

The Impact of Business Lexis on Consumer Purchase Intentions: A Mixed-Methods Investigation of Linguistic Persuasion in Real-Time Commercial Interactions

Arslan Abbas Aslam

Riphah Institute of Language and Literature, Riphah International University, Lahore, Pakistan

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Abstract: This mixed-methods study investigates how business lexis influences consumers' purchase intentions during real-time buyer-seller negotiations. Drawing on decision psychology, framing theory, and source-credibility theory, the research examines lexical items associated with the four marketing elements product, price, place, and promotion and their persuasive role in naturalistic commercial interactions. Quantitative data were collected from 163 buyer-seller interactions using a purpose-built Lexical Data Collection Form (LDCF), while qualitative data were obtained through structured confirmatory interviews with 100 participants drawn from both sides of the transaction. Descriptive statistics, Pearson correlation analysis, and a One-Sample Two-Tailed Z-Test were employed for quantitative analysis, complemented by qualitative description analysis of interview responses. Findings reveal that business lexis significantly influences buying intentions, with lexical selection that highlights product benefits, value appeal, and accessibility enhancing persuasive communication and promoting purchase decisions. The study identifies patterns of lexical alignment between participants, enabling a form of linguistic symmetry that facilitates effective persuasion during live negotiation. Pearson correlation ($r = 0.405$) demonstrates a moderate positive relationship between business lexis and perceived credibility. The Z-test statistic (-2.655) exceeds critical values at all conventional significance levels, supporting rejection of the null hypothesis. Taken together, the quantitative and qualitative strands converge on a single conclusion: business lexis operates as a strategic, measurable resource in commercial talk rather than as incidental phrasing. These findings contribute theoretical insight to applied linguistics and marketing communication while offering practical implications for sales training, communication design, and ethical persuasion in business contexts.

Keywords: Business Lexis, Purchase Intentions, Buyer-Seller Interaction, Linguistic Persuasion, Decision Psychology, Applied Linguistics, Mixed-Methods Research.

1. INTRODUCTION

1.1 Background and Context

Language serves as a critical channel for human communication, with the evolution of human intelligence inextricably connected to neuroanatomical enlargement (Bickerton, 2016). Far from being a neutral conduit for transmitting pre-formed thoughts, language is a multifaceted and inherently complex

phenomenon with implications spanning social, psychological, cognitive, and educational fields. Edwards (2009) lends credence to the central role of language in forming personal and communal identity, noting that language not only presents but actively constructs the weave of individual and communal being through the complex interplay of symbolic and equitably distributed meanings. This constitutive power of language extends naturally into social

composition, including commercial activity, where words do more than describe goods and services, they frame how those goods and services are understood, valued, and ultimately purchased. Business negotiations often unfold within formalized meeting structures, which Koester and Handford (2013) categorize according to orientational focus: planning talk (forward-oriented), reporting talk (backward-oriented), and task- or problem-oriented talk (present-oriented). Retail buyer-seller exchanges, the empirical focus of the present study, sit predominantly within the present-oriented category, since they are organized around an immediate, situated problem: whether a transaction will be completed here and now. Within this present-oriented frame, linguistic parameters function as important mechanisms for creating market identities, establishing rapport among market participants, and facilitating the cognitive processes involved in decision-making during interactive, time-pressured situations (Clancy, 1999). Business lexis is the specialized vocabulary surrounding product features, pricing, promotional offers, market positioning, quality assurance, and related commercial concepts sits at the center of this process. It is simultaneously a technical register and a persuasive resource, deployed strategically, if often intuitively, by sales personnel to shape how a prospective buyer perceives value, risk, and urgency. The growing interest in linguistic approaches to marketing communication reflects a broader recognition, across applied linguistics, consumer psychology, and management studies, that the "how" of commercial language is at least as consequential as the "what" of product attributes. Yet this recognition has developed largely along separate disciplinary tracks: linguists have examined lexical choice and framing as abstract communicative phenomena, while marketing scholars have examined persuasion largely through experimental or survey-based paradigms detached from live, naturalistic talk. The present study sits at the intersection of these traditions, treating business lexis as an empirically observable, countable linguistic variable whose relationship to purchase intention can be tested using both numerical and interpretive methods.

