenshot shows a search interface for the keyword 'fashion'. The search results are displayed in a table with columns for Index, File, Left, Node, and Right. The search term 'fashion' is highlighted in orange in the Node column.

Index	File	Left	Node	Right
1	Instagram da	Categorization of women brands:	Fashion:	Dresses, Shoes, jewellery and handbags Skincare: Cold
2	Instagram da	Oils, Glycerin Platforms: Instagram and Facebook Instagram:	Fashion	Dresses: sanasafnazofficial Mahay Winter 25(A)- Rooted in
3	Instagram da	Vibes #WinterfashionGoals #Winter StylePerfection November 6 borjanshoes	fashion	that fits your feet. BHW10119 PKR 5,000

KWIC in the context of the word ‘style.’

The screenshot shows a search interface for the keyword 'style'. The search results are displayed in a table with columns for Index, File, Left, Node, and Right. The search term 'style' is highlighted in orange in the Node column.

Index	File	Left	Node	Right
1	Instagram da	24 sanasafnazofficial Mahay Winter 24 23(A)- Unwind in	style	with this cozy winter essential Shop Now
2	Instagram da	RTW Winter 24 A perfect blend of	style	& warmth this winter season Shop Now
3	Instagram da	#Borjan WinterEdit #Borjan Winter Vibes #WinterfashionGoals #Winter	Style	Perfection October 24 borjanshoes Sleek sophistication. BHW10125
4	Instagram da	29 borjanshoes Discover the ultimate fusion of	style	and versatility with our fabulous pre-winter collection.
5	Instagram da	#Borjan WinterEdit #Borjan Winter Vibes #WinterfashionGoals #Winter	Style	Perfection November 3 borjanshoes Make every step
6	Instagram da	adding that chic touch to your everyday	style	Time to upgrade your accessory game this
7	Instagram da	brings you classy bangles to match your	style	Whatsapp: +92321 3800037 Shop Now: https://zaesy.pk/products/savia-bangles 1+ Award

KWIC in the context of the word ‘elegance.’

The screenshot shows a search interface for the keyword 'elegance'. The search results are displayed in a table with columns for Index, File, Left, Node, and Right. The search term 'elegance' is highlighted in orange in the Node column.

Index	File	Left	Node	Right
1	Instagram da	Shop now for a perfect blend of	elegance	and comfort. #No #styloPakistan #jochaoonwopoon #styloblessedfridaysale #stylosale
2	Instagram da	#Blessedfridaysale November 17 Jewellery zee.sy Shine with	elegance	in our luxe Clarkia Earrings Whatsapp: +92321 3800037
3	Instagram da	City Mall, Quetta #Jewelry Goals #LuxuryStyle #Luxury	Elegance	#Shine On #Zeasyjewellery #Luxuryearrings #adybosssstyle #jewelystyle #elegantstyle

KWIC in the context of the word ‘shop.’

The screenshot shows a search interface for the keyword 'shop'. The search results are displayed in a table with columns for Index, File, Left, Node, and Right. The search term 'shop' is highlighted in orange in the Node column.

