



## SOCIAL MEDIA MARKETING AND CUSTOMER ENGAGEMENT: A MARXIST ANALYSIS OF LANGUAGE USED BY LUXURY BRANDS

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### **Abstract**

*The luxury brands used language in order to convey superiority, status and exclusivity. The aim of the present study is to investigate the language used in advertisements by luxury brands power dynamics and the underlying ideologies within these advertisements and also examine how they contribute in the reproduction of capitalist values. The current study employed the research Methodology by combining the critical discourse analysis and qualitative textual analysis in order to unveil the linguistic techniques used by luxury brands to reinforce and create customer desires. Through examining the discourse and language employed in these advertisements, the current study aims to shed light on tracks through which luxury brands reinforce class division and perpetuate the capitalist ideology of dominance. The findings of the study reveals that by using certain linguistic strategies such as hyperbolic claims, elaborate descriptions and foreign phrases, luxury brands can create a sense of uniqueness and curiosity. The language employed by luxury brands can also serve as mechanism for preserving class equality and perpetuating social divisions. The results shows that in social media marketing the luxury brands can use language that employ various Linguistic techniques such as hyperbole, alliteration, assonance, various rhetorical devices including simile, personification, metaphor, parallelism, pathos and ethos in order to make their advertisements more attractive for the customers.*

**Key words:** *linguistic techniques, luxury brands, Marxist analysis, economic system, social media marketing*

### **Introduction**

The language used in advertisements is fascinating and influential ways of effective communication and marketing. Luxury brands can use various Linguistic strategies to create desire in audiences, and persuade audiences to purchase products and get the attention of the customers. The luxury brand advertisements used language in such a way that is persuasive and used fancy words such as “amazing”, “life changing”, “revolutionary”. The use of such words increase the desire for the product and arouse the positive emotions. Luxury brands can use cache phrases and slogans that can get the attention of the customers. These slogans and phrases are concise, attractive and short aiming increase unique selling proposition and easily communicate the message of luxury brands to the desired audiences. Some luxury brands associate emotive statements with the brands advertisements. The association of emotions appeal the customers to take action and it also create positive feeling in the audiences about the product.

The aim of the present study is to give a comprehensive examination of the linguistic strategies employed by luxury brands in their advertisements, the main focus of the study is the sociocultural impact of these persuasive messages. The language used in advertisements severe as unique tool

for brand marketers to communicate the desirability and benefits of their products and services and their different selling point to their targeted audiences. Through the comprehensive analysis of the language used in advertisements, the aim of the current research study is unveil the various rhetorical devices and linguistic strategies used in advertisements , such as slogans , catchphrases, appeal to emotions, call to action, targeted language , social proof and persuasive language.

Furthermore the current study recognizes the cultural and societal implication of language used in advertisements. Advertisements of any brand not only reflect the aspiration, values and social dynamics of any given society but also contribute to reinforces and shaping them. Through examining the sociocultural impact of language used in advertisements , the present study aims to examine how advertisements influence cultural identities, gender roles and societal norms through investigating their Linguistic choices .

Advertisements of luxury brands can use sensory and vivid language in order to give detail description of the product. They use such type of language that can differentiate themselves from other brands competitors. They can use adverbs and adjectives that provide details about effectiveness, quality and convenience that are mostly used. Advertisements can use language in order to catch the attention of their targeted audiences. For instance , if the targeted audiences of any luxury brand are youngers , it can use slangs, phrases popular to particular culture and trendy statements. Advertisements used language that can call to attention of the audiences and used words such a as “ buy now”, “visit our website”, “ call today”. Its important to note that the language used in advertisements not only influential but also manipulative. **Research Question:**

Q: What are the primary linguistic tactics employed by luxury brands in their advertisements to cultivate a perception of exclusivity and desirability?

Q: How do cultural and social influences shape the language choices made by luxury brands in their advertisements, and what effects does this have on brand positioning and consumer engagement?

