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# Linguistic Strategies and Purchase Intention: Platform and Cultural Effects

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## ABSTRACT

This scoping review article maps how linguistic features influence consumer purchase intention across digital marketing platforms and cultural contexts. Following the PRISMA-SCR framework, it reviewed 19 empirical studies (2015-June 2025) from major academic databases to examine how language features influence consumer behavior in online shopping, live-stream commerce, social media, and e-commerce settings, with cultural perspectives drawn from Japan, Indonesia, China, and other contexts. Key findings indicate that linguistic strategies (tone, style, persuasive appeals, social presence, and cultural congruence) play an important role in enhancing trust, arousal, brand awareness, and purchase intention. The effectiveness of these strategies varies by platform and culture. Conversational language works best in interactive, collectivist contexts, while clarity and authenticity are favored in text-heavy, individualist settings. It also identifies gaps related to platform diversity, cross-cultural comparisons, and theoretical integration, providing a roadmap for future research and culturally responsive marketing strategies.

**Keywords:** Linguistic Factors, Purchase Intention, Marketing Language, E-Commerce Platforms, Cultural Perspectives.

## I. Introduction

Purchase intention is a key concept in consumer behavior and marketing that demonstrates a person's readiness to participate in certain actions and the degree to which they will continue attempting to achieve this (Suyanto & Dewi, 2023). Purchase intention is a dynamic and multifaceted concept influenced by various internal and external factors. These factors can be psychological, social, and market-related, reflecting the complexity of consumer behavior and decision-making processes (Renu et al., 2020). Understanding this dynamic character is crucial for businesses aiming to effectively engage with their target audience. Studies have often examined purchase intention within various theoretical frameworks. The dominant theoretical frameworks used by scholars to investigate purchase intention can be categorized into several core models. First, the Theory of Planned Behavior (TPB), which emerges as the most extensively used framework, incorporates attitude, subjective norms, and perceived behavioral control as key determinants of behavioral intention (Apipuchayakul & Vassanadumrongdee, 2020; Bhutto et al., 2020; Efendioğlu, 2019; Zong et al., 2023). Second, the Theory of Reasoned Action (TRA), which serves as the foundational predecessor to TPB, focuses on attitude and subjective norms as primary predictors of behavioral intention (Limbu et al., 2022; Rehman & Al-Ghazali, 2022; Rehman et al., 2019; Tufail et al., 2022). Third, the Technology Acceptance Model



(TAM) has gained prominence for technology-related purchase intention, highlighting perceived usefulness and perceived ease of use as core constructs (Hendriana, 2021; Konietzny & Caruana, 2018; Venkatesh & Davis, 2000). Fourth, Stimulus-Organism-Response (SOR) Theory provides a psychological framework that examines how external stimuli influence internal cognitive and emotional states, subsequently affecting behavioral responses (Lin & Shen, 2023; Renganathan et al., 2025; Zheng et al., 2023). Fifth, Unified Theory of Acceptance and Use of Technology (UTAUT) synthesizes multiple acceptance models, integrating performance expectancy, effort expectancy, social influence, and facilitating conditions (Konietzny & Caruana, 2018; Theocharis et al., 2025; Venkatesh et al., 2016).

Linguistic factors refer to the specific ways language is used in various marketing contexts, from advertising copy to live-stream interaction. The choice of language can overtly influence how consumers perceive a product, a brand, or a message, thereby impacting their purchase intentions. Linguistic factors, encompassing the choice and style of language marketing communication, significantly influence this intention by shaping perceptions, evoking emotions, and building trust (Huang et al., 2024; Hussain et al., 2021; Yusuf & Abas, 2024). They are ultimately guiding consumer behavior and purchase decisions. Understanding the interplay between these factors can provide valuable insights for marketers looking to effectively influence consumer behavior. The interaction between purchase intention and linguistic factors is dynamic and complex, often mediated by cognitive and emotional processes within the consumer. Language acts as a primary tool for shaping the various factors of purchase intention. The language used in advertisements, including its perceptual aspects and overall likability, directly influences both purchase intention and advertising recognition. This relationship can be moderated by product type, considering factors like perceived risk and product knowledge. For example, a conceptual model illustrates that "Advertising Perceptual Scale Construct" and "Advertising Likelihood" directly impact "Purchase Intention" and "Advertising Recognition," with "Product Type" acting as a moderator for these relationships (Kawahara, 2020). In social commerce, linguistic choices in marketing content, including micro-level, macro-level, and meta-level linguistics, interact with consumer trust to influence purchase intentions (Wang et al., 2023a). It investigates how different linguistic features of marketing content, conceptualized through speech act theory, influence customer purchase behaviors on content-driven social commerce platforms.

Additionally, the specific language appeals used by anchors in live streaming e-commerce (emotional versus rational appeals) influence how consumers process information and emotions, directly affecting their purchase intentions (Ma et al., 2023). The interaction and integration effects of emotional factors like interactivity, presence, trust, and resonance on purchase intention in agricultural product live streaming marketing are also significant (Han et al., 2024). These studies underscore the importance of understanding how different linguistic strategies impact consumer behavior in either the social or live-stream commerce context. The language used in online reviews directly affects consumers' intentions to make a purchase (Qiu & Zhang, 2024; Zhang et al., 2022). Additionally, how consumers interpret the variability in these reviews, influenced by their dialectical thinking, highlights the complex relationship between linguistic presentation and cognitive processing in driving purchase decisions (Liu et al., 2023). Understanding the impact of linguistic strategies on consumer behavior, companies can tailor their messaging to effectively drive sales and engagement in the competitive online marketplace. In studies of traditional cultural products like Hanfu Clothing, a traditional Chinese garment, the language used to convey the authenticity of cultural elements and cultural compatibility significantly impacts consumers' psychological mechanisms and, subsequently, their purchase intention (Li et al., 2024). The integration of linguistic factors into the study of purchase intention provides a richer understanding of consumer decisions. As marketing evolves with new digital platforms and communication channels, the role of language becomes even more pronounced.

Understanding how linguistic factors shape purchase intention requires analyzing not just the language used but also the platform through which marketing occurs and the cultural context of consumers. The linguistic platform and culture interact in complex ways to influence how messages are received and interpreted. For example, Yin et al. (2019) demonstrate how social interaction within social commerce platforms shapes purchase intention, particularly when mediated by cultural dimensions. Their findings

indicate that cultural background moderates the impact of social influence, making cultural insights crucial for designing linguistically and contextually resonant marketing strategies. Pookulangara and Koesler (2011) further show how cultural influences determine consumers' engagement with social networks and shape their online buying behaviors. The linguistic choices made in marketing messages on these platforms must align with cultural expectations for authenticity and relevance. From a linguistic perspective, Huang et al. (2024) investigate how language affects consumer emotions like arousal and presence, which in turn impact purchase intention. This underscores the need to localize language strategies, rather than relying on direct translation, to resonate with emotional and cultural norms. Platform choice also significantly impacts how messages are interpreted. Chatterjee et al. (2022) highlight how cross-cultural consumer engagement varies across international marketing platforms, reinforcing the importance of adapting linguistic styles to platform-specific expectations and regional sensitivities. While it doesn't explicitly use the term of specific platform, it strongly supports the idea through its emphasis on cross-cultural adaptability, emotional intelligence, and multi-channel engagement strategies.