1.2 Statement of the Problem

Empirically confirmed parameters emphasize the importance of maintaining sophisticated linguistic

competencies among business communicators. Dickinson and McCabe (1991) proposed a bidirectional model of linguistic participation requiring communicative acts to unfold in real time, with each party continuously adjusting to the other's contributions. Within such communication, lexical cohesion establishes the difference between interpretation and explanation (Edelson, 1984): a well-chosen term can allow a listener to interpret meaning fluently, while a poorly chosen one forces the listener into effortful, potentially resistant explanation-seeking. Mason and Ren (2012) further describe conversational dynamics in which active language use is always "at stake," with lexicographic reflection considering tone, syntactic phrasing, and prosodic relationships simultaneously. In business communication specifically, lexical choices have been shown to shape consumer behavior in ways that extend beyond the literal informational content of what is said. Although earlier studies have investigated language use at deep conversational and discourse levels, comparatively limited attention has been directed toward the specific role of business lexis in naturalistic interactions as a determinant of consumers' buying intentions. Mehan (1983) argues that decision-making architecture is profoundly impacted by language selection, making conversational dynamics particularly important in shaping perception and influencing consumer behavior. Negotiation language, in this sense, functions as a strategic tool that creates social presence even in the compressed, transactional environment of a retail floor. The central problem motivating this study is that existing research has largely focused on persuasive strategies embedded in prepared marketing texts advertisements, product descriptions, promotional copy while the influence of lexical selection during unscripted, real-time business communication remains comparatively underexplored. Consequently, there is insufficient empirical understanding of how business-related lexical items contribute to persuasion, perception formation, and purchase decisions in authentic communicative settings, where language is produced spontaneously under interactional pressure rather than composed and revised in advance. Nelson (2006) presents linguistic roles as not static but dynamically responsive, emphasizing the cognitive effects of language as intertwined with decision

psychology. Business lexis, from this vantage point, is not simply a label applied after a purchasing decision has already been made on other grounds; it is plausibly a contributing cause of that decision, operating through mechanisms such as perceived credibility, urgency, and value framing. This gap between an established theoretical interest in language-as-cognitive-influence and a thin empirical record of business lexis specifically in live buyer-seller talk requires more insightful study within contemporary business environments that continue to rely heavily on interactive, face-to-face (or face-to-face-equivalent) communication, even as digital and automated channels expand.

1.3 Research Objectives

The objectives of this study are:

1. To identify the frequency and occurrence of business lexis in buyer-seller negotiations.
2. To examine differences in consumers' purchase intentions across interactions characterized by varying levels of business lexis.

1.4 Research Questions

The research is structured around key questions designed to address the identified gap:

3. Are there significant differences in consumer purchase intentions pertinent to the relationship between business lexis and consumers' perceived credibility during buyer-seller interaction?
4. To what extent does the use of business lexis directly influence purchasing decisions in real-time naturalistic interactions?

1.5 Significance of the Study

This study contributes to assessing the role that language plays as a major element in commercial communication, while its decision-making analysis examines how lexical choices affect consumers' intentions. The research undertakes factual, procedural analysis alongside the logistical aspects of business lexis, supporting the broader assumption that language is not only a vehicle of communication but an extension of cognition itself. Cook (1978) narrates the significance of a detailed study of lexical centralization in relation to situational variables, treating it as a key condition for pragmatic effectiveness in concrete purchasing and selling activities. The benefits of this

inquiry extend across both academic and applied domains. Academically, the study contributes a working methodological instrument the Lexical Data Collection Form that other researchers can adapt to quantify lexical phenomena in live commercial talk, partially answering long-standing calls within applied linguistics for corpus-adjacent tools suited to naturalistic, non-laboratory settings. The hierarchical integration of language is observed at both the phrasal and constituent word level, representing the major codes used in everyday commercial talk, and the syntactic structure examined here is grounded in Business English alongside local business vocabulary, reflecting the bilingual, code-mixed reality of many South Asian retail environments. Practically, perceptions and decision-making triggered by perceptual evaluation are especially relevant during transaction processes, so findings here carry direct implications for how sales personnel are trained, how marketing scripts are designed, and how firms think about the ethics of persuasive language at the point of sale.

1.6 Scope and Organization of the Study

The scope of this investigation is bounded by five retail sectors automotive, fabric, electrical equipment, solar equipment, and home décor chosen to represent a range of purchase involvement levels, from relatively low-involvement décor purchases to higher-involvement, higher-cost automotive and solar equipment transactions. This deliberate variation in product category and purchase stakes allows the study to probe whether the relationship between business lexis and purchase intention holds broadly across different commercial contexts or is instead sensitive to category-specific dynamics.