**Research Objective:**

The aim of the current study is to explore the language used in advertisements and its powerful impact on customer purchase intentions, brands engagement and customer perceptions. The research Objective of the current study are as follows:

1. To analyze the effect and impact of advertisements language on customer behavior and perceptions: This objective focuses on the understanding of how the language used in advertisements influences customers behavior and perceptions about brands. It aims to examine the rhetorical devices, persuasive techniques, and various Linguistic strategies employed by advertisements and their influence on customer ‘s behavior about brands.
2. To explore the relationship between language and customer behavior and perceptions: This objective seeks to investigate the connection between language used in brand’s advertisements and the intention of the customer to make a purchase. It aims to examine how linguistic techniques such as , persuasive call-to-action phrases, emotional appeals, powerful impact on customers perceptions and likelihood to engage customers to make a purchase.
3. To investigate the social and cultural factors on language employed in advertisements: This objective aims to explore the impact of social and cultural factors on the linguistic choices made by luxury brands in their advertisements. It seeks to understand how social norms,

characteristics of any targeted audiences, cultural values can shape the linguistic choices employed by luxury brands to effectively communicate with their customers.

**Literature Review:****Social media marketing:**

In quite recent years social media gained outstanding fame as the most impactful medium of communication in the modern times of computerize living (Saravanakumar & SuganthaLakshmi, 2012). Social platforms allow business and individuals to build relationships with each other and interact with each through online channels. The use of mobile phone also beneficial for social media marketing because they also have networking capabilities and it allows individuals to easily access various social networking platforms ( Kaur, 2016). In the present world different luxury brands can use language in such a way to engage customers and posted brand related content on social media(Liu at el., 2021). The popularity of social media marketing increased day by day so it is significant to overlook the language used by advertisers in their brand's advertisements that rapidly increased the growth of their business (Fox at el., 2019). The research on the behavior of online customers increased due to the over use of social media the quite recent years , the content shared on social media become the great source of customers influence and customer decision making (Stephen, 2016).

**Language of Luxury brands:**

Language used in advertisements on social media has powerful impact on customers, either language is spoken or written.(Skorupa & Dubovičienė, 2015) study focus on the semantic and phonological aspects of slogans for social and commercial advertising companies. In advertising slogans both the figurative language and sound make the slogans more attractive and memorable and positivity highlights the brand advertised. Social media influencer engage themselves in activities including linking , sharing and commenting increased the range of customers (Stepaniuk & Jarosz, 2021). In recent time the process of online marketing changed the entire lives of people , and also changed the modes of business, so Linguistic analysis is essential to determine the ways in which brands used language to increase their sales (Yurchenko & Ugolnikova, 2021).

On social media marketing, most of the research is qualitative, but the study is qualitative and examine the role of emotions that attached with language rapidly increased the growth of social media marketing and the flow of business (Holiday at el., 2023). Different brands post their products on social media such Tweeter, Facebook, Instagram to catch the attention of costumers, analyzing post on Tweeter, the result of study shows that brand must go beyond a further step and used such strategies and specific language style in order to make their communicative message effective (Deng at el., 2021). Social media marketing has the power to help new firm and starting new business, it's cheep and easy for brand advertisements and has numerous benefits for luxury brands (Jung & Jeong., 2020). The use of English language increased day by day , and most of the luxury brands used catchphrases and slogans of their advertisements in English, and they often use language in terms of code- mixing and code switching in order to engage their customers (Lanza & Woldemariam., 2014).

The use of the Marxist notion increased, and sometime they used to sale Western culture and values and tried to influence race , ethnicity and skin colour and used the notion English for sale, means they increased the market value of their brands through the use of English language (Jenks, 2019). Language is used to create a sense of distinction, and it creates a sense of subordination and in



society people are divided into two classes one is powerful and other is powerless (Dong, 2018). The study create relationship between language structure and political economy , and the language used in society to create class struggle among people living in society (Block, 2017).

**Research Methodology:**

The present research employ the qualitative research approach to analyze the language used in the advertisements of luxury brands. Qualitative approach is appropriate for understanding and exploring the complex aspects of language and customer engagement and customer behavior. The current study involve content analysis of luxury brands advertisements in Pakistan, to identify persuasive techniques, linguistic strategies and psychological spark. Marxist theory is most suitable for the present study, and it highlights the ways in which language make a distinction between people by dividing them into ruling class and subordinate class (Block, 2021).