These concepts inherently require tailoring communication styles to both cultural norms and platform-specific expectations. Research conducted by Ng (2013) And Zhu et al. (2019) Underscores the notion that reviews and branded content exhibit variability across different platforms and cultural contexts. This variability is not only reflected in the content itself but also in the manner of its presentation. Such differences significantly affect consumer perception and intention, influenced by factors such as linguistic tone, genre, and overall communication style. In summary, studying purchase intention in today's digital economy requires a comprehensive approach that combines the characteristics of marketing platforms, cultural insights, and linguistic strategies to effectively influence consumer behavior. By understanding these various factors, marketers and researchers can tailor their strategies to better resonate with target audiences, ultimately driving sales. This holistic approach is essential for navigating the complexities of the digital landscape and staying ahead of competitors. Despite extensive research on language in marketing, there remains limited integration of platform and cultural moderators within a unified persuasive framework. As platforms differ in synchronicity and social visibility, identical linguistic devices may produce different effects depending on platform affordances and cultural norms. Therefore, this review addresses the question:

- a. How do specific linguistic factors influence purchase intention across diverse marketing platforms?
- b. How do cultural perspectives moderate the effect of linguistic factors on purchase intention in global markets?
- c. What are the research gaps and future directions for studying linguistic factors in shaping purchase intention?

## II. Literature Review and Hypothesis Development

This study employs an integrated theoretical framework combining the Elaboration Likelihood Model (ELM), Language Expectancy Theory (LET), and Hofstede's Cultural Dimension Theory to explore how linguistic features shape purchase intention across diverse marketing platforms and cultural contexts.

### 2.1. Elaboration Likelihood Model

This study adopts the Elaboration Likelihood Model (ELM), a psychological theory developed by Petty and Cacioppo (1986), as a foundational framework to analyze how linguistic factors influence purchase intention. The ELM represents one of the most influential theories of attitude change and persuasion processes in social psychology and consumer behavior research (Kitchen et al., 2014; Tam & Ho, 2005). The model provides a comprehensive framework for understanding how individuals process persuasive information and subsequently develop attitudes that influence behavioral intentions. The ELM posits that persuasion operates through two distinct cognitive pathways: the central route and the peripheral route, each

activated based on the consumer's motivation and ability to process information systematically (Petty & Cacioppo, 1986). The central route involves high elaboration, where individuals engage in careful and thoughtful consideration of message arguments, leading to enduring attitude changes and stronger purchase intentions. In contrast, the peripheral route involves low elaboration, relying on superficial cues and indicators such as source attractiveness, emotional appeals, or intuitive judgment, resulting in temporary attitude shifts. In marketing, this framework helps us understand how language choices, such as wording, tone, and structure, can encourage consumers to buy. In the context of marketing communication, linguistic features such as lexical complexity, rhetorical structure, and emotional tone serve as cues that map onto these routes. Analytically rich, argument-driven language can activate the central route, particularly among consumers with high cognitive involvement and motivation to evaluate message content, as demonstrated in contemporary studies of digital marketing and influence communication (Farivar et al., 2023; Mardhatilah et al., 2023). These studies reveal that message elaboration increases when content includes logical appeals, clear evidence, and message congruence, elements crucial for central route processing.

However, the choice of linguistic strategies should be tailored to the marketing platform and the target audience's level of involvement, as platforms vary in message interactivity and audience engagement. On interactive platforms like social media, where audience engagement is high, linguistic cues that foster connection or community might be more effective through the peripheral route. For example, positive emotional tone in user-generated content can influence purchase intention for low-involvement products, as found in studies like Lee and Hong (2016), which showed that emotional tone on social media significantly influences attitudes through peripheral processing for low-involvement consumers. Importantly, the cultural and psychological context also determines how linguistic factors influence information processing routes. Emotional arousal and presence, both linguistic outcomes, have been found to mediate the relationship between language and purchase intention, indicating that even seemingly peripheral cues can deeply influence consumer cognition (Huang et al., 2024). This highlights the importance of considering all aspects of language in marketing strategies. Thus, ELM provides a comprehensive lens to understand the persuasive role of language in marketing, allowing researchers to distinguish not only how but also when linguistic features affect consumer attitudes and behaviors depending on the level of message involvement and platform interactivity. This framework not only guides the design of marketing messages but also exposes areas for future research, such as the interplay between linguistic strategies, cultural dimensions, and emerging platforms like live streaming.

## 2.2. Language Expectancy Theory

Language Expectancy Theory (LET) emerges as a fundamental framework for understanding persuasive communication dynamics in cross-cultural environments. Originally developed by Burgoon et al. (1995) and later refined by Miller and Burgoon (1978). LET operates on the premise that language is a rule-governed system where individuals develop specific expectations concerning the message strategies employed by others in persuasive attempts (Burgoon et al., 2002). The theory proposes that these expectations are fundamentally shaped by cultural and sociological norms and preferences, making it particularly relevant for examining cross-cultural communication effectiveness. LET provides a theoretical lens through which to examine how linguistic choices either conform to or violate established cultural communication norms, thereby influencing the persuasive impact of messages (Burgoon, 1995). This can ultimately lead to greater understanding and successful communication across diverse cultural contexts. The theory's core assumption rests on the understanding that communication effectiveness is largely determined by the degree to which messages align with or strategically deviate from audience expectations, which are culturally constructed and contextually dependent. The theory emphasizes the importance of adapting message delivery and content to align with cultural norms and values.

The theoretical architecture of LET encompasses several key principles that directly apply to cross-cultural social media communication. First, the theory establishes that individuals possess culturally informed

expectations about appropriate linguistic behavior, including formality levels, directness, emotional expression, and communicative style preferences (Miller & Burgoon, 1978). These expectations function as cognitive schemas that guide the interpretation and evaluation of incoming messages. Second, LET posits that violations of these expectations can produce either positive or negative outcomes depending on the nature of the violation and the cultural context in which it occurs. Positive violations occur when unexpected linguistic choices enhance the communicator's credibility or message appeal, while negative violations diminish persuasive effectiveness (Burgoon et al., 2002). This principle becomes particularly significant in cross-cultural contexts where cultural misalignment may inadvertently create negative expectancy violations. Third, the theory recognizes that expectancy violations must be evaluated within specific cultural frameworks, as what constitutes an acceptable or beneficial deviation varies significantly across cultural groups. This cultural specificity makes LET particularly valuable for understanding how global brands adapt their communication strategies across diverse cultural markets on social media platforms. The theoretical framework of LET extends beyond general cultural considerations to encompass platform-specific communication norms and expectations.