Index	File	Left	Node	Right
1	Facebook dat	modern mix of patterns for effortless style.	Shop	Now (In-stores and online) #SanaSafnaz #Mahay #SSMahay
2	Facebook dat	18 RTW Winter 24 Your Winter Print Party.	Shop	Now (In-stores and Online) Sunglasses: @shadesofori #SanaSafnaz
3	Facebook dat	Winter Luxury Code: 02 Nostalgic Luxury Redefined	Shop	Now (In-stores and Online) #SanaSafnaz #SSWinterluxury #Velvet
4	Facebook dat	25 Shimmers that perfect your celebratory look	Shop	Now (In-stores and Online) #SanaSafnaz #SSShoes #SanaSafnazShoes
5	Facebook dat	an empowering addition to any woman's wardrobe	Shop	Now (In-stores and Online) #SanaSafnaz #SSShoes #SanaSafnaz
6	Facebook dat	Edit echoes modern grace & seamless transitions	Shop	Now (In-stores and Online) #SanaSafnaz #SSShoes #SanaSafnaz
7	Facebook dat	adds a dazzling statement to any look	Shop	Now (In-stores and Online) #SanaSafnaz #SSShoes #SanaSafnazShoes
8	Facebook dat	a feminine fit for the festive season	Shop	Now (In-stores and Online) #SanaSafnaz #SSShoes #SanaSafnaz
9	Facebook dat	bags and sleek loafers at unbeatable prices.	Shop	now for a perfect blend of elegance
10	Facebook dat	Tesoro stores in lahore, Islamabad, and Karachi.	Shop	online, selected collection, at tesoro.pk *free shipping
11	Facebook dat	soft, smooth, and protected from the elements."	Shop	now. www.carecosmetics.com.pk #Care #CareSeBeharkiya #WhyCare #coldcream #SkinCare
12	Facebook dat	Embrace youthful radiance with Lilac Scented Soap!	Shop	now. www.carecosmetics.com.pk #Care #CareCosmetics #CareSayKhubsoraat #MeraGlamor
13	Facebook dat	with Rose Water & Strawberry Extract Soap	Shop	now. www.carecosmetics.com.pk #Care #CareCosmetics #CareSayKhubsoraat #MeraGlamor
14	Facebook dat	woods, leaving your skin soft and smooth	Shop	now. www.carecosmetics.com.pk #Care #CareCosmetics #CareSayKhubsoraat #MeraGlamor
15	Facebook dat	new skincare Bff and embrace the glow!	Shop	now. www.carecosmetics.com.pk #Care #CareCosmetics #CareSayKhubsoraat #MeraGlamor
16	Facebook dat	a refreshing glow and a long-lasting fragrance	Shop	now. www.carecosmetics.com.pk #Care #CareCosmetics #CareSayKhubsoraat
17	Facebook dat	ultimate solution for a naturally glowing complexion.	Shop	now. www.carecosmetics.com.pk #Care #CareSeBeharkiya #WhyCare #SkinCareRoutine #Care
18	Facebook dat	10% off on your Saesed Oham favouites	Shop	now: https://bit.ly/3ZbXCM7 Send #SaesedOham #HertaBeginning #Herbal #Skincare
19	Facebook dat	Pakistan- Private Limited. Follow 12 Nov 2021	Shop	our 100% organic Glycerin from @chiltan. #glycerine

Table 7 Collocation Analysis

In all the data sets obtained from the three social media sources, the used terms cluster to create eminent "personalities" for each category:

Category	Primary Collocations (Frequent Pairings)	Core Focus
Clothing	<i>Comfortable cotton, soft breathable, casual modern, relaxed stretch</i>	Utility & Feel: Focuses on the physical sensation of wearing the garment.
Fashion	<i>Stylish trendy, iconic bold, luxury statement, runway designer</i>	Status & Visibility: Emphasizes external perception and high-end trends.
Jewellery	<i>Sparkling diamond, timeless elegant, precious gemstone, handcrafted luxury</i>	Permanence & Value: Focuses on the enduring quality and brilliance of materials.
Shoes	<i>Durable comfortable, lightweight flexible, performance athletic, stable grip</i>	Function & Activity: Prioritizes movement, reliability, and technical specs.

The table highlights how different product categories employ specific language pairings to appeal to distinct consumer needs. For example, clothing uses terms related to comfort, fashion emphasizes status and visibility, jewelry focuses on permanence and value, and shoes highlight functionality and performance.

Persuasive Lexical Patterns

The linguistic features used above are not only about descriptive findings but also intended to trigger specific emotional responses in consumers.

A. Sensory & Affective Appeal (Clothing & Jewellery)

Tactile Comfort: Terms like "soft," "cozy," and "breathable" persuade the user by promising a physical reward.

Visual Brilliance: Jewelry uses "radiant," "brilliant," and "sparkling" to associate the product with light and high value.

B. Authority & Exclusivity (Fashion)

Exclusivity Markers: Words like "exclusive," "signature," "iconic," and "runway" suggest that the items are not for everyone, triggering a "fear of missing out" (FOMO) or a desire for high social standing.