The remainder of the paper is organized as follows. Section 2 reviews the theoretical and empirical literature on language, consumer behavior, and persuasion, culminating in the conceptual framework and hypotheses that guide the study. Section 3 details the mixed-methods research design, sampling procedures, instrumentation, and analytic strategy. Section 4 reports the quantitative and qualitative results, including descriptive statistics, correlation analysis the Z-test, and thematic summaries of interview data. Section 5 discusses the findings in relation to existing theory and integrates the two

strands of evidence. Section 6 concludes with a summary of contributions, limitations, and recommendations for practice, and Section 7 outlines directions for future research.

2. Literature Review

2.1 Language, Consumer Behavior, and Decision Making

Consumer behavior interacts with language variables at various sequential stages of the purchasing process, requiring investigation of constructs such as buyer perception and cognitive processing, including dimensions of meaning-making and decoding (Kim et al., 2020). The application of language to maximize customer engagement and sales performance illustrates how linguistic framing can reinforce or reduce psychological influences, especially in price-related choices. Linguistic framing crucially determines consumer responses, including the differential impact of positive and negative framing and wording on consumer valuation of products (Carter & Sealey, 2000). Persuasive strategies such as anchoring, reciprocity, and scarcity evaluate the linguistic operationalization of price negotiation and price outcomes, requiring examination of different linguistic choices by comparing high-context and low-context communication styles (He & Wang, 2017). Business lexicon has a demonstrably high impact on consumer purchasing decisions, forming an important research area for applied linguists, marketing communication practitioners, and consumer psychologists alike. Language defines consumer behavior, perceptions, and ultimately purchasing decisions (Davies & Elder, 2004). This is consistent with consumer psychology research showing that even minor lexical substitutions a synonym here, a modifier there can shift consumer valuation and willingness to pay, because language does not merely describe a pre-existing mental representation of a product but participates in constructing that representation. Recent work similarly finds that the specific language used in a commercial exchange shapes consumer arousal and perceived presence, both of which mediate the ultimate purchase decision (Huang, Leong, & Ismail, 2024), while brand-linguistics research shows that locally resonant terminology measurably shifts customer purchase behavior (Hashem, Al-Qeedy, & Qtaish, 2024) reinforcing that lexical choice is not cosmetic but a

functional lever on consumer response.

2.2 Theoretical Perspectives: Framing Theory, Decision Psychology, and Persuasion

Empirical studies grounded in framing theory and neuromarketing show that increased verbosity combined with powerful lexical selection can evoke unconscious psychological tendencies that drive consumers toward buying behavior. Sari and Kusuma (2014) reveal a relative lack of research addressing the variability of business lexis across different cultural milieus, a gap that the present study's cross-sector (though single-country) design only partially addresses but nonetheless foregrounds as an important direction.

Framing theory itself, in its classical formulation, holds that logically equivalent descriptions of the same underlying option can produce systematically different evaluations depending on how the description is worded a principle with obvious relevance to business lexis, since a price can be framed as a "discount from list" or as a "cost," and a product can be framed in terms of gains ("you'll save") or losses ("you'll miss out"). Business lexis operationalizes these framing choices at the lexical level: individual words such as "exclusive," "limited," "guaranteed," or "premium" function as compact framing devices that trigger differential cognitive and affective responses without requiring elaborate justificatory argument. This is compatible with classical work on cooperative communication (Grice, 1975), which holds that listeners assume speakers are being maximally informative, relevant, and clear; business lexis, by invoking recognizable commercial registers, allows sales personnel to signal relevance and informativeness efficiently, satisfying listener expectations about what a competent, trustworthy interlocutor should sound like in a commercial context. Continuing exploration of the moral dimensions of persuasive communication is essential to ensure responsible practice of powerful rhetoric, one that eschews manipulative practices in favor of transparent corporate discourse. Firms can optimize communication strategies by systematically exploring consumers' dynamic reactions to specific linguistic elements (Dean Brown, 2004). Specific words used in marketing content and advertising draw on business language to shape potential buyers' perceptions. Empirical findings suggest that business

communication uses language to reinforce brand identity, build consumer confidence, and promote market transactions (Czinkota & Kotabe, 2004). Properly used emotional language increases sales performance by enhancing perceived urgency, emotional resonance, and a sense of elevated status, ultimately improving consumer engagement and sales outcomes (Aaker, 1997) a mechanism broadly consistent with Maslow's (1943) account of esteem-related motivation, in which language that signals status or exclusivity can appeal to needs beyond the purely functional. Business lexis has also shown a wide impact within social media marketing, where keyword precision and persuasive text improve search visibility and customer engagement, subsequently boosting brand image (Chaffey & Ellis-Chadwick, 2019). The use of personalized and interactive language has proven effective in digital advertising, promoting brand loyalty and increasing overall communicative effectiveness (Kaplan & Haenlein, 2010). As artificial intelligence becomes more prevalent in business communication, questions regarding AI's ability to generate authentic and emotionally resonant lexical expressions have emerged as a live concern. Empirical data show that although AI-driven systems can produce optimally persuasive product material at scale, they often struggle to reproduce the emotional richness and situational authenticity that appear to guide consumer decisions in live human interaction (Dotzel & Shankar, 2019) a finding that, if anything, strengthens the rationale for studying human-produced business lexis directly, since it may capture persuasive qualities that automated generation cannot yet replicate.