Different social media platforms establish distinct linguistic environments with their own sets of communication expectations, which interact with cultural norms to create complex expectancy structures (Lee & Yu, 2020). For instance, LinkedIn's professional context creates expectations for formal, achievement-oriented communication that may align more closely with individualistic cultural values, while platforms like WeChat may emphasize a relationship-building communication style that resonates with collectivistic cultural preferences. LET's key components include the message characteristic, communicator characteristic, and receiver characteristics. Several studies illustrate its impact: First, research has shown that the complexity of language (lexical and syntactic) in messages can influence their effectiveness, with simpler language often being more persuasive for certain audiences (Averbeck & Miller, 2013). This is particularly relevant in areas like political campaigning, where candidates adjust language intensity based on circumstances to optimize their message reception (Clementson et al., 2016). Second, LET is critical in understanding patient compliance and doctor-patient interactions. By integrating reinforcement expectancy principles, studies aim to analyze how communication strategies influence patient adherence over time (Klingbe, 1993). The use of controlling language by physicians, when violating patient expectations, can lead to negative outcomes such as anger and reduced behavior change (Averbeck, 2014). In the context of chatbots, LET is used to analyze how a chatbot's language choices, especially register differences, influence user experience, emphasizing that language must conform to the expected social role of the agent (Chaves et al., 2022).

### 2.3. Hofstede's Cultural Dimension Theory

This theory, developed by Geert Hofstede, is a fundamental framework for understanding how cultural values shape behaviors, attitudes, and interactions across societies. It outlines six dimensions of culture: power distance, individualism vs. collectivism, uncertainty avoidance, masculinity vs. femininity, long-term vs. short-term orientation, and indulgence vs. Restraint. These dimensions provide a framework for understanding how cultural values influence social norms and practices.

#### a. Power distance

This aspect examines the extent to which individuals in a community accept and anticipate unequal power distribution (Hofstede, 2001). In high PDI cultures (e.g., Malaysia and Indonesia), hierarchical structures are respected, and authority is rarely questioned, whereas low PDI cultures (e.g., Denmark and New Zealand) emphasize equality and participative decision-making. In high PDI cultures, communication tends to be formal, deferential, and top-down, with subordinates using respectful language when addressing superiors (Hofstede et al., 2010). For example, in a marketing context, advertisements in high PDI cultures like Indonesia may use formal language or endorsements from authority figures to enhance credibility and influence purchase intention (Fadlilah et al., 2024). In low PDI cultures, communication is more direct and egalitarian,

with consumers responding better to informal, peer-like messaging. In organizations, high PDI cultures foster hierarchical structures where directives from leaders are followed without question, which impacts employee communication and decision-making (Hofstede, 2001). For instance, in high PDI settings, employees may prefer clear, authoritative instructions, affecting how marketing teams design campaigns. Conversely, in low-PDI organizations, collaborative communication styles encourage innovation but may slow decision-making due to consensus-seeking.

#### b. Individualism vs. Collectivism

This aspect describes whether a culture prioritizes individual goals and autonomy (high individualism) or group harmony and interdependence (high collectivism) (Hofstede, 2001). This dimension significantly influences communication styles and consumer behavior. In a collectivist culture, communication emphasizes group-oriented values, such as community, loyalty, and social norms. Marketing messages in these cultures often use inclusive language (e.g., "we", "our community") to appeal to group identity, as seen in Indonesia, where polite and friendly language fosters trust and purchase intention (Fadlilah et al., 2024). In individualist cultures, marketing messages typically focus on personal benefits, self-expression, and individual achievements, with advertisements using direct, self-focused language (e.g., "achieve your dream") to drive purchase intention (de Mooij & Hofstede, 2010). Collectivist organizations prioritize team cohesion and collective decision-making, which can enhance group performance but may suppress individual creativity (Hofstede et al., 2010). In contrast, individualist organizations encourage autonomy and innovation but may face challenges in fostering teamwork. Marketing teams in collectivist cultures may collaborate closely on designs that resonate with group values, while individualist teams may prioritize personal creativity. Aisyah (2015) shows that in Japan (collectivist), positive language attitudes toward Japanese products enhance purchase intention, reflecting group-oriented cultural values. Scholars distinguish between high-context and low-context culture (Hall, 1976). High-context cultures, such as Japan, China, and Indonesia, rely heavily on implicit communication, shared understanding, and contextual cues, while low-context cultures, such as the United States and Germany, prioritize explicit, direct communication where meaning is primarily conveyed through words rather than context.

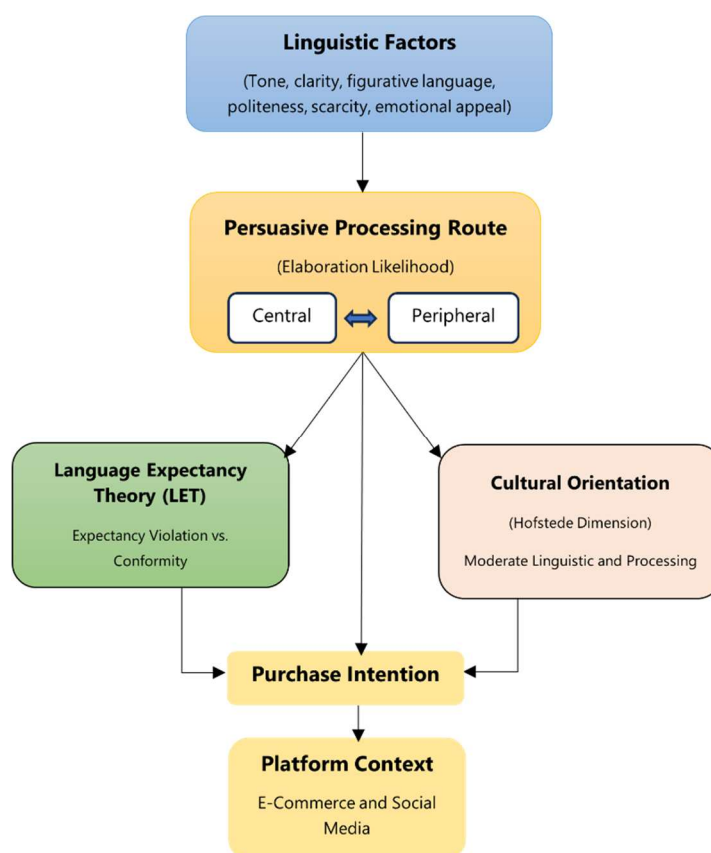
#### c. Masculinity vs. Femininity

Masculinity vs. Femininity (MAS) reflects whether a culture values competitive, achievement-oriented traits (masculine, e.g., Japan and Italy) or nurturing, quality-of-life-oriented traits (feminine, e.g., Norway and Sweden) (Hofstede, 2001). This dimension shapes a community's tone and organizational priorities. In masculine cultures, marketing communication often emphasizes success, performance, and status, using assertive language or competitive claims such as "the best product." In feminine cultures, marketing communication tends to focus on cooperation, compassion, and quality of life, using empathetic and relational language (de Mooij, 2019). For example, in Japan (masculine), advertisements may focus on product superiority to appeal to status-conscious consumers, as suggested by Aisyah et al. (2015) linking language attitudes to purchase intention.

### 2.4. Integrating Linguistic and Cultural Perspectives

To explain how linguistic factors shape purchase intention across platforms and cultures, this study integrates three complementary frameworks: Elaboration Likelihood Model (ELM), Language Expectancy Theory (LET), and Hofstede's Cultural Dimensions. From the ELM perspective, consumers process persuasive messages in two main ways. If they are motivated and able to think carefully, they use the central route to evaluate the content. If they rely on quick impressions, they take the peripheral route, focusing on things like tone or appearance. The style of the message, including clarity, use of evidence, and the amount of metaphor, can influence which approach people take. On the other hand, LET adds a social and cultural aspect by suggesting that people have expectations about how language should be used. Messages that break these

expectations, like being too informal in a formal situation or being too direct in a group-oriented culture, can either help or hurt how convincing they are. This depends on how the audience views the social impact of the violation. Meanwhile, Hofstede's Cultural Dimensions help us understand how different cultures shape consumer expectations. For instance, in collectivist cultures, people tend to appreciate polite language and signals of unity. In contrast, individualist cultures often prefer straightforward and self-promoting messages. Therefore, integrating these ideas shows that persuasive language works through three main factors: how we process messages (ELM), what we expect from language norms (LET), and our cultural background (Hofstede). Linguistic features act as both signs that help us think (processing triggers) and signals that reflect cultural norms. Therefore, how persuasive marketing language is depends on the content itself and how well it matches the platform and cultural expectations. This approach allows us to compare how similar language strategies, like urgency appeals, emotional words, or polite expressions, affect buying intentions differently across various cultures and platforms.



**Figure 1. Triadic Framework Model**

### III. Research Method

#### 3.1. Review Design

The scoping review methodology used in this study followed the PRISMA Extension for Scoping Review (PRISMA-SCR) standards (Tricco et al., 2018) to map existing evidence on how linguistic factors shape purchase intention across platforms and cultures. A scoping review was viewed as most appropriate because the field is interdisciplinary and conceptually fragmented, drawing from linguistics, marketing, psychology, and cultural studies. Unlike systematic reviews that aim to answer narrowly defined causal questions, a scoping review is better suited for mapping broad conceptual relationships, identifying knowledge gaps, and integrating diverse methodologies (Arksey & O'Malley, 2005). This flexibility allows the inclusion of both

quantitative and qualitative studies that examine language behavior interactions in digital marketing contexts. The scoping review approach, while comprehensive, has limitations. It does not assess the quality of the included studies to the same depth as systematic reviews and thus cannot establish causality. To mitigate potential bias, we followed PRISMASCR's transparency principles by documenting all stages of identification, screening, and inclusion. Additionally, a secondary reviewer cross-checked 20% of the screening and data extraction results to ensure intercoder reliability and consistency in applying the inclusion criteria.

### 3.2. Search Strategy

The search strategy was developed iteratively to capture linguistic and cultural studies in marketing contexts. Boolean combinations were refined through searches to ensure coverage across domains. For example, the inclusion of both "linguistic factors" and "language strategies" broadened retrieval to studies from marketing and communication journals. The inclusion of "Hofstede" and "culture" linked the linguistic variables to cultural orientation frameworks. The final search strings were reviewed by two independent researchers to ensure relevance and reproducibility. All searches were conducted between January and March 2025 across Semantic Scholars, ScienceDirect, Emerald Insight, EBSCOhost, and Google Scholar.

### 3.3. Eligibility Criteria

The inclusion criteria specified that articles must meet the following requirements:

- a. The article must be an empirical study in peer-reviewed journals, conference proceedings, or high-quality book chapters.
- b. The studies explicitly examined linguistic features (such as tone, diction, metaphor, and pronoun) and their influence on purchase intention.
- c. The research included marketing platforms (Instagram, TikTok, online reviews, and e-commerce).
- d. Studies referencing or analyzing cultural dimensions, particularly within Hofstede's framework.
- e. Articles are written in English and published between 2015 and 2025.

The Exclusion criteria include the studies that are related to the following criteria:

- a. Studies focusing solely on non-linguistic elements (such as visual design, color, and branding)
- b. Articles do not directly address consumer behavior or purchase intention.
- c. Editorials, opinion articles, book reviews, and non-English publications are not included in this review. Only empirical studies that meet the specified criteria will be included in the review.

### 3.4. Screening and Selection Process

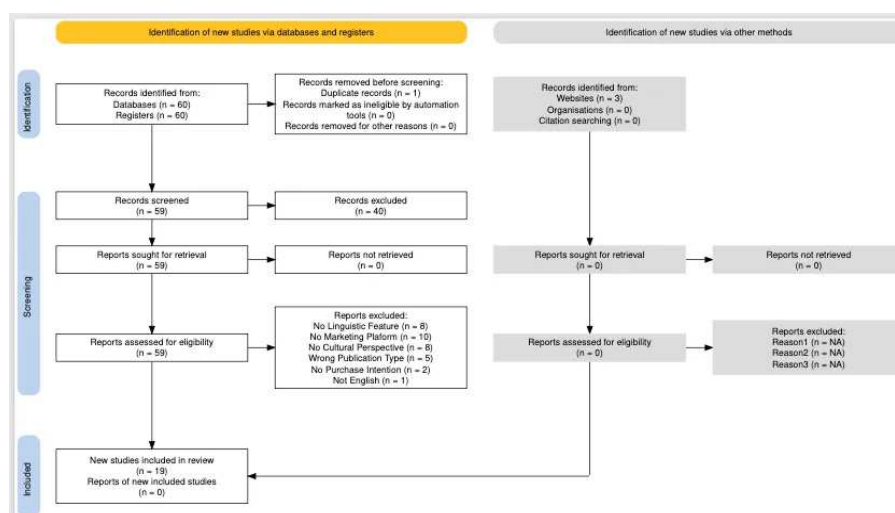
Article screening followed a three-stage process: (1) title abstract review, (2) full-text assessment against inclusion criteria, and (3) final consensus validation. The software Rayyan (Ouzzani et al., 2016), a web-based systematic review tool, was employed to manage citations, detect duplicates, and record reviewer decisions. Two researchers independently screened studies, and disagreements were resolved through discussion. To ensure transparency, an audit trail was maintained documenting reasons for exclusion. This approach enhanced reliability and minimized subjective bias.

### 3.5. Data Extraction

Data extraction was conducted using a structured spreadsheet designed to capture the following information: article title, authors, year, country, linguistic variables, marketing platform, cultural framework, methodology, and key findings related to purchase intention. The extraction form was pre-tested with three sample articles to ensure clarity and consistency. To validate data accuracy, extracted items were cross-checked by a second researcher. Any discrepancies were reconciled through re-examination of the original article.

### 3.6. Data Analysis and Synthesis

Extracted data were analyzed using thematic narrative synthesis. Codes were developed inductively to capture emerging linguistic themes (e.g., tone, style, emotional expression) and deductively to reflect the theoretical frameworks (ELM, LET, Hofstede). Thematic clustering was facilitated using a manual labelling technique, which assisted in identifying recurrent linguistic patterns, platform features, and cultural moderators. The analytical process followed three iterative steps: (1) initial open coding, (2) axial grouping around theoretical constructs, and (3) synthesis into integrative themes. Triangulation between researchers was used to validate interpretation and ensure analytical rigor.



**Figure 2. PRISMA-SC Flow Diagram Illustrating the Systematic Review Process**

## IV. Result and Discussion

### 4.1. Overview of Included Studies

This study examined N=19 studies in this scoping review. The studies span from 2015 to early 2025 and were published across interdisciplinary journals related to marketing, psychology, communication, and linguistics. E-commerce and live streaming were the most commonly studied marketing platforms, with 8 studies (42.1%). This was followed by online shopping websites and applications with 6 studies (3.6%), social media platforms with 2 studies (10.5%), such as Instagram. Online reviews were analyzed in 3 studies (15.8%), while advertising and television shopping appeared in 2 studies (10.5%). In terms of linguistic strategies, language style or tone was examined in 4 studies (21.1%), persuasive or creative language use in 4 studies (21.1%), and language attitudes or familiarity in 3 studies (15.8%). Most studies (94.7%) employed quantitative or mixed empirical methods, including surveys, experiments, and structural equation modeling. Only one study (5.3%) used a qualitative approach, such as textual interpretation and discourse analysis. From a cultural perspective, the studies showed a major representation of Asian markets, particularly China with 9 studies

(47.4%), followed by Indonesia and Malaysia with 2 studies (10.5%), and single studies from South Korea, Japan, Jordan, the Philippines, Spain, and the United States. The study also found some studies involved cross-cultural contexts, such as one combining data from both China and South Korea. These variations suggest a growing interest in how linguistic strategies influence purchase intention in culturally diverse digital marketplaces. In particular, the study highlighted the importance of understanding cultural differences in communication styles and preferences for effective marketing strategies.

#### 4.2. Thematic Findings: Linguistic Factors

Across the 19 studies included in this review, a range of linguistic factors was identified as significant in shaping consumer purchase intention. The synthesis revealed five encompassing themes: (1) language style and tone, (2) persuasive rhetorical strategies, (3) emotional and effective language, (4) social presence and interpersonal engagement, and (5) language familiarity and cultural congruence. These themes reflect not only the linguistic dimensions of marketing communication but also how they operate differently depending on platform features and cultural values.

##### a. Language Style and Tone

Several studies emphasized the influence of language style and tone in shaping purchase intention. Zhang and Huang (2020) found that language style in positive online reviews from reference groups enhances brand attitudes and purchase intention in China. Similarly, Liu et al. (2020) demonstrated that literal reviews were more persuasive for search products, while figurative reviews worked better for experience products, as they enhanced social presence. In the U.S. context, Lee and Kim (2015) showed that speech tone in online fashion shopping directly affected trust and confidence, thereby influencing purchase intention. These findings illustrate that stylistic nuances in language, whether formal, figurative, or affective, serve as critical cues across digital platforms and cultural contexts.

##### b. Persuasive and Emotional Language Strategies

Persuasive language emerged as a consistent determinant of consumer responses. In China, Luo et al. (2021) demonstrated that persuasive language style in live-streaming e-commerce positively impacted both sales volume and purchase intention. Yao et al. (2021) found that creative descriptions enhanced purchase intention, moderated by consumers' construal level perceptions. Extending this, Wang et al. (2023a) showed that creative language increased buying behavior under conditions of low scarcity but triggered psychological reactance when combined with high scarcity cues in tourism e-commerce. These examples suggest that persuasive strategies are not universally effective; rather, their success depends on psychological moderators such as product type, scarcity framing, and consumer mindset. Emotionally laden language was also found to significantly influence consumer decision-making. Huang et al. (2024) showed that communication language enhanced purchase intention indirectly through arousal and presence, highlighting the affective dimension of language in Malaysia's online shopping. Fadlilah et al. (2024) found that polite, clear, and friendly language by sellers in live shopping boosted purchase decisions in Indonesia. In addition, Akhtar et al. (2020) revealed that linguistic errors in online hotel reviews led to misunderstandings, reducing purchase intention, suggesting that negative emotional impressions can undermine consumer trust. Together, these findings point to the dual role of affective language: positively shaping trust and engagement when well-designed but deterring purchases when it triggers confusion or negative sentiment.

##### c. Social Presence and Interpersonal Engagement

Social and interpersonal dimensions of language were evident in studies that linked linguistic factors to social presence and trust. Liu et al. (2020) found that figurative reviews increased perceived social presence, which in turn boosted purchase intention. In Jordan, AlFraihat et al. (2025) reported that caption language on Instagram and influencer credibility significantly shaped purchase intention through brand trust and

awareness. Similarly, Santamaria et al. (2024) emphasized that social word-of-mouth behaviors on social media platforms like Facebook and Instagram (e.g., opinion-seeking and passing) strongly influenced purchase intention in Spain. These findings indicate that linguistic strategies fostering interpersonal connection and authenticity are central to consumer decision-making in socially mediated contexts.

#### d. Language Familiarity and Cultural Congruence

Finally, studies underscored the importance of linguistic-cultural congruence. Aisyah et al. (2015) showed that Japanese language learning experience increased Indonesian students' purchase intention for Japanese food products, underlining the effect of cultural familiarity. Badawi et al. (2024) demonstrated that language attitudes in Indonesia live selling positively shaped purchase intention, reflecting the role of shared cultural-linguistic norms. In the cross-cultural context of China and South Korea, Wang et al. (2023b) found that context cues such as social commentary and carbon labels enhanced trust and reduced perceived risk, thereby influencing purchase intention. Collectively, these studies suggest that consumers respond more positively when marketing messages align with their linguistic preferences, cultural values, and social expectations.

### 4.3. Thematic Findings: Marketing Platforms and Cultural Perspectives

#### a. Marketing Platforms

The studies in this review investigated a wide range of marketing platforms, reflecting the diversity of digital commerce environments. E-commerce and live-stream shopping emerged as the most frequently examined platforms. For example, Luo et al. (2021) analyzed live-streaming e-commerce in China and found that persuasive language styles significantly enhanced sales volume and purchase intention, which demonstrates the immediacy and interactivity of this platform. Similarly, Fadlilah et al. (2024) reported that a seller's polite and friendly language during live selling sessions in Indonesia directly increased consumer trust and purchasing behavior. Beyond live-streaming, online shopping websites and apps were another key focus. Huang et al. (2024) studied Malaysian consumers, showed that the communication language on shopping apps indirectly influenced purchase intention by increasing arousal and a sense of presence. In addition, online reviews were widely studied as a platform of consumer-to-consumer influence. For example, Zhang and Huang (2020) demonstrated that positive review language from reference groups in China enhanced brand attitudes and purchase intention, while Akhtar et al. (2020) cautioned that linguistic errors in online hotel reviews undermined consumer trust and reduced purchase intention. Social media platforms also played a significant role in shaping purchase intention. Alfraih et al. (2025) found that Instagram caption language influenced Jordanian consumers' purchase intention by enhancing brand awareness and trust. Santamaria et al. (2024), in Spain, reported that opinion-seeking and opinion-passing behaviors on platforms such as Facebook and Instagram were strongly linked to purchase intention, underlining the importance of peer-driven linguistic influence in social commerce. Together, these findings demonstrate that linguistic strategies operate differently depending on platform affordances, with live-streaming and social media emphasizing immediacy and interpersonal connection, while e-commerce websites and reviews emphasize credibility and trustworthiness.

#### b. Cultural Perspective

The reviewed studies also revealed important cross-cultural differences in the role of language. A majority of studies were conducted in Asian markets, with China as the most studied context. For example, Yao et al. (2021) showed that creative language in Chinese e-commerce increased purchase intention, moderated by the consumer's understanding level perception. Similarly, Wang et al. (2023b) found that in Chinese tourism e-commerce, using creative descriptions functions well when there is low scarcity. However, when there are strong signs of high scarcity, it can make people react negatively. This shows how cultural differences affect responses to persuasive messages. Studies in Southeast Asia revealed cultural variation in

politeness and linguistic expectations. Badawi et al. (2024) found that language attitudes toward sellers in Indonesian live selling shaped purchase intention, which reflects the importance of shared cultural-linguistic norms in a collectivist society. Aisyah et al. (2015) further showed that Indonesian students with Japanese language familiarity demonstrated higher purchase intention for Japanese food products, which indicates the role of cultural-linguistic correlation in consumer preferences. In Western contexts, studies often emphasized directness and individual benefit. For example, Santamaria et al. (2024) stated that social word-of-mouth in Spain was strongly driven by opinion-seeking and self-expression, which aligns with individualistic cultural tendencies. Meanwhile, Lee et al. (2015) in the United States indicated the impact of speech tone on consumer trust in online fashion shopping, reflecting the cultural value of clarity and authenticity in communication. Cross-cultural studies further illustrated these contrasts. Wang et al. (2023b) studied Chinese and South Korean consumers. They found that cues like carbon labels and social comments helped reduce perceived risk and increase trust in both markets. However, the effects varied based on cultural views of authority and social responsibility. This research shows that communication strategies need to be tailored to fit local cultures and norms instead of using a one-size-fits-all approach.

#### c. Cross-Cultural Comparison of Linguistic Effectiveness

Direct comparison across cultural contexts reveals distinct patterns. In collectivist Asian markets (China, Indonesia, Malaysia), polite and harmonious language consistently enhanced purchase intention (Badawi et al., 2024a; Huang et al., 2024), whereas assertive scarcity appeals sometimes triggered reactance (Wang et al., 2023a). Conversely, in an individualist Western context (Spain, United States), direct and self-focused messaging proved more effective (E. J. Lee & Kim, 2015; Santamaría et al., 2024). For example, comparing live-streaming effectiveness, Indonesian consumers responded positively to sellers' friendly and polite language (Fadlilah et al., 2024), while Spanish consumers on social media prioritized opinion-expression and assertive word-of-mouth behaviors (Santamaría et al., 2024). This contrast reflects Hofstede's individualism-collectivism dimension, where collectivist cultures value group harmony in communication while individualist cultures emphasize personal autonomy and direct expression.

#### 4.4. Research Gaps Identified

Recent research has revealed various linguistic factors that impact purchase intention; however, several significant gaps remain in the existing studies. These gaps present valuable opportunities for future research, which could enhance both theoretical understanding and practical applications in the realm of digital marketing communication.

##### a. Platform Gaps

Most of the included studies focused on e-commerce websites, live-streaming shopping, and online reviews, with relatively fewer studies investigating newer and rapidly growing platforms such as TikTok, Instagram, short-form video apps, or AI-driven chatbots. For example, Luo et al. (2021) and Fadlilah et al. (2024) focused on the impact of language in live stream selling, while Zhang and Huang (2020) and Akhtar et al. (2020) examined online reviews. However, interactive and algorithm-driven platforms, such as recommender systems, AI influencers, and virtual assistants, have received limited attention in research. This review indicates a significant gap in understanding the developing role of language within new digital ecosystems. There is a strong need for further investigation into how these technologies shape communication and user experiences.

##### b. Cultural Gaps

A significant regional concentration was observed, with the majority of studies conducted in China and Southeast Asia, such as (Badawi et al., 2024; Huang et al., 2024). Western contexts were underrepresented in this review. While 9 studies (47%) examined Chinese consumers and 4 studies (21%) focused on Southeast

Asian markets, only 2 studies (10,5%) investigated Western consumers, such as Santamaria et al. (2024) in Spain and Lee and Kim (2015) in the United States. This imbalance limits understanding of how linguistic strategies work in low-context, individualist cultures. For instance, no studies examined how scarcity language affects purchase intention in European markets, nor how figurative language performs in Australian or Canadian e-commerce in contexts. Moreover, cross-cultural comparisons remain limited, with only a few exceptions, e.g., Wang et al. (2023), comparing China and South Korea. The current disparity in research findings limits their generalizability and indicates the necessity for comparative studies conducted across diverse cultural contexts. This is particularly important for examining differences between collectivist and individualist societies. By conducting more cross-cultural studies, researchers can gain a better understanding of how cultural values and norms influence consumer behavior and preferences. This knowledge can help businesses tailor their marketing strategies to effectively target consumers in different cultural contexts, ultimately leading to more successful global campaigns.

#### c. Methodological Gaps

The review revealed a heavy reliance on quantitative survey-based approaches and experimental designs (e.g., Yao et al., 2021), while qualitative and mixed-method approaches were limited. Studies such as Akhtar et al. (2020) did integrate linguistic error analysis, but few went beyond to explore in-depth discourse analysis or ethnographic perspectives. Furthermore, many studies relied on student samples or convenience sampling, limiting the ecological validity of the findings. Therefore, more longitudinal, real-world, data-driven studies are needed to capture how linguistic strategies sustain or diminish purchase intention over time. Incorporating diverse participant samples and real-world settings will provide a more accurate representation of how linguistic strategies affect purchase intention in various contexts. Ultimately, these studies will contribute to a more detailed understanding of the role of language in shaping consumer behavior.

### 4.5. Synthesis of Findings Across Platforms and Cultures

The 19 studies show that the way language affects people's buying decisions depends on two main factors: the platform and the culture. This means that the same language style, like using humor or suggesting scarcity, works differently based on the platform's rules and the audience's values.

#### a. Platform-Specific Patterns

On live-stream commerce, language works through immediacy and co-presence. Persuasive style that includes rhetorical repetition, direct calls to action, and scarcity cues consistently raises purchase intention by amplifying urgency in the fast synchronous setting, e.g., Luo et al. (2021), Wang et al. (2023a), and Wang et al. (2023b). Polite, clear, and friendly seller language further strengthens trust and willingness to buy in live sessions, underscoring this format's interpersonal texture (Fadlilah et al. (2024). On shopping apps and e-commerce sites, linguistic effects are channeled through perceived clarity, arousal, and presence. Communication language heightens experiential engagement that, in turn, encourages intention (Huang et al., 2023). In an online review environment, linguistic form organizes diagnosticity and social proof. Figurative vs. literal styles shift perception of social presence and fit to product type (Liu et al., 2020), while linguistic errors undermine credibility and depress intention (Akhtar et al., 2020). On social media, where peers need to see each other and shape their identities, the way of writing captions, asking for opinions, and using conversation greatly impacts brand trust, awareness, and word-of-mouth (AlFrailhat et al., 2025; Santamaría et al., 2024).

#### b. Cultural Patterning

Different cultures have their own ways of communicating. In East and Southeast Asia, effective communication focuses on politeness, harmony, and understanding the context. To persuade effectively, descriptions and styles should match the audience's thoughts and the situation (Badawi et al., 2024; Huang et

al., 2024; Yao et al., 2021). In China, creative language boosts intention but can trigger reaction when paired with strong scarcity, which signals that high-pressure phrasing may violate expectations in some settings (Wang et al., 2023a). Language familiarity and cultural congruence also matter. Familiarity with a foreign language or culturally resonant phrasing increases credibility and intention (Aisyah et al., 2015). In Western settings, studies emphasize directness, personal benefit, and authenticity; a tone that enhances clarity and trust in shopping contexts and socially expressive WOM on Instagram/Facebook shows stronger links to intention (Lee & Kim, 2015; Santamaría et al., 2024). The limited cross-cultural comparative work suggests that context cues (e.g., carbon labels, social commentary) reliably reduce risk and raise trust in both China and South Korea. Still, the magnitude of effects varies with cultural expectations about authority and social responsibility (Wang et al., 2023a).

#### c. Mechanisms and Moderators Across Settings

Across platforms and cultures, the evidence is consistent with a dual-process view: central-route indicators (clarity, evidence, data-rich phrasing) matter more in text-heavy, deliberative contexts (websites, detailed reviews), whereas peripheral cues (emotional tone, urgency, conversational presence) dominate in fast, social, or synchronous contexts (live streams, social media). Importantly, fit moderates effects: (a) Platform fit, the same scarcity cue that motivates action in live streams may feel intrusive in product pages; (b) Product/decision involvement, figurative language benefits experience goods but may hinder search goods if it clouds diagnostic (Liu et al., 2020); and (c) Cultural fit, politeness and harmony cues uplift intention in collectivist settings, while assertive, self-focused phrasing aligns with individualist expectations (Badawi et al., 2024; Santamaría, 2010).

#### d. Integrative Takeaway

Synthesizing across studies, effective marketing language is best understood as a triadic alignment of (1) linguistic strategy (style, emotion, social presence, cultural congruence), (2) platform affordances (synchronicity, social visibility, message permanence), and (3) cultural expectations (politeness norms, individualism–collectivism, power distance). When these three are aligned, e.g., friendly, urgent appeals in live streams within politeness norms; clear, data-rich phrasing in e-commerce pages; and culturally congruent idioms in regional campaigns, purchase intention reliably increases (Aisyah et al., 2015; Akhtar et al., 2020; AlFraihat et al., 2025; Badawi et al., 2024; Fadlilah et al., 2024; Huang et al., 2024; Lee & Kim, 2015; Luo et al., 2021; Santamaría et al., 2024; Wang et al., 2025; Wang et al., 2023a; Yao et al., 2021).

### 4.6. Theoretical Implications

This review's findings highlight significant implications for theories related to persuasion, language use, and cultural considerations within marketing communication.

#### a. Elaboration Likelihood Model (ELM)

The cross-platform evidence affirms the relevance of ELM's dual-route model of persuasion. Linguistic strategies on deliberative platforms (e.g., e-commerce websites, detailed reviews) are most effective when they provide central-route cues such as clarity, diagnostic detail, and evidence-based phrasing (Akhtar et al., 2020; Liu et al., 2020). In contrast, on social and synchronous platforms (e.g., live-stream shopping, Instagram), peripheral cues, including emotional tone, urgency, and conversational language, were more strongly linked to purchase intention (Fadlilah et al., 2024; Luo et al., 2021; Santamaría et al., 2024). This suggests that platform affordances act as a moderator of the elaboration route: environments that promote quick, social, or immersive interaction amplify peripheral processing, while text-heavy, information-dense contexts encourage central processing. Thus, this review extends ELM by situating elaboration processes within the ecology of digital platforms.

#### b. Language Expectancy Theory (LET)

Findings also reinforce LET's claim that the persuasiveness of language depends on its conformity to audience expectations. In collectivist contexts such as China and Indonesia, politeness, clarity, and harmonious phrasing enhanced purchase intention, while overly forceful scarcity appeals sometimes backfired (Badawi et al., 2024; Wang et al., 2023a; Wang et al., 2025). In contrast, in individualist contexts such as Spain and the United States, directness, assertiveness, and expressive self-presentation were more persuasive (Lee & Kim, 2015; Santamaría et al., 2024). These patterns show that expectancy violations (e.g., excessive pressure in collectivist markets, overly vague or polite appeals in individualist settings) can undermine persuasion. Integrating LET with the findings suggests that marketing language must be designed with cultural-linguistic expectancy norms in mind, rather than assuming universal appeal.

#### c. Hofstede's Cultural Dimensions

The cultural patterns across studies highlight the importance of Hofstede's framework for interpreting linguistic effectiveness. In high-context, collectivist societies (e.g., China, Indonesia, Malaysia), linguistic strategies that emphasize politeness, group harmony, and contextual fit were particularly effective (Fadlilah et al., 2024; Huang et al., 2024). In low-context, individualist societies (e.g., Spain, U.S.), appeals leveraging clarity, self-expression, and authenticity were more successful (Lee & Kim, 2015; Santamaría et al., 2024). Cross-cultural studies (e.g., Wang et al., 2023a) further suggest that power distance and uncertainty avoidance also shape responses to linguistic cues such as carbon labeling and social commentary. This review, therefore, demonstrates how Hofstede's dimensions can function as interpretive lenses for predicting variation in the effectiveness of linguistic strategies across cultures.

#### d. Toward an Integrated Framework

Overall, the findings support a conceptual model where linguistic factors affect purchase intention through both central and peripheral routes as outlined by the Elaboration Likelihood Model (ELM), moderated by cultural-linguistic expectancy norms (LET), and influenced by broader value orientations as described by Hofstede. The three-dimensional integration of these frameworks helps explain why the same linguistic feature, such as scarcity cues or figurative language, can succeed in one platform-culture pairing but fail in another. This review, therefore, contributes to theoretical refinement by positioning platform affordances and cultural context as boundary conditions for persuasion models, pointing toward a more ecological and culturally embedded understanding of how marketing language works in the digital age.

### 4.7. Practical Implications for Marketers

The synthesis of findings across platforms and cultural contexts yields several actionable insights for practitioners in digital marketing. These implications emphasize that the effectiveness of linguistic strategies is not universal but depends on the alignment between platform affordances, cultural norms, and consumer expectations.

#### a. Tailoring Language to Platform Affordances

Marketers should adapt linguistic strategies to the communicative features of each platform. On live-stream shopping platforms, persuasive language, such as rhetorical repetition, scarcity cues, and urgent calls to action, works best when balanced with polite and friendly phrasing that fosters trust (Fadlilah et al., 2024; Luo et al., 2021). On e-commerce websites and apps, clarity, informativeness, and evidence-based phrasing are essential, as these platforms encourage more deliberative processing (Akhtar et al., 2020; Liu et al., 2020). In social media contexts, conversational and interactive language, including captions that prompt engagement and opinion-seeking, enhances brand trust and purchase intention (AlFrailhat et al., 2025; Santamaría et al., 2024). These findings suggest that marketers should view platforms as linguistic environments, requiring tailored strategies rather than standardized messages.

#### b. Aligning Language with Cultural Norms

Cultural sensitivity is equally critical. In collectivist and high-context cultures (e.g., China, Indonesia, and Malaysia), polite, respectful, and harmonious language resonates strongly with consumers, while overtly forceful appeals may backfire (Badawi et al., 2024; Huang et al., 2024). In contrast, in individualist and low-context cultures (e.g., Spain, U.S.), consumers respond more positively to direct, clear, and expressive messages that emphasize personal benefit and authenticity (Lee & Kim, 2015; Santamaría et al., 2024). Cross-cultural campaigns should therefore be localized not only in terms of translation but also in terms of pragmatic fit with cultural expectations about politeness, assertiveness, and persuasion.

#### c. Avoiding Expectancy Violations

The findings indicate that linguistic expectancy violations, where the style or tone of a message clashes with audience norms, can undermine credibility and intention. For example, scarcity language that exceeds cultural thresholds of appropriateness may provoke psychological reactance (Wang et al., 2023a), while linguistic errors in reviews can erode trust (Akhtar et al., 2020). To mitigate these risks, marketers should test language variants with target audiences and prioritize linguistic accuracy, politeness, and clarity as baseline expectations.

#### d. Leveraging Emotional and Social Presence Cues

Affective and social dimensions of language are powerful levers across platforms. Friendly, emotionally engaging phrasing not only increases trust but also fosters social presence, which in turn enhances purchase intention (Huang et al., 2023; Liu et al., 2020). On social media and live-stream platforms, marketers can capitalize on conversational cues and parasocial interaction to deepen consumer-brand relationships. However, such strategies must be deployed authentically, as superficial or forced engagement risks backlash.

#### e. Designing Culturally Informed Global Strategies

For global brands, these findings stress the importance of localizing linguistic strategies rather than relying on a one-size-fits-all approach. Campaigns should be designed with an awareness of Hofstede's cultural dimensions: emphasizing harmony, community, and politeness in collectivist markets, while foregrounding individuality, clarity, and authenticity in individualist ones. Integrating such cultural adaptation into content creation workflows can significantly enhance the effectiveness of cross-market campaigns.

### 4.8. Limitations and Future Research Directions

While this scoping review synthesizes diverse evidence on linguistic factors influencing purchase intention, several limitations must be acknowledged, which in turn open avenues for future research.

#### a. Platform Limitations

The included studies concentrated mainly on e-commerce websites, live-stream shopping, online reviews, and Instagram. This limited platform coverage restricts the generalizability of insights to newer digital environments. Future research should expand to emerging platforms such as TikTok, AI-driven chatbots, and immersive commerce (e.g., VR/AR shopping). These contexts can test whether persuasion models such as the Elaboration Likelihood Model (ELM) extend to algorithmically mediated or AI-generated communication.

#### b. Cultural Limitations

A strong geographical bias was evident, with most studies conducted in China and Southeast Asia. Western contexts were underrepresented, and cross-cultural comparisons were rare. This imbalance limits theoretical generalizability. Future studies should adopt comparative, cross-national designs spanning underexplored regions such as Africa, Latin America, and the Middle East. Such work could deepen integration

of Hofstede's cultural dimensions, clarifying how individualism–collectivism, power distance, and uncertainty avoidance moderate linguistic persuasion effects.

c. Methodological Limitations

The included studies relied heavily on quantitative surveys (84.2%) and experimental designs (10.5%), with only (5.3%) employing qualitative approaches. Moreover, 12 studies (63.2%) used student samples, which may limit generalizability to broader consumer populations. Sample sizes ranged from 156 to 1,247 participants, with a median of 342, raising questions about statistical power in smaller studies. None of the reviewed studies employed longitudinal designs to track how linguistic persuasion effects evolve over repeated exposure. This gap is critical, as consumers may develop resistance to specific linguistic strategies over time (e.g., repeated scarcity claims may lose effectiveness).

d. Theoretical Limitations

Although the studies reviewed identified linguistic effects, few were explicitly grounded in persuasion or cultural theories. The absence of strong theoretical framing makes it difficult to synthesize cumulative knowledge. Future research should apply and test frameworks such as ELM (central vs. peripheral processing), Language Expectancy Theory (LET) (expectancy conformity vs. violation), and Hofstede's cultural dimensions (cultural moderators of persuasion). Investigating how these frameworks interact, for instance, whether expectancy violations in collectivist markets trigger stronger psychological reactance than in individualist ones would advance theory-building.

e. Interaction and Boundary Conditions

Finally, current evidence often treats linguistic factors, platform characteristics, and cultural contexts in isolation. Yet findings suggest their influence is interactive: scarcity cues may be effective in live-stream settings but counterproductive in static product pages (Wang et al., 2023a), while figurative language benefits experience goods but reduces clarity for search goods (Liu et al., 2020). Future research should focus on identifying such boundary conditions, moving toward an ecological and culturally embedded model of persuasion that accounts for the interplay of linguistic strategies, platform affordances, and cultural expectations.

## V. Conclusion

This scoping review mapped how linguistic strategies influence purchase intention across various platforms and cultural contexts. Through a PRISMA-guided synthesis of 19 studies, the review identified three dominant patterns: linguistic cues function as cognitive triggers, platform affordances shape their persuasive effectiveness, and cultural orientations determine their normative acceptability. Theoretically, the review proposes a triadic model that integrates the Elaboration Likelihood Model, Language Expectancy Theory, and Hofstede's cultural dimensions to explain how linguistic persuasion operates in digital environments. This model strengthens interdisciplinary dialogue connecting linguistics, marketing, and cross-cultural psychology. Practically, the findings highlight the need for marketers to tailor linguistic strategies not only to their target audiences but also to the characteristics of each platform. Clear and evidence-based language is more suitable for text-dominant platforms, whereas emotional and relational cues are more effective on real-time and socially interactive platforms. Cultural congruence should guide decisions related to tone, politeness, and directness. For future research, the field would benefit from cross-platform experimental studies, broader comparative cultural analyses beyond the East and Southeast Asian regions, and longitudinal investigations of persuasive language strategies over time. Opportunities also remain for exploring AI-mediated marketing language and the dynamics of persuasion within short-form video environments.

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