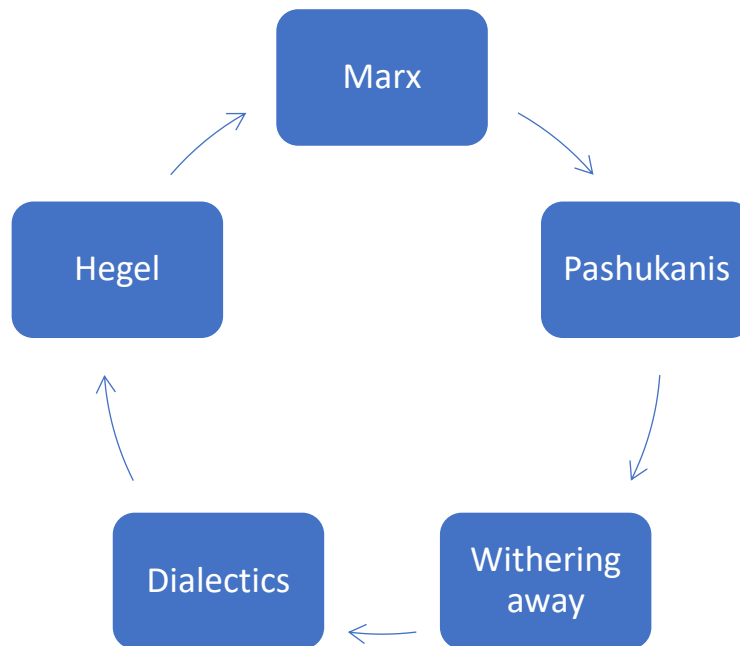
**Data Collection:**

The sample selection process in the current research study involve choosing a desperate range of advertisements from different media channels including, print, television, radio and various online platforms. The goal is to get a representative sample which encompass target audience and different industries. The current study analyze 70 advertisements through qualitative research approach. The structure and content of every category can be explained with related examples from different advertisements. A purposive sampling technique can be employed in this study , ensuring the involvement of advertisements , that are relevant, containing various Linguistic features , popular and exhibit persuasive techniques . The data collection process for the present study involve documentation and systematic collection of advertisements. In the data collection process, special attention can be given to ensure the inclusion of such advertisements that exemplifies persuasive techniques and language strategies.

**Theoretical Framework:**

Marxism is a socio- political theory developed by Karl Marx a German philosopher. Marxism is the theory that focuses on the struggle between the ruling class and subordinate class . The ruling class control the economy and means of production and exploited and dominated the working class through it. This domination and exploitation become the cause of class struggle between ruling class and working class that gradually leads towards a revolution.

**Famous Marxist Theorists :** Most famous Marxist Theorists include Karl Marx , Pashukanis, Withering Away , Dialects and Hegel. Their work make a remarkable influence in all the fields, especially in the field of language and economy.



The aim of Marxism is to understand explore the changing of capitalist economy and proposes the way towards classless society. There are some key principle of Marxism theory as follows:

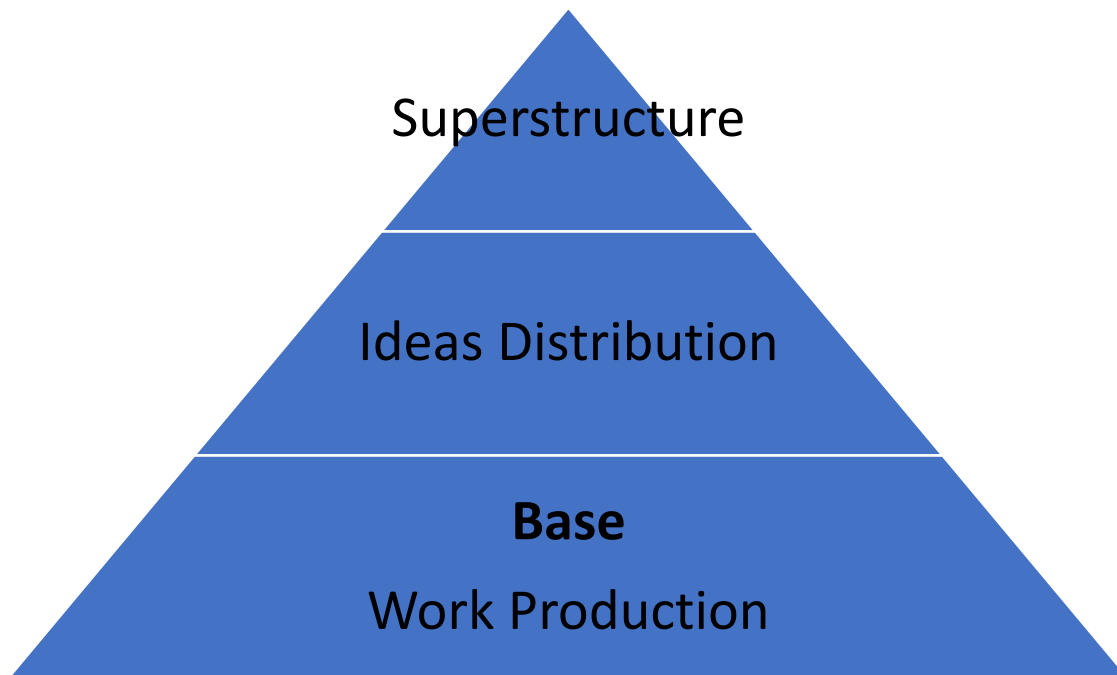
**Historical Marxism :** Marxist believed that the historical background of any society can be shaped by the means of production and collective relationship in society at the time of production. He believed that the economic factors has the supreme force behind any social change in society.

**Class struggle:** Karl Marx and other Marxist believed that throughout history, societies has been classified through class struggle, where the upper class dominated and exploited the working class . So Marxist believed that such struggle between the ruling class and working class leads to the revolution in society.

**Alienation:** Marx explain alienation as the disunity of workers from the process of production, from their co- workers. He described this alienation to the capitalist economy, where the worker not received their wages according to the work or force they have used in the process of production.

**Abolishment of private property:**

Marx assisted the abolishment of private ownership of the process of production, arguing that it lead towards the exploitation, class conflict and inequalities in society. He conceived a society in which the means of production are collectively controlled and owned by the workers



**Authoritarianism of working class:** Marx argued that after the revolution of lower class , a qualified period would be equivalent for the establishment of socialist society. During this period, the lower class exercise power to control the means of production.

**Communist society:** Karl Marx in the favor of Communism and his ultimate goal was to establish a communist society, described by the absence of private property, the state and social classes. Marxism theory has a significant effect on various political, social and economic thought , and it also influence a number of revolutions and movements in the world. Marxism is a political philosophy which analysis the impact and effect of the ruling class on the working class that lead towards the unequal distribution of wealth in society.

**Data Collection:**

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**Data Analysis:**

**Results and Discussion:**

As luxury brands can increasingly depends on social media platforms in order to customers engagement and marketing , so it becomes important to understand the language that they used through the lens of Marxist. In order to uncover the underlying ideologies and class dynamics , Marxist analysis offers a unique perspective that is inherent in the language used by the luxury

brands in social media platforms. Luxury brands can employed language that create superiority and exclusivity in order to get the attention of their target customers. By employing aspirational narratives, sophisticated imagery and distinct vocabulary , luxury brands can make an allusion of lifestyle that is adopted by elite class. This language maintaining the notion authoritative class and perpetuating a wider gap between working class.

**Symbolism and significance:**

Luxury brands can used language on different social media platforms often used signifiers and symbols that are associated with prestige, wealth and power. Through visual and textual analysis the study revealed that Pakistani luxury brands can use the language that contains symbols and signifiers .

Series#	Symbols	Slogans of Advertisements	Significance
1)	National symbols	<i>“Proudly Made in Pakistan”</i>	Feel proud as a Pakistani
2)	Religious symbols	<i>“Har Lehza Hai Momin”</i>	As a Muslim work as a Momin
3)	Brands symbols	<i>“Shaping Lives, Building Futures”</i>	When you work for better lives your future become bright
4)	Emotional symbols	<i>“Your Trusted Partner”</i>	Financial institution use this slogans to built trust with the customers

There are different purposes for the use of symbolism in the advertisements . Some luxury brands advertisers used symbols in order to evoke emotions in their customers and they want to entrance the impact of their advertisements, that’s why they used emotional symbols. As the financial institutions used emotional symbols. The brand advertisers also used symbols to make communication with the audience more effectively and make complex ideas more easy for the wider costumers . The use of symbolism in Pakistani advertisements can serve a more effective tool of communication and also used to built brands identities.

**Rhetorical / Stylistical Devices :**

Luxury brands advertisers employed Stylistical devices to make their slogans and catchphrases more effective for communication. The brands producers used Stylistical devices to make their advertisements and the message of advertisements more effective, memorable and more persuasive .These rhetorical devices employed to establish more powerful impact of the advertisement. These Stylistical devices include alliteration, assonance, hyperbole, rhyming scheme, metaphor, personification and simile etc.

Series #	Stylistic devices	Luxury Brands Slogans	Brands / significance
1	<b>Alliteration:</b>	<i>“Bolti Band”</i>	A mobile network use this to get the

	The reposition of similar consonant sounds in the advertisement		attention of costumers
2	<b>Hyperbole</b> : The over statement or exaggeration about the thing in the advertisement	<i>“The world’s softest tissue”</i>	A tissue brand employed this to make its brands products more valuable
3	<b>Rhyme</b> : Rhyming words often gives musical quality to the brand’s advertisements	<i>“Khao Khao, Jiyo Jiyo”</i>	A Food brand use this to influence it’s consumers
4	<b>Repetition</b> : The use of similar words reportedly in an advertisement	<i>“The taste you love, love, love”</i>	A Beverage brand use this technique to attract audiences

By employing these Stylistical devices Pakistani brand’s advertisers aim to create more effective and compelling advertisements that can easily get the attention of the consumers and make them to take quick action about the purchase of these products. The slogans of brands can hold significant influence on the customers and also used for various purposes. Catchphrases and slogans are often used to make the identity of a particular brand . Memorable slogans are also used to enhance effective communication.

Series #	Rhetorical devices / About Brand	Luxury brands slogans / Significance
1	<b>Metaphor</b> : in the advertisement about educational institution	Metaphor is the rhetorical device and it’s means direct comparison between things without the word like and as
2	<b>Simile</b> : in the advertisement about skin care	comparison between things with the word as or like
3	<b>Personification</b> : in the advertisement about automobile brand	give human characteristics to non human things

Marxist Theory used to serve as giving emphasizes in the struggle of classes between the working class and also between the subordinate class. The advertisement employed language that is general also used for the specific appeal to certain social class. Advertisements that have the elite class as the targeted audiences employed more fancy , while on the other hand the advertisement that have working class as the targeted audiences employed practicality and the words that gives more impotence to money. The use of such type of language can reinforce class division, as the advertisement can targeted their audiences in the base of their social class and their purchasing power. Linguistic analysis of Pakistani advertisements through the lens of Marxist theory shows that how the use of language in advertisements can reinforce class division. These advertisements can also have certain ideologies they are hidden behind the discourse of advertisements.



### **Conclusion:**

In conclusion, the present study focuses on the language used in advertisements, within the context of Pakistani advertisements. Through the detailed analysis of various advertisements over multiple mediums such as print, television and digital platforms. The research findings of the current study highlight the important role of language plays in shaping the customer behavior and perceptions about goods and services in advertisements. In Pakistan advertisements often used a combination of languages such as Urdu, English and regional languages depending on the targeted audiences. To ensure the connection with masses and broader reach Urdu language is used in advertisements and it's the national language and can be understood by majority of population. However English language is also extensive particularly in luxury brands advertisements targeting educated and urban audiences. Particularly, regional languages are employed to establish a regional resonance and connection with specific linguistic community and cultures.

Social and cultural factors expanded a strong influence on the linguistic choices made in advertisements. Luxury brands advertisements frequently contain colloquialisms, cultural references and local idioms to establish an authentic and relatable connection with the targeted audiences. The aim of the approach is to tap into the traditional values, culture of Pakistani society and also creating a sense of trust and familiarity. In advertisements emotional appeals are frequently used to prove positive feeling and emotions and creating a deeper connection with the targeted audiences. The present study emphasizes the significance of the understanding of target viewers when designing luxury brands advertisements. Advertisements customized to specific group, gender, age, sociocultural region, are considered to be more effective. Linguistic choices play a significant role in appealing to these specific audiences. For instance, luxury brands advertisements targeting the young generation often contain modern slangs, English phrases, on the other hand those advertisements targeting older generation often incorporate respectful and traditional language approach. Furthermore the analysis of the current research reveals that Pakistani advertisements are greatly persuasive, and used various Linguistic techniques to influence customers intentions and behaviors. These techniques include the use of rhetorical question, call to action words, superlatives and testimonials. Advertisements employed these persuasive strategies to highlight the benefits of product and encourage the audience to take urgent action. The language employed in advertisements is carefully designed to provoke desire, engage the targeted audiences and promote a sense of superiority that is associated with the advertised goods and services. The findings of the present research have crucial implications for marketers and advertisers in Pakistan. The research also opens an entrance for further research exploration. Future research can dredge deeper into the impact and effect of language in advertisements on customer decision making process and behavior.

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