

# **The Contribution of New Technologies in Increasing Persuasion of Social Media Marketing**

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## **1 Abstract**

This study has investigated the factors that can influence or contribute to persuasiveness of advertisements on social media. Aristotle's persuasion theory is used as the theoretical framework for this study, therefore, three main elements from Aristotle's rhetorical theory will be analyzed, which are logos, ethos, and pathos. Questionnaires were used in order to collect data from people that frequently use social media platforms and are under the exposure of social media advertisements. The data is then analyzed based on three main constructs which represent the three elements from Aristotle's rhetorical theory, they are credibility, emotional bonding, and interactivity. The findings of this study have revealed that credibility is the most important factor when it comes to advertising on social media, and companies should prioritize improving brand image, resolving conflicts, improving customer service and improve communication channels. The study is then compared to previous and existing studies with Aristotle's rhetorical theory, and it has revealed that this finding is significant. The study concluded that Aristotle's rhetorical theory is a very useful tool to increase persuasiveness in terms of social media marketing.

## **2 Introduction**

For the past decades, there appears to be a rapid development in social media marketing tools. According to Gartner (2022), social media marketing tools refer to equipment or technologies that facilitate social media activities. Including advertisement creating software, online shopping platforms, social media platforms,

and AR technologies. The consistent improvement in such technologies has brought the attention of the majority of companies, to focus on how to improve their marketing strategies using social media. Bello (2021) Stated that through his investigation, marketing activities being executed on social media are generating more sales in comparison to traditional marketing activities. Moreover, since new social media technologies are now shaping business-customer relationships, businesses are finding it necessary to alter their approach toward customers (Trainor, 2012). In short, stakeholders and companies are trying to figure out the best method to improve marketing efficiency with the help of new technologies.

This literature evaluates the innovative approaches from companies to persuade consumers to purchase their products, and whether or not these new technologies are increasing persuasiveness. The term social media technologies in the scope of Trainor (2012)'s research is defined as using the existing resources the company has (referring to the availability of social media tools the company) to satisfy customers' needs. This concept can be reflected in some real-life examples, such as companies using social media platforms to ask for consumer feedback on their products. Organizations on a worldwide scale are utilizing various social media platforms to expand their social networks, as well as solidify their relationship with their customers (Kanapathipillai, 2021). The power of social media tools does not only stop at strengthening customer-business relations. One research done by Cao et al., (2018) has concluded that social media tools can be used to identify key antecedents such as external pressures, expected benefits, strategic goals, and perceived risks. Detailed evaluation of the company can assist the business to satisfy both internal and external stakeholders – employees, customers, and suppliers. Another important point of this

literature is to identify and assess the effectiveness of social media technologies in terms of how persuasive they are toward customers.

“Persuasion is becoming more important in advertising. A major reason is that competition is finding it easier to erode any functional or price advantage attached to a product.” (O’Shaughnessy, 2003). Persuasion, especially consumer self-persuasion, is a major part of the whole marketing process. Literature written by (Bernritter et al; 2017) has stated that self-persuasion can be used as a marketing strategy to encourage consumers to be more generous, but the effectiveness relies on how committed consumers are to the target behavior. However, the problem with persuasion in advertising is very clear: it does not always work. The essential point is to make customers buy the products instead of closing the ads whenever the customers see them. Verlegh et al., (2015) have stated that advertisement messages are not always well-received. In many cases, too many of the same advertisements that do not interest the customers could make them annoyed with the company. Responses to advertising frequently involve anger, mistrust, and avoidance. These days, an increased amount of literature is being devoted to analysing these factors and the effect advertisements can have on consumers' reactions such as purchasing intentions. Therefore, this thesis will aim to consolidate and synthesize relevant literature analysing the various factors that moderate the relationship between persuasiveness of the advertisements or social media marketing strategies and the development of social media technologies.

The desired outcome is to explore different viewpoints by covering the main contributions to this topic as well as some of the most recent findings making it

possible to build reasoned conclusions. The paper will aim to answer two research questions that read as follows:

**“Which factor is the most influencing in terms of persuading customers on social media?”**

**“How can technology improve the techniques of persuasion?”**

The objective of this research paper is to analyze and discuss how the advancement of technology increases persuasiveness in marketing. To achieve the objective, it is required to first approach the factors that influence technological development, as well as factors that influence persuasiveness. Many conceptual theories such as Aristotle’s rhetorical theory, Hovland’s persuasion theory, and the Elaboration likelihood model will be defined in this paper to support this research. Additionally, the researcher will hope to answer the research questions based on these conceptual theories. Therefore, it is the researcher's responsibility to finalize whether or not these theories can be applied to real-life practices, by providing real-life examples.

### **3 Literature Review**

#### **3.1 Social media technologies**

Fraccastoro (2021) has stated that the continuous development of social media tools has shifted the traditional way of selling, especially in international transactions. A recent survey by McKinsey (2017) has shown that companies that use social media reduce their costs by around 40%-60%. Their revenue growth is also five times higher

than that of their competitors. Social media technologies from a business perspective can be defined as the systems and the procedures that create new capabilities to enhance the relationship between the brand and its customers. (Trainor, 2013). The consistent advancement of social media technologies has greatly helped firms to target consumers more easily and appear to them. Social Media technologies can vary in many ways, from applications that people use, for instance, such as Facebook and Instagram (Lee, 2021), to website designing software, such as Figma and Sketch (Webflow, 2022).

Furthermore, the development of smartphones and filming cameras also contributed to increasing social media usage. Deema (2021) has reported that social media is one of the most common online activities, with an estimated number of 2.9 billion users worldwide as of 2019 and predicted to increase to 3.4 billion users by 2023. This is a significant indication of how technology helped to shape the size and function of social media. However, social media technologies are not only created to help businesses to generate profit. According to Samaneh (2013), social media technologies, known as "social software", can be differentiated into two categories. In the first category, social media technologies are mainly used to reinforce communication. Whereas the second category focuses on the user and collectively produced content. Ultimately, both categories encourage the usage of social media technologies, which in the end contributes to the development of such automation.

### **3.2 Evolution of the general social media**

In the present time with the wide distribution and usage of internet information systems, the consistent evolution of social media has played a fundamental role in



people's daily lives, as well as a contribution to businesses and politics. Grover (2022) has stated in their research that social media is evolving rapidly. Every day there is new data, new information, and new programs being developed. In Grover's journal, the author evaluated the evolution of social media and how it influenced individuals, the marketplace, corporates, and the general social environment. Through the author's in-depth research, it was concluded that the evolution of social media is uniting people and enhancing productivity, learning, branding, innovation, and many more.

Social media's evolution is centered based on the importance of society. In the beginning, social media was known as a method of internet communication. Carton (2009) said that throughout human history, we have found ways to develop new technologies to improve communication. Applications such as Facebook Messenger and Skype were purely designed to send messages and video calls. However, social media has developed in the direction of reporting status and self-publicness. People like the idea of sharing their stories for others to hear or show the moment they enjoyed and like to hear other people's praises. Hence, Instagram was created, where people can like each other's posts and comment on them. Social media is a powerful tool for society, not just for the valuable business properties it has, but also for the ability it has to link people's lives together and create communities.

### **3.3 Evolution of social media marketing tools**

The progression of software and online platforms has led many business organizations to be more connected to their customers (Othman, 2021). In one of Othman's recent research projects, the author has analyzed the progression of Facebook, and how it

has become one of the most successful marketing tools for all organizations worldwide, since the launch of Facebook Advertisement. As the popularity of social media platforms has grown, it drives up the incentive to improve social media technologies. Using Instagram as a prime example, Instagram is one of the largest social media platforms. By 2019, there were around 3.5 billion social media users globally, and Instagram alone had 802 million users (Singh, 2020).

The application is adapting to become more practical for the intent of business practices (such as the "set up a business page" function). Singh has stated in their research that Instagram focuses on promotional tools, to be able to help companies to gain recognition and improve brand awareness. Besides Instagram, there are many other applications that evolves over time. Geho (2012) has mentioned in one of his scholarly journals the advancement of Facebook and Hootsuite. Such as the "Facebook Pages insights", which allows companies to track the number of visitors on their Facebook business page.

There could be so many more good examples: technologies for better scheduling and planning, technologies to enhance the quality of a business campaign or technologies that allow sufficient communication with customers. In conclusion, social media technology development is not a narrow topic, the list could go on forever. However, the literature by Geho did not evaluate any reason for this particular evolution of technology in the field of social media. What could be included in future studies on the factors (or reasons) for the sudden rapid development of social media technologies in a span as short as five to ten years?

### **3.4 Persuasion in Marketing**

The key principle of a marketing strategy is what makes customers buy the product from a company. Over the years, many experienced marketers and researchers have been trying to discover the secret behind a successful marketing scheme. The researchers is trying to interpret the most influential factor in marketing, whether if it is the advertising, the promotional strategies, or solely because the product or service provided is excellent. Nevertheless, it all comes down to how to persuade, or convince customers to purchase the product. What is persuasion? Persuasion defined by Sanchez (2022) is the process of which using languages to induce changes in beliefs, attitudes, or behavior. Research conducted by Fussell (2022) has stated that people, in general, are resistant to persuasion, because it makes them feel like being manipulated and choose a decision that did not initially exist in their minds.

Therefore, many institutions and companies have discovered methods of persuasion, and categorized these methods into "direct persuasion" and "indirect persuasion". Direct persuasion is executed by providing a certain argument in favor of influencing the other person's behavior (Buijzen, 2022). This means that direct persuasion provides a clear direction or vision, whether or not a person agrees with it. For example, a clothes store employee gives detailed benefits of purchasing their winter coat, this is a direct persuasion because the employee is focused on the quality of the information they are giving.

Research conducted by Glorai (2015) aimed to assess the effectiveness of an IT team's direct persuasion in obtaining management support, and the results have demonstrated that the IT team could directly influence the thinking, feeling, and

behavior of management. The paper has suggested that direct persuasion could affect an individual's psychological factors and directly affect one's behavior.

However, direct persuasion can often activate resistance in the receiver which will result in an unsuccessful attempt. Buijzen (2022) suggested in his paper that indirect persuasion (defined as self-persuasion) is more promising and can be more effective in many ways. Self-persuasion refers to asking people to generate arguments themselves. For example, a phone company could ask the person what the benefits are of having a phone that has good camera lenses. This will attempt to intrigue the person to think maybe they do need a better phone. This technique focuses on asking people to predict their future behavior, which can be done very easily in a social media setting.

A research paper written by Stefan (2017) has analyzed the importance of self-persuasion as a marketing technique to increase consumer generosity. The findings of the research have stated that self-persuasion is more effective in comparison to direct persuasion or no attempts at persuasion. For consumers with high involvement, self-persuasion is the best technique to improvise.

### **3.5 Persuasive Factors**

Understanding the factors that strengthen persuasive messages is important when it comes to convincing customers to purchase a firm's products. Over the years, much research has been done to investigate the techniques and mechanisms in an attempt to increase persuasiveness. The reason for the incredible amount of effort devoted to examining persuasive techniques is due to the tremendous number of jobs that

requires them to persuade people, for an instance: lawyers, salesman, and politicians. In general, many elements can affect a person's attitude. According to Chen (2021), there are three main theories of persuasion.

The first one is Aristotle's rhetorical theory, which is the most classical and basic persuasion theory, which concerns the credibility of the speaker, the logic behind the arguments, and the emotion of the listener. Research from Kamuhabwa (2021) has concluded that many politicians in Africa can win votes by using the rhetorical persuasive method. Rhetorical persuasive speaking is respected by many people because it follows ethical principles, does not appeal to manipulation, and takes advantage of an individual's emotional framework.

Hovland's persuasion theory focuses on four main factors which are arguments, the speaker, the audience, and responsiveness. Feng (2020) analyzed a tiktok account named "DADDYLAB", using Hovland's persuasion model. The author has stated that according to DADDYLAB's marketing strategies, it fits within Hovland's persuasive factors, and the brand has gained popularity in a short time. Because this account is posting scientific short videos, using Hovland's persuasive model helped the brand to better construct its words and attract more people to listen to its short videos.

The Elaboration likelihood model explains two routes of persuasion: central and peripheral. Over the last decades, there is an increasing number of research on new technologies such as Virtual Reality and Augmented reality. Researcher Muhammad (2021) stated in one of his research projects that the Elaboration Likelihood model is one of the best theories to review research gaps in marketing because it defines the

effectiveness of persuasion in marketing. With central persuasion involving thoughtful consideration and evidence provided by the persuader. Peripheral persuasion relies on the credibility of the sources.

Different research conducted by Rebert (2001) has concluded six major factors that influence persuasiveness. The six factors or six principles are Liking, reciprocity, social proof, consistency, authority, and scarcity. Liking refers to the concept that people generally like to hear the options from people who like them back. One study from Foster (2013) has researched to examine the effects of liking persuasion on social media platforms such as Facebook. One experiment has shown that in a "daily footstep count" board, people tend to be more participating and active when other people could see their footsteps and comment on them. The result has shown that positive features such as liking and commenting can produce a higher engagement rate and it is more convincing for customers to use the app, which also proves that liking is an important factor in persuasion. Reciprocity means treating people the same way they treat you. Over the years, charities have been relying on the concept of reciprocity to raise funds (Robert, 2001). For example, the Disabled American Veterans organization was using very nicely designed fund-raising letters, and they got around an 18% response rate. However, the response rate almost doubled once the organization started to include small gifts inside the fundraising letters. The gift itself is a label for kindness, and people tend to be convinced to return the kindness. Social proof or social validity refers to people who like to follow other people's actions. Research conducted by Holvoet (2022) has stated that friends have a significant influence on adolescents' choice of social media, and brands are using this characteristic to target adolescents to use this application. This is a solid example of

social proof persuasion. Consistency means people are used to what they usually do and like to align their actions with what they have already been committing to. In a research paper written by Demir (2021), the author confirms that political parties especially the liberals, tend to use this persuasion factor to gain supporters. Due to the characteristic of people who like to commit to earlier actions, which refers to being consistent with their commitment. The principle of authority suggests that people like to hear from experts. According again to Demir (2021), Political parties insert authority in their speech to gain support from the general population. Since politicians can be seen as a source of trustworthiness and they are experts in society, people will feel respect and obedience towards them. Scarcity refers to the ideology that humans like to have more of what they are lacking. The author named Pei (2022) has investigated what causes people to buy more during live streaming. In the paper, the author has stated that the limited-time promotions being held during live streams, trigger consumers' scarcity effects to want to buy the products while they still can. The reasoning is very simple, scarcity effects enhance the pleasure in purchasing and can create strong emotional impressions on an individual.

### **3.6 The Effects of Technologies on Persuasion**

Technologies have an immense effect on persuasion, such as increasing customer engagement or increasing purchase intention. For example, Sung (2021) has mentioned in their research that AR (augmented reality) technology can shape consumer behavior by integrating digital information into the physical world. Within the author's findings, it is suggested that marketers should consider integrating AR technologies with the existing traditional marketing method, to maximize customers'

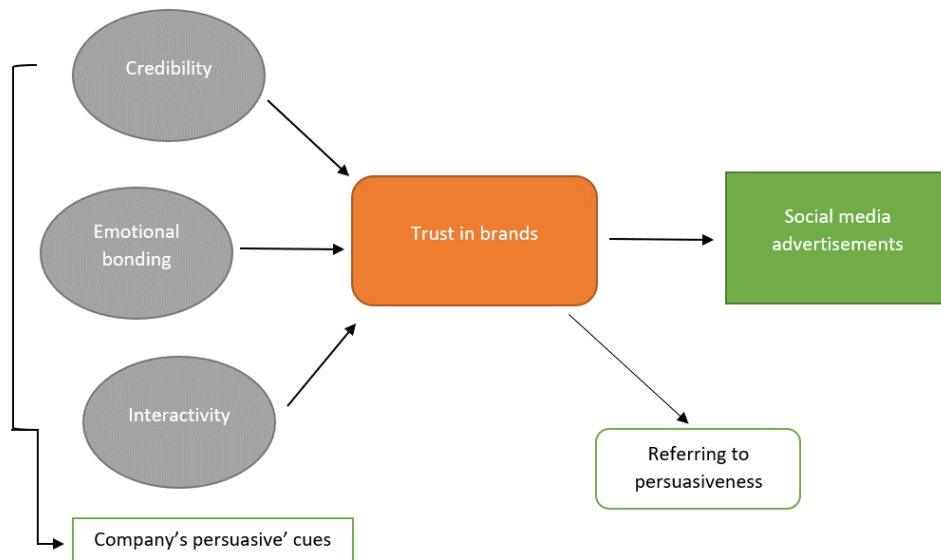
purchase intention. The creation of advertisements has a long history, from paintings and printing out graphical papers, to radio and billboards, and by today, the most noticeable change in the advertisement is that the majority of advertisements are spread out through social media.

Technology has made a great contribution to how people perceive advertisements. Sundar (2012) has stated that each piece of technology possesses a certain characteristic that can affect the individual's surrounding environment, thereby influencing the individual's perception of information. The author has stated that the main effect of technologies on persuasiveness is how great the changes the technology brought to the advertisements. For example, instructiveness. The advancement in technology has made education more effective and innovative, one recent research conducted by Gabriel (2021) has suggested that there is the possibility of integrating VR (Virtual Reality) technology into the instructional-educational process. This study has revealed the importance of integrating VR into education, and there are an increasing number of parents and teachers encouraging the use of VR technology in schools. People love interaction, and with today's technology, we can see many interacting ads. For example, on Instagram, many mobile game ads allow you to play it during the time the advertisement is playing. This gives people a chance to taste the "trial version" of the game. Interacting with the ads, not only it is more entertaining for people to watch, but also has them engaged, which could greatly affect persuasiveness (Sung, 2021).



### **3.7 Conceptual framework**

This study will attempt to investigate how different variables from Aristotle's conceptual theory can affect social media advertisements in terms of persuasiveness, by constructing a questionnaire with existing constructs and questionnaire items from one of Yang's (2018)'s studies on Airbnb. There are six constructs from this paper that reads as follows: "Credibility", "Emotional Bonding", "Accommodation characteristics", "Interactivity", "Trust in Airbnb hosts" and "Trust in the Airbnb brand". After careful consideration, the constructs "Accommodation characteristics" and "Trust in Airbnb hosts" will not be examined in this paper since it does not align with the objective of this paper, and it is completely irrelevant to social media advertising. Furthermore, the construct "Trust in Airbnb brand" will be rephrased into "Trust in brands that are on social media", to align this construct with this paper's research objective.



**Figure 1:** Conceptual Framework

The reason for choosing these constructs for further examination is that they integrate and complement each other well. All of these constructs can relate to social media advertisements, and therefore companies could utilize these constructs to make their advertisements more convincing and appealing to customers. Credibility refers to how trustworthy the source is, in this case, the company that advertises its service or product on social media. Emotional bonding refers to the personality expressed by the advertisements, and the extent it sympathizes with the targeted customers. Interactivity refers to how active are the brands on social media, such as if the brands are actively interacting with their customers. Lastly, Trust in brands refers

to whether or not audiences on social media trust those companies that advertise their product/service on social media.

There are several reasons to justify the decision of the writer to choose Aristotle's rhetorical theory for further investigation (constructing questionnaire items), instead of the other theories mentioned in the literature review, such as the ELM model (Elaboration Likelihood Model) and Hovland's persuasion theory. First of all, Aristotle's rhetorical theory is one of the oldest theories about persuasion, it lived throughout the history of time and was approved by many other philosophers. Because this theory has existed for so long, it makes theory more credible in comparison to other ones. Perloff (2018) noted that Aristotle's rhetorical theory remains a valuable source for people who want to learn about how to communicate more effectively and sound more persuasively. Secondly, Aristotle's rhetorical theory provides a framework for analyzing the persuasive process, it has been proven that this framework can assist people to effectively engage in conversation and persuade their audience. Foss (2019) mentioned that many persuasions theory have derived from Aristotle's theory, for example, the elaboration model. Lastly, Aristotle's rhetorical theory fits best with this paper's research objective, since the theory emphasizes the importance of credibility and character in the persuasion process (Golden, 2009). In terms of evaluating how persuasive social media advertisements are, it is important to consider the credibility of the brands and how much the audience trusts these brands.

## 4 Methodology

### 4.1 Research design

This research paper has used quantitative research method to conduct a questionnaire, which consists of 17 questionnaire items sampled from previous studies. The reason for choosing to use quantitative research approaches is because quantitative findings are more likely to be generalized to a whole population or sub-population, because it can involve a larger sample size that is randomly selected (Rahman, 2020), resulting in a more precise finding. Rahman also stated that it is easier to analyze the data retrieved from quantitative research, because researchers can use software such as SPSS to complete the job. In this study, the researcher will use a software called 'Jamovi' to complete the data analysis process.

The questionnaire items is then assessed and created by using Google Forms, an online questionnaire software. Google Forms provides customizable templates to make the survey more appealing and interesting for the respondents, it is being rated as one of the best survey making platforms. The questionnaire items are rated using the five points Likert scale (Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree). Likert scale method is fairly easy to use and that can help the researcher to examine the correlation between the studied variables and Persuasiveness. The questionnaire items are focused on a specific industry, the Fashion brands that advertise on social media platforms. By choosing a specific industry it helps to narrow the direction of the questionnaire items and make it easier for people to answer the questions. The reason for choosing the Fashion industry is

because it is one of the first industries to begin the E-commerce process, and it is one of the most commonly seen industries on social media platforms. The majority of social media users have seen at least one advertisement from a fashion brand on social media. The questionnaire items are then distributed to people through various social media platforms, including Instagram, WhatsApp, Facebook.

## **4.2 Sampling**

The targeted respondent for this research is ideally a person who spends a lot of time on social media platforms that makes them exposed to many different advertisements. The goal of sampling is to get as many respondents as possible in order to produce a result that is not biased. Therefore, there is no specific sample frame nor restrictions to who can do this survey or not. For this purpose, a non-probability sampling method known as the convenience sampling technique will be used to gather respondents. Convenience sampling method refers to involving respondents that are “convenient” for the researcher to reach. They may be anyone that finds the time and has the patience to complete this survey (Galloway, 2015). Since the survey will be created using a free survey platform, it does not require any financial resources nor excessive time to distribute the questionnaire, which also makes it convenient for the researcher him/herself. To avoid creating potential biased results, it is the responsibility of the researcher to make sure that this questionnaire is distributed in a wide range in the aspects of locations, age, financial status, and gender.

The questionnaire will be accompanied by a sample size estimate of at least 100 respondents and ideally around 150-200 respondents. The goal is to get as many

answers from the respondents as possible, since a larger sample size can make sure to minimize the margin of error.

### 4.3 Measurement items table

In total of four constructs will be measured and evaluated for this research: Credibility, Emotional Bonding, Interactivity, and Trust in fashion brands. As mentioned previously in section 2.7 Conceptual framework., all the constructs are from a research paper done by Yang (2018), and all measurement items are redefined.

These constructs will be measured using the five points Likert scale. The reason for choosing to use five points instead of having higher points in the scale, is to provide convenience for the respondents to estimate more accurately on which scale they would position themselves. Five points is an optimal scale to keep the measurements accurate, for example, if these constructs were measured in a scale of 1-7 or 1-10, the respondents might have trouble placing themselves in the right position on the scale.

#### ***Measurement Items Table***

<b>Constructs</b>	<b>Measurement items</b>
Credibility	1) Star-rated scores of this fashion brand on social media were high. 2) This Fashion brand on social media had a good reputation.

- 
- 3) I could find sufficient reviews about this Fashion brand on social media.
- 4) Reviews from previous customers about this Fashion brand on social media were positive.
- Emotional Bonding
- 1) I enjoyed reading this Fashion brand's social media posts/ads.
- 2) I liked the way the advertisements were created by this Fashion brand on social media.
- 3) I liked the way this Fashion brand is described by previous customers on social media.
- 4) I could imagine this Fashion brand's personality from the comments written by previous customers on social media.
- Interactivity
- 1) This Fashion brand actively got involved in a back-and-forth

communication with me on social media.

- 2) This Fashion brand provided me with an immediate response with no delay on social media.
- 3) This Fashion brand provided relevant answers to my questions throughout the communication process on social media.
- 4) This Fashion brand enabled an ongoing communication during my purchasing-decision process on social media.

#### Trust in the fashion brand

- 1) The reputation of this Fashion brand brings me safety (regarding online security/personal data) on social media.
- 2) I trust the quality of the product/service of this Fashion brand on social media.



- 3) Product/service booking with this Fashion brand is a guarantee on social media.
- 4) This Fashion brand is sincere and honest towards its customers on social media.
- 5) I believe that this Fashion brand tries to improve its response to customers' needs on an ongoing basis on social media.

## **5 Analysis and results**

In this section of the research paper, the researcher is aiming to provide a precise finding that will be extracted from the data analysis process and deliver a solid conclusion from the research. As mentioned before, all the relevant statistical processes will be analyzed and calculated by using the statistical program “Jamovi”. The outline of the analysis process can be concluded into the following main steps:

1. Cleaning the data sheet and abbreviating the constructs (For example, the construct “Credibility” can be abbreviated into “CRB” for easier recognition during the analysis process.
2. Descriptive data analysis and Cronbach’s test.
3. Composite the variables.
4. Correlation testing.
5. Regression analysis
6. Conclusion.

The abbreviated variables will be listed in the table below:

***Abbreviation table***

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Star-rated scores of this fashion brand on social media were high.	CRB 1 (CRB refers to Credibility)
This fashion brand on social media had a good reputation.	CRB 2
I could find sufficient reviews about this fashion brand on social media.	CRB 3
Reviews from previous customers about this fashion brand on social media were positive.	CRB 4

I enjoyed reading this fashion brand's social media posts/ads. EMO 1 (EMO refers to Emotional Bonding)

I liked the way the advertisements were created by this fashion brand on social media. EMO 2

I liked the way this fashion brand was described by previous customers on social media. EMO 3

I could imagine this fashion brand's personality from the comments written by previous customers on social media. EMO 4

This fashion brand actively got involved in a back-and-forth communication with me on social media. ITR 1 (ITR refers to Interactivity)

This fashion brand provided me with an immediate response with an immediate response with no delay on social media. ITR 2

This fashion brand provided relevant answers to my questions throughout the communication process on social media.	ITR 3
This fashion brand enabled an ongoing communication during my purchasing-decision process on social media.	ITR 4
The reputation of this fashion brand brings me safety (regarding online security/personal data) on social media.	TRUST 1 (TRUST refers to Trust in the fashion brand)
I trust the quality of the product/service of this fashion brand on social media.	TRUST 2
Product/service booking with this fashion brand is guaranteed on social media.	TRUST 3
This fashion brand is sincere and honest towards its customers on social media.	TRUST 4
I believe that this fashion brand tries to improve its response to customers'	TRUST 5

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needs on an ongoing basis on social media.

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The main objective of this analysis process is to examine the significance in correlation between the dependent variables and independent variables. In this case, the dependent variable is “Trust in the fashion brand” or abbreviated as TRUST, and the independent variables are “Credibility” (abbreviated to CRB), “Emotional Bonding” (abbreviated to EMO) and lastly, “Interactivity” (abbreviated to ITR). Since the research objective is to analyze the influence of the independent variables on “Persuasiveness”, it is important to know that in this research paper, the dependent variable “Trust in the fashion brand” is referring to persuasiveness.

From the 128 responses collected, 49.2% is from female, and 50.8% is from male, this is very balanced distribution of the responses, which means the result of the analysis can be easier adapted to the general public. In the perspective of age groups, 80.5% of the respondents are between the age of 18-24, 14.1% of the respondents are between the age of 25-30, and only 5.5% of the respondents are above the age of 31. This demographic information has revealed that online shopping is mostly done by the younger generation. When it comes to educational level, 57% of the respondents have obtained a bachelor’s degree, 27.3% of the respondents have secondary education or lower, and only 15.6% of respondents have a master's degree or higher. Most of the respondents are single or dating (93.8%), and 6.3% of the respondents were married.

## 5.1 Descriptives

**Table 1**

*Descriptives data*

Constructs	N	Mean	SD	Skewness	SE	Kurtosis	SE
CRB 1_RC	120	3.91	0.69	-0.04	0.22	-0.46	0.44
CRB 2_RC	121	3.95	0.69	-0.54	0.22	0.75	0.44
CRB 3_RC	120	3.99	0.85	-0.49	0.22	-0.38	0.44
CRB 4_RC	121	3.88	0.76	-0.25	0.22	-0.28	0.44
EMO 1_RC	117	3.56	0.88	-0.25	0.22	-0.61	0.44
EMO 2_RC	118	3.86	0.88	-0.43	0.22	-0.45	0.44
EMO 3_RC	117	3.80	0.73	-0.07	0.22	-0.40	0.44
EMO 4_RC	116	3.61	0.86	-0.23	0.22	-0.54	0.44
ITR 1_RC	108	3.03	0.88	0.45	0.22	-0.60	0.44
ITR 2_RC	112	3.06	0.79	0.57	0.22	0.20	0.44
ITR 3_RC	115	3.24	0.74	0.22	0.22	-0.15	0.44

ITR 4_RC	117	3.33	0.79	0.19	0.22	-0.31	0.44
TRUST 1_RC	120	3.73	0.78	-0.13	0.22	-0.37	0.44
TRUST 2_RC	117	3.76	0.89	-0.49	0.22	-0.37	0.44
TRUST 3_RC	119	3.61	0.87	-0.16	0.22	-0.62	0.44
TRUST 4_RC	119	3.65	0.75	-0.03	0.22	-0.34	0.44
TRUST 5_RC	118	3.85	0.81	-0.49	0.22	-0.05	0.44

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The Table above illustrates the descriptive data of the results from the questionnaire. Since the questionnaire items were measured in five points likert scale, the data was first transferred to interval scale, and then generated into the descriptive data. A few important measurements from the descriptive data that are worth mentioning include standard deviation and kurtosis. Standard deviation measures how dispersed the data is in comparison to the mean. If the standard deviation is closer to 0, that means the standard deviation is low and it means that the data is mostly clustered

around the mean. If the standard deviation is closer to 1, then that means the data is more evenly spread out. The lowest standard deviation was 0.69, which means all the data collected are distributed fairly evenly. Kurtosis on the other hand, measures whether the data is heavy tailed, or light tailed, in relation to normal distribution. Kurtosis is an important measure of outliers. If the kurtosis score is high (far from 0), that means outliers exist.

### 5.1.1 Normality test

Once the descriptive data is created, it is important to check for normality. Normality test refers to examining whether the data is normally distributed or not. It is important to know if the data is normally distributed or not, because it determines which correlation test to use. “Jamovi” has an embedded Shapiro – wilk test function to examine the p – value of the data set. If the test result (the p-value) is higher than 0.05, that means the data is normally distributed. However, if the value is below 0.05, that means the data is not normally distributed. The results of the Shapiro test are listed below:

**Table 2**

#### *Shapiro-wilk test results*

Constructs	N	Mean	SD	Shapiro wilk	P-value
CRB 1_RC	120	3.91	0.69	0.82	<0.001



CRB 2_RC	121	3.95	0.69	0.80	<0.001
CRB 3_RC	120	3.99	0.85	0.85	<0.001
CRB 4_RC	121	3.88	0.76	0.84	<0.001
EMO 1_RC	117	3.56	0.88	0.87	<0.001
EMO 2_RC	118	3.86	0.88	0.86	<0.001
EMO 3_RC	117	3.80	0.73	0.84	<0.001
EMO 4_RC	116	3.61	0.86	0.87	<0.001
ITR 1_RC	108	3.03	0.88	0.85	<0.001
ITR 2_RC	112	3.06	0.79	0.83	<0.001
ITR 3_RC	115	3.24	0.74	0.84	<0.001
ITR 4_RC	117	3.33	0.79	0.86	<0.001
TRUST 1_RC	120	3.73	0.78	0.85	<0.001
TRUST 2_RC	117	3.76	0.89	0.85	<0.001

TRUST 3_RC	119	3.61	0.87	0.87	<0.001
TRUST 4_RC	119	3.65	0.75	0.85	<0.001
TRUST 5_RC	118	3.85	0.81	0.84	<0.001

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As indicated in Table 2, all of the measurement items have a p-value of less than 0.001, which means that all the data is not normally distributed.

### 5.1.2 Cronbach's test

Cronbach's test examines for the reliability and internal consistency of a specific construct. Cronbach's test result will be between 0 and 1. 0 is the worst possible score, meaning that this construct does not appear to be reliable, and it will not provide any insightful conclusions. 1 is the best possible score, meaning that the measuring items within the construct are consistent and it is reliable for further examination. In general, any score above 0.6 shows significant reliability. The results from the Cronbach's test for each individual construct is listed below:

#### Table 3

***Cronbach's test result:***

Construct:	Cronbach's score:
Credibility	0.67
Emotional Bonding	0.62
Interactivity	0.55
Trust	0.69

The test result for the credibility construct is 0.67, which shows that the measuring items within this construct are consistent, and therefore, the construct is reliable for further analysis.

The test result for the emotional bonding construct is 0.62, same as the previous one, it has shown consistency of the measuring items within this construct. This construct is reliable, and it is safe for further examination.

The Cronbach's test score for the interactivity construct is slightly lower than the previous tested constructs. The score 0.55 suggests that the construct itself is slightly less reliable, and therefore, the results produced by this construct could lack credibility. Nevertheless, the construct will be carried out for further analysis.

Cronbach's score of the "Trust in social media brands" construct is 0.69, which is above 0.60, that means this construct is reliable for further analysis.

In the next section, all the measurement items within the same construct will be composited into one measurement item.

## 5.2 Composite variables

After Cronbach’s test, it is clear to see that all the measurement items are hanging well with each other within the same construct. Therefore, the measurement items can be composited into one item, the composite variable. Composite variable means to combine all measurement items within the same construct into one variable, by calculating the mean score. For example, within the Credibility construct, CRB 1, CRB 2, CRB 3 and CRB 4 will be composited into variable “CRB Comp”.

The reason behind this process is to speed up the correlation examination in the future. By combining all the independent variables within the same construct into one independent variable, it will not be needed to examine the correlation between every single measurement item with the dependent variable. The descriptive data of the composited variables will be listed below:

**Table 4**

***Descriptives of the composited variables***

Composited variables	Mean	SD	Shapiro-wilk	P-value
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CRB_Comp	3.94	0.53	0.96	0.003
EMO_Comp	3.73	0.57	0.97	0.006
ITR_Comp	3.20	0.52	0.95	0.001
TRUST_Comp	3.68	0.58	0.97	0.015

According to Table 4, the Shapiro test score for all the composited variables was below 0.05, which means that the data is not normally distributed. Since both the dependent variable and independent variables were measured in interval scale, the correlation analysis will be carried out using the Spearman’s correlation method.

### 5.3 Correlation analysis

In this section, a correlation coefficient analysis will be carried out, in order to answer the primary research question of this research paper, **“Which factor is the most influencing in terms of persuading customers on social media?”** By examining the strength of the correlation between the independent variables and the dependent variable, it will be clear to see which one has the strongest correlation.

Spearman’s correlation method considers two main statistical elements when examining correlation, that is the p-value and the Spearman’s Rho. The p-value indicates the significance of the correlation between the dependent and independent variables. If the p-value is lower than 0.05, it suggests that the correlation between

the variables is within the 95% percentile, which means that the correlation is very significant. If the p-value is higher than 0.05, that means the correlation between the variables is not significant.

Spearman’s Rho on the other hand, measures the strength and direction of the correlation (positive or negative). If the Spearman’s Rho is positive (above 0), then that suggests the correlation is positive. There is a strength indicator for the Spearman’s Rho, if the number is between 0 to 0.2, that means the correlation is very weak, from 0.2 to 0.6 it means that there is a moderate correlation. Above 0.6 it indicates a strong correlation between the variables. The indicator works the same way for negative correlation.

**Table 5**

***Correlation matrix:***

	<b>CRB_Comp</b>	<b>EMO_Comp</b>	<b>ITR_Comp</b>
<b>correlating to TRUST_Comp</b>			
<b>Spearman’s Rho</b>	0.44	0.32	0.22
<b>df</b>	112	107	97
<b>p-value</b>	<0.001	<0.001	<0.028

The first result of the correlation examination is the “credibility” construct, the p-value suggests that there is a significant correlation between credibility of the social media brand and the trust in this brand. Which means that credibility is a very influential factor when it comes to persuading customers on social media. The Spearman’s Rho is 0.44, which suggests that the correlation between the variables is positive, and the strength of the correlation is moderate. In summary, it can be concluded that “Credibility” is a very important factor to consider when trying to persuade customers to purchase products on social media.

The “emotional bonding” construct also correlates significantly with the “Trust” construct, as the p-value is lower than 0.001. This means that emotional bonding is also a very influential factor. The Spearman’s Rho is slightly lower than the previous construct, but 0.32 indicates that the strength of the correlation is moderate and positive.

The Interactivity construct has a p-value of 0.028, and a Spearman’s rho of 0.22. The p-value suggests that the correlation is significant between interactivity and trust in social media brands, since 0.028 is  $< 0.05$ . However, the Spearman’s rho of 0.22 means that the strength of the correlation is quite low.

#### **5.4 Regression Analysis**

Linear regression analysis will be carried out to finalize the entire analysis process. The goal of the regression analysis is to measure the overall ‘Model fit’, in order to examine all the variables on a collected level. There are two measurements that are

most significant in model testing: the p-value and the R<sup>2</sup> value. P-value measures the significance of the model. Therefore, if the p-value is below 0.05, that means the model is significant, and all of the composited variables have a significant contribution to persuasiveness. R<sup>2</sup> score on the other hand, is a measurement that is used in regression analysis to explain the variances between respondents. For example, an r<sup>2</sup> score of 0.3 will mean that the model can explain 30% of the variances between the respondents. A higher r<sup>2</sup> score usually means that the data/responses fit better with the model, and therefore will provide a more insightful result.

**Table 6**

***Model fit measures***

Model	R	R <sup>2</sup>	P-value
1	0.46	0.21	<0.001

As illustrated by the model fit measures table, the R<sup>2</sup> value is 0.21, and the p-value of the model is smaller than 0.001. Therefore, it is confident that all of the composite variables, which are emotional bonding, interactivity, and credibility factors have a significant impact on persuasiveness. However, the r<sup>2</sup> score is not ideal. The r<sup>2</sup> score of 0.21 indicates that this model can only explain around 21% of the differences in responses from the respondents. In that case, it is still a valid model for testing, however, the responses might not fit too well with this model.



## 5.5 Results

The correlation results for the three examined constructs:

- Credibility, p-value: <0.001, Spearman's rho: 0.44.
- Emotional bonding, p-value: <0.001, Spearman's rho: 0.32.
- Interactivity, p-value: 0.028, Spearman's rho: 0.22.

In conclusion, all of the examined constructs have shown significant correlation with the trust in fashion brands on social media, because the p-value for all of the examined constructs was lower than 0.05.

However, the three constructs can still be ranked as the "most significant" to the "least significant". The differences come from the minor difference in the p-value and the spearman's rho value.

The "interactivity" construct has the lowest p-value in comparison to "credibility" and "emotional bonding" constructs. Both of these two constructs have a p-value lower than 0.001, therefore, in terms of how significant the correlation is. Interactivity has the lowest correlation in terms of trust in fashion brands on social media.

Although the p-value is the same for the credibility construct and the emotional bonding construct, there is still a difference in spearman's rho. Spearman's rho measures for the strength of the correlation, and "credibility" have a higher spearman's rho in comparison to "emotional bonding".

Furthermore, the regression analysis has proven that the model is significant, and all of the listed composite variables make a great contribution to the dependent variable, which is persuasiveness. On the other hand, the  $r^2$  score from the model testing suggests that the responses from the data collected might not be the best fit for providing the best analysis.

In conclusion, to answer the research question: **“Which factor is the most influencing in terms of persuading customers on social media?”**, by running the spearman’s correlation matrix on the intended variables and finishing up with regression analysis. It is safe to say that “credibility” is the most influential factor in terms of persuading customers on social media because credibility has shown the most significant, and strongest correlation to the trust in fashion brands on social media.

## 6 Discussion

In this section of the research paper, the findings from the analysis and results section will be evaluated and interpreted based on earlier studies done in similar fields. The first research paper to be compared with is Yang’s empirical studies on Aristotle’s rhetorical theory and implies it to Airbnb’s marketing strategies. Since both this research paper and Yang (2018)’s research was investigating Aristotle’s rhetorical theory and how it can affect persuasiveness, it makes the most sense to compare the findings from both studies as well.

Aristotle emphasizes the importance of ethos, logos, and pathos. Ethos refers to the credibility of the speaker, logos refers to logic and reasoning, and pathos refers to emotional appeals that are made by the speaker. In Yang (2018)'s research, the author has stated that Airbnb is utilizing Aristotle's three modes of persuasion. Airbnb has proven itself to be a trustworthy platform, by categorizing the hosts that are listed on the platform into "verified", or "superhost". Airbnb is known to be more cost-effective in comparison to traditional hotels, therefore, it is also logical to pick the cheaper options, and logic can be referred to logos. Pathos was also utilized by Airbnb by providing unique and welcoming travel experiences to their customers.

In this research, there are also three factors that are contributing to persuasiveness: Credibility, emotional bonding, and interactivity. In terms of Aristotle's rhetorical theory, credibility is Ethos, emotional bonding will be referred to Pathos, and Interactivity can be referred to Logos, because interactivity in this research is about how social media brands are interacting with their customers, for example, proving reasonable arguments about why people should purchase their products.

Both research papers have proven that Aristotle's three modes of persuasion are very significant and useful in today's economy to convince customers. The differences between the findings are that this research paper has concluded that Credibility is the most significant factor in terms of persuasiveness in comparison to the other two factors (Logos and Pathos). However, Yang (2018)'s research did not state which one of the three modes of persuasion (Ethos, Logos, Pathos) is the best. The study was focused on how Airbnb utilized these three modes in order to effectively persuade

customers to use their platform instead of others. The researcher emphasizes that companies should learn and utilize these three modes of persuasion.

Another research that will be discussed in this paper is a study conducted by Chang (2020). In this study the author has examined the level of involvement of the customers in their purchasing phase, and how will that determine which route will the customer take (central or peripheral). The study has shown that customers that are more involved will take the central route, where they will repeatedly evaluate the marketplace and evaluate the information they have on that product. On the other hand, customers that are less involved in processing the information are taking the peripheral route, where they make their decisions solely based on the likes, or the popularity of that marketplace. Nevertheless, this study has significant implications on this study because the information that is available to the customers is the more important cue when it comes to purchasing decision making. No matter if the customer is taking the peripheral route or central route when processing the information, it heavily relies on the credibility of that piece of information, or the credibility of the marketplace. This adds value to the findings of this study because credibility is shown to be the most significant factor when it comes to persuading customers to make a certain purchase.

The reason for choosing these two studies to compare the findings to this study is because both of these studies are examining factors that could potentially influence the persuasiveness of the messenger/platform. The first study examines factors that influence consumer's choices in Facebook marketplace, in the second study, the authors are examining factors that influence consumer's decisions to use Airbnb. Both

research papers have findings that prove credibility is one of the most important factors that contributes to customers' choices in products or marketplace. This finding is consistent with this study, as mentioned in results section, credibility is the best factor in persuading customers. Besides the final finding, this research's theoretical framework is the same as Yang's research framework, which is Aristotle's rhetorical theory. Since that both this study and Yang's study is using the same framework, the data collection process and analysis process will be similar as well. Therefore, it adds more confidentiality to the findings from both research since the findings are consistent.

Additionally, research done by Torto (2020) has explored the use of Aristotle's rhetorical theory and how effective is this theory when it comes to advertising. The author has examined the print media's advertisers in Ghana, the techniques they have used to persuade and convince customers. In the conclusion and finding section of this particular study, the author has stated that the advertisers in Ghana have utilized the technique of logos, pathos, and ethos in the advertisements and have achieved excellence efficiency in turning advertisements into sales. On top of that, the author has revealed that logos turn out to be the most effective technique through an appeal to logical reasoning.

The appliance of Aristotle's rhetorical theory is not limited to only advertising or marketing, there are other activities that involve persuading others. Isai (2020) has done research on persuasive email writing by using Aristotle's rhetorical theory. The author believes that many English learner among university students, especially in technical fields, have deficiency to write persuasively. Therefore, the author has

examined the elements of rhetorical theory to analyze if Aristotle's persuasive theory can be implied in writing. The findings of this study are that when ethos, pathos and logos can be used in a reasonable way, it will demonstrate a strong art of persuasion. Especially with regard to professional or business emails, adopting the elements of credibility, emotion, and logic in writing can be especially important in convincing a person. In the conclusion of this study, the author suggests that Aristotle's rhetorical theory should be emphasized in schools or higher educational institutions to improve the student's ability to write persuasively.

The use of Aristotle's rhetorical theory can also be applied to politics. Muhammad (2021) have investigated the art of persuasion in political speech. The author has stated that the Pakistani Premier Imran Khan have employed rhetorical strategies in the speech, and it was a great success. The investigator has noticed that Imran Khan have utilized Aristotle's rhetorical theory by using Ethos, Pathos, Logos in the speech, and it had the power to persuade the masses. In conclusion, Imran Khan have successfully communicated his message to the entire nations and had an impact on a global scale. The author believes that by utilizing Aristotle's art of persuasion in politics can have a great impact, Imran Khan is the great example.

Furthermore, a study conducted by Isai (2021) has had the primary objective to apply Aristotle's ethos, pathos, and logos framework to evaluate job interviews performed by fresh graduates. The findings have revealed that the selected candidates predominantly used around 75% of Ethos, 40% of Pathos, and 58% of Logos, in comparison to those non-selected candidates. The study and analysis have highlighted the importance of Aristotle's rhetorical framework for understanding interview

presentations and having the persuading skill, which eventually allowed those candidates to be selected from the job interviews.

In summary, the findings from this research are in fact consistent with previous research done in this field. The reason for the constancy in the findings is caused by several factors: having the same or similar theoretical framework to guide the research. These studies are examining the same objective, which are factors that influence persuasiveness. Last but not least, all of these studies have been using the same research method, which is by collecting data from surveys to analyze.

## **7 Conclusion**

In this section, the researcher is aiming to deliver the conclusion of the findings from this research. The conclusion will be delivered in three separate sections:

- 1) Theoretical contribution
- 2) Practical implications
- 3) Limitations and recommendations for future research

In the theoretical contribution section, this section will highlight the importance of the findings from this research, and how does it contribute to existing theories or concepts. For example, how does the results from this research help or create new ways to understand persuasion in marketing, as well as how does the findings from this research closes any research gap in relevant fields of studies.

In the Practical implication section, it will be discussed and described how does the findings of this research apply to the real world, and what impact it may have on the existing real-world settings, in terms of social media marketing. This section is important since it will reveal the practical value of this research.

In the limitations and recommendations section, the researcher will reflect on the limitations of this research, whether limitations in methodological areas or conceptual areas may have affected the validity of the findings of this research. Lastly, the researcher will make statements of recommendations for future research or improvements.

## **7.1 Theoretical contributions**

The concluded findings of this research were that “credibility”, “emotional bonding” and “interactivity” all have shown correlation to persuasiveness in social media marketing. However, credibility stood out amongst the other two factors with the highest significant correlation. This result has important contribution to previous studies for the following reasons:

Firstly, the results of this study can further validate the findings from previous literature that have been mentioned in this paper. Using Yang (2018)’s research on Airbnb for example, since this research uses the same theoretical framework – Aristotle’s rhetorical theory, the findings of this research can validate Yang (2018)’s research based on the similar findings/results. Both studies have shown that Aristotle’s rhetorical theory can have significant impact in persuading customers in the modern world.



Furthermore, the findings from this study can extend Yang (2018)'s research by filling out a research gap that was missing from this author's study. Yang's research has concluded that all of the factors within the rhetorical theory can be utilized to increase persuasiveness, however, it was never mentioned or not examined which factor is more important or significant. This study has proven that although all of the factors within rhetorical theory can greatly influence persuasiveness, credibility has shown the most significance, which is referred to as Ethos in terms of the theory.

Another theory that can be validated or tested by this research is the ELM, elaboration likely model. This paper has previously mentioned Chang (2020)'s research using the ELM model, and that research has concluded that depending on the involvement of the customers will either take the periphery route or central route when making purchasing decisions. It is said by the author that no matter which route the customers are taking, they will evaluate the company based on the information they could gather. That includes the comments from previous customers, like likes on the posts on social media, the reputation of the company. This conclusion then comes down to one important factor: the credibility of the company. Therefore, the findings from Chang (2020)'s research using the ELM model can validate the findings of this research, that credibility is a very important factor in terms of persuading customers on social media.

The findings of this research can have significant implications on the current social media marketing strategies. Many brands on social media are very focused on graphical designs and interactivity. However, according to the findings of this research and results from previous literature, credibility should be the most important factor

in marketing. The main theoretical contribution of this research is to help companies to understand that customers care the most about the reputation of the brand, instead of the interactivity or colorfulness of the advertisements. Therefore, it is recommended that brands on social media should focus more on managing customer relations by providing immediate feedback or help to their needs, in order to improve the overall review of the brand on social media. Another good strategy is to use more celebrity endorsements or influencer marketing, to allow customers to feel more comfortable with the brand and have more trust in the products or services provided.

## **7.2 Practical Implications**

The findings of this study suggest that credibility is the most influential factor in affecting persuasiveness when it comes to social media marketing. Therefore, companies, especially start-ups, that focus on social media advertising, should specially pay attention to attributes that impact credibility.

Companies on social media should focus on building credibility with their audiences. This includes not lying to the customers about the product or services provided, providing the customers with insightful information regarding the company and the products being served, establishing the company as a trusted authority in a specific field. Another strategy to use is to foster relationships with influencers that are trustworthy. Influencer marketing is one of the most common marketing strategies to adopt on social media platforms, because popular influencers have already got a handful number of followers. By using influencers to promote the products, it

naturally makes the product exposed to more audiences, also it encourages the audience to dig more information regarding the product.

Companies that advertise on social media should use credible sources to back up their claim or their products. If a company makes a certain statement about the service or product, it is essential to link external sources that provide guarantees or evidence. Many customers that care about the credibility of the company will look up this information, therefore, providing external proof to support the claims will build more trust between the company and the customer.

Companies should definitely avoid using misleading or deceptive tactics. Lying about the product's functionality might boost the sales in the short run, but it will ruin the brand image in the long run. Deceptive tactics may also include exaggerating the benefits of the product, using clickbait titles to lure in audiences, these can all greatly undermine the credibility of that company. Advertising on social media should be a place to build trust and engagement between the company and the audience, therefore, companies should avoid using these tactics.

### **7.3 Future research and Recommendations**

The sample size of this research is roughly around 130 participants, which is an acceptable number to conduct quantitative research. However, in order for the findings to be able to represent the entire population, this number might not be enough. For example, in Chang's research on the elaboration model and the Facebook

marketplace, the author has had 406 Facebook users who participated in the survey. In general, the greater number of sample size could result in higher validity in the findings of the research. One study conducted by Adrian (2008) has discussed the limitations or drawbacks of having a small sample size, for which the author has stated that small sample size will have very limited statistical power, which can result in false conclusions. That is because a small sample size is more likely to produce chance findings or false positives. In addition, the author has stated that small sample size can result in biased samples, which will affect the accuracy of the findings and make it not applicable to the general population. In this research, most of the applicants are between the ages of 18-25, and that may influence the applicability of the findings to the whole population.

Another limitation of this study that may affect the application of this study to the real world, is the limited scope of this research. Since this study is to investigate factors that can influence persuasiveness, there is a very high chance that many internal or external factors are not considered, especially the research framework of this study is solely based on Aristotle's rhetorical research, and there are many other factors that are mentioned in the literature review section that has not been examined in this study. Therefore, the only factors that this study has examined and can be applicable to the real world are credibility, emotional bonding, and interactivity.

The future research should focus on a broader geographical area since this research is limited to just Austria and Slovakia. In addition, the research would like to include financial valuables such as earnings and job status of the participants to have a more insightful conclusion. The findings of this study are solely based on the variables from

Aristotle's rhetorical research and the factors that are associated with credibility, emotional bonding, and interactivity. Future studies should focus on a wider scope and considering other theories that can affect persuasiveness.

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