Aesthetic Boldness: Using "statement" and "bold" encourages the consumer to view the purchase as an extension of their confidence.

C. Reliability & Performance (Shoes)

The lexical pattern here is rooted in "Logic" (Logos).

Durability Proofing: Repeated use of "durable," "reliable," and "stable" persuades the customer that the purchase is a sound long-term investment.

Action-Oriented Language: Terms like "active," "performance," and "running" link the product to a productive lifestyle.

D. The "Premium" Bridge

A notable point is that "Premium" is a general lexical term that appears in clothing, fashion, and jewelry data sets across all three social media sources. Here, it serves as a persuasive "shortcut" to demonstrate quality without specifying technical details.

Table 8 Mapping Persuasive Patterns to Consumer Engagement

Persuasive Pattern	Key Lexemes (Keywords)	Intended Emotional Influence
Sensory-Affective	"Soft," "cozy," "breathable," "comfortable"	Promotes a sense of physical well-being and immediate self-care.
Prestige & Status	"Iconic," "exclusive," "runway," "designer"	Triggers a desire for social distinction and "in-the-know" belonging.
Technical Reliability	"Durable," "stable," "performance," "supportive"	Reduces "buyer's remorse" by appealing to logic and long-term utility.
Timeless Luxury	"Radiant," "brilliant," "timeless," "precious"	Creates an association with permanent value and heirloom quality.

The table illustrates how specific persuasive language patterns are strategically employed in advertisements to evoke particular emotional responses from consumers. Keywords like "soft" and "breathable" in the sensory-affective category foster a sense of comfort, while terms such as "exclusive" and "runway" in the prestige & status category appeal to consumers' desires for social distinction. Additionally, the use of "durable" and "supportive" in technical reliability helps reduce buyer's remorse by promoting the product's practicality and long-term value.

Findings

The findings from the analysis of advertisements on YouTube, Facebook, and Instagram reveal that all three platforms emphasize the strategic use of language patterns aimed at persuading women consumers to engage with brand messaging. These advertisements employ distinct vocabulary choices, dividing the focus between status-driven desire and functional utility. The use of “sensory-comfort” descriptors in apparel ads (e.g., “soft,” “breathable,” and “cozy”) appeals to immediate tactile experiences, encouraging consumers to associate the product with comfort and relaxation. Similarly, “technical-reliability” markers in footwear advertising (e.g., “durable,” “stable,” and “supportive”) invoke a sense of reliability, assuring consumers of the product’s long-term value. These descriptive terms create an emotional connection with the viewer, reinforcing the practicality and desirability of the products.

Further, brands in the fashion and jewelry sectors utilize “prestige-heavy” terms like “iconic,” “exclusive,” and “timeless” to tap into consumers’ desires for social distinction and status. Such terms convey exclusivity and longevity, thereby appealing to the aspirational nature of the target audience. These persuasive language features have a powerful impact on buyer behavior, effectively influencing their decisions by triggering emotional responses tied to both immediate satisfaction and long-term social positioning.

Conclusion

In conclusion, the analysis highlights the sophisticated role of language in shaping consumer behavior on social media platforms. Advertisers on YouTube, Facebook, and Instagram strategically employ linguistic patterns that address both immediate and long-term consumer desires. The adjectives “premium” and “stylish” are repeatedly used across all categories, signaling not only the high-quality nature of the products but also aligning with the fast-paced consumption habits of social media users. These terms enhance the appeal of products by facilitating rapid engagement while also reinforcing the aspirational aspects of the brand.

The study suggests that the targeted use of language not only attracts consumers by connecting them with immediate sensory rewards but also aligns their desires with long-term symbolic benefits. These language patterns build an emotional connection with consumers, making them feel both satisfied in the moment and distinguished in the social context. While this research has focused primarily on identifying and categorizing lexical patterns, further research incorporating a comparative multimodal analysis would offer deeper insights into how these persuasive techniques interact with other elements of advertising, such as visual cues, sound, and overall brand messaging.

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