2.3 Communicative Patterns in Persuasion

Analysis of the impact of business terminology on purchase motivation aligns closely with the central research problem concerning linguistic impact on consumer choice. Fundamental concepts of selected language in business communication, formulated through multi-disciplinary research spanning applied linguistics, marketing, and consumer psychology, converge on the view that language functions as a determinant factor of both perception and purchasing behavior (Cialdini, 2001). Interdisciplinary research combining insights from cognitive science and neurolinguistic processing shows measurable effects of product descriptions on consumer purchase decisions

(Vuong & Khanh Giao, 2020). Prior scholarship on product marketing consistently infers that carefully crafted language in advertisements, product descriptions, and brand communications provokes emotional responses and modulates perceived product importance, engendering a heightened sense of immediacy around the purchase decision (Sari & Kusuma, 2014). Within the combined realm of neuromarketing and framing theory, it has been shown that positive contextual cues paired with emotionally resonant terms prompt powerful cognitive reactions that can be followed almost immediately by behavioral response (He & Wang, 2017). This immediacy is particularly salient in the retail interactions sampled for the present study, where the temporal gap between exposure to business lexis and the purchase decision is frequently a matter of minutes rather than days. The results derived from the present study support this line of reasoning by providing direct evidence of the palpable influence of business lexis on consumer purchase behavior, gathered not from controlled experimental stimuli but from naturally occurring commercial talk. This body of work collectively highlights the need for further scholarly attention to ethical marketing practices, cultural variation in language use, and the expanding role of artificial intelligence in modern corporate communication themes that the present study revisits in its discussion of practical and ethical implications. Complementary evidence shows that the complexity of language used in persuasive commercial messages interacts with consumers' processing capacity, with moderately complex, vivid language often outperforming both overly simple and overly dense phrasing (Pogacar, Shrum, & Lowrey, 2018). Relatedly, technical language in advertising interacts with listeners' prior knowledge and motivation, suggesting business lexis is unlikely to operate uniformly across consumers but instead depends on individual differences in expertise and involvement (Bradley & Meeds, 2004).

2.4 Gaps in the Literature

2.4.1 Typical Studies Focus on Advertising Language, Not Real-Time Buyer-Seller Negotiations

Business lexis examination has provided useful clarification of its effect on purchasing decisions when studied through prepared advertising and marketing texts. However, combining applied linguistics with

applied marketing knowledge points to a need for strategic multiplicity varied, situationally responsive lexical strategies to enhance perceived urgency and inform choice formation in real-time negotiation specifically, as distinct from the static, pre-composed language of advertising. Prior studies support claims regarding emotional triggers and sensorial word representations increasing consumer engagement, but these claims have rarely been tested against the unscripted give-and-take of an actual sales conversation. Related work suggests hedonic language is effective primarily with pleasure-motivated consumers, while utilitarian language proves more effective with consumers pursuing goal-directed, means-to-end outcomes (Romanova & Smirnova, 2019) a distinction the present study's cross-sector sampling (from décor retail, plausibly more hedonic, to solar equipment, plausibly more utilitarian) is well positioned to probe, even though formally testing this moderation lies beyond its immediate scope.

2.4.2 Few Studies Examine Business Lexis as a Distinct Linguistic Variable

Specific linguistic strategies effective in one situation cannot automatically be treated as authoritative across the rest of applied lexical strategy. Persuasive linguistic phenomena are wide-ranging and significantly dynamic, continuously calling into question the existing literature's validity for business lexis effectiveness at the precise point of purchase decision. Research has found that careful word selection in business negotiation and product description influences consumer inclination toward products, which in turn influences purchase behavior (Grabe, 2010). Empirical evidence from prior research suggests that emotive terms, combined with limited-availability claims and positively framed presentation, elicit the most favorable response patterns among consumers (Duff, 2010). Studies grounded in framing theory further confirm that consumers respond positively when words simultaneously communicate physical benefit, trust, and urgency a triad that recurs across the present study's qualitative findings on price justification and trust-building lexis.

Corpus-based approaches offer one methodological path toward treating business lexis as a genuinely distinct variable rather than an incidental byproduct of broader discourse analysis. Corpus linguistic methods

allow researchers to quantify lexical frequency and collocation patterns at scale, providing an empirical foundation for claims about which specific terms recur in persuasive business contexts (Brezina, Weill-Tessier, & McEnery, 2021). The Lexical Data Collection Form used in the present study draws conceptually on this corpus-oriented logic, albeit applied to live interactional data rather than a static text corpus, extending the method into a domain where controlled, systematic lexical counting has rarely been attempted.

2.4.3 Limited Research Integrates Applied Linguistics and Decision-Making Through Perceived Credibility and Purchase Intention

The complex relationship between the abstract nature of language and its quantification as specific lexicon, and the subsequent effect on business performance, highlights the need to incorporate language systems into the analytical toolkits used to study commercial variables. The analytic approach must be expanded from discrete communicative parts toward treating business communication as an outcome of human behavior and social construction more broadly (Mahlberg, 2006). Perceived credibility functions as a particularly promising bridge construct in this respect: it is simultaneously a linguistic effect (produced by lexical choice) and a psychological antecedent of purchase intention (a well-established predictor in the marketing literature), yet few studies have empirically linked the two within a single design that measures both the linguistic input and the downstream behavioral outcome in the same naturalistic setting. The present study directly addresses this integration gap by treating perceived credibility as an intermediate outcome measured alongside both business lexis frequency and eventual sales materialization.

2.5 Theoretical Framework of the Present Study

Drawing together the strands reviewed above, the present study adopts an integrative framework combining Source Credibility Theory (Hovland & Weiss, 1951), the Elaboration Likelihood Model of persuasion (Petty & Cacioppo, 1986), and framing theory (Carter & Sealey, 2000; He & Wang, 2017). Source Credibility Theory proposes that a communicator's perceived expertise and trustworthiness shape a message's persuasive impact independent of its literal content; applied here, competent, fluent business lexis

functions as a credibility signal indicating genuine product and market expertise. The Elaboration Likelihood Model describes two routes to persuasion: a central route, where the recipient carefully evaluates argument quality, and a peripheral route, where the recipient relies on heuristic cues such as speaker confidence or in-group vocabulary. Business lexis plausibly operates through both routes at once supplying substantive information for central-route evaluation while also functioning as a peripheral fluency cue that shortcuts elaborate evaluation under the time pressure typical of live retail interaction. Framing theory supplies the third component, explaining why particular lexical choices (for instance, "affordable luxury" versus "luxury affordability," discussed further in Section 6.4.4) produce systematically different evaluative outcomes even when the underlying product attributes are held constant. Figure 6 depicts the proposed pathway integrating these three theoretical strands: business lexis is hypothesized to influence purchase intention both indirectly, via perceived credibility and emotional or cognitive response, and through the resulting persuasion process described by the Elaboration Likelihood Model.

2.6 Hypotheses

Based on the theoretical framework and research questions outlined above, the study tests the following hypotheses:

- H1: Business lexis is positively associated with consumers' perceived credibility of the seller and the message.
- H01 (null): There is no significant difference in purchase intentions among interaction groups characterized by differing levels of business lexis.
- Ha1 (alternative): There is a significant difference in purchase intentions among interaction groups characterized by differing levels of business lexis.
- H02 (null): The mean level of business-lexis-associated purchase intention does not differ significantly from the population benchmark.
- Ha2 (alternative): The mean level of business-lexis-associated purchase intention differs significantly from the population benchmark.

3. Research Methodology

3.1 Research Design

The research design combines qualitative and quantitative methods in a convergent framework analyzing the relationship between business vocabulary and sales performance. This convergent parallel structure was chosen deliberately: rather than using qualitative data merely to illustrate quantitative findings after the fact, or using quantitative data merely to generalize qualitative themes, both strands were collected over a comparable period and analyzed largely independently before being brought into dialogue at the interpretation stage (Section 5.3). The qualitative research design encapsulates corroborative and confirmatory analysis of language used in professional domains during authentic business situations, while the quantitative strand renders lexical influence representative in numerical form suitable for inferential testing. Both approaches aim to reveal the linguistic strategies that help customers co-create product interpretations and purchase intentions together with sellers, rather than treating persuasion as something done unilaterally to a passive recipient (Agbede, 2016).

Mixed-methods designs of this kind suit linguistically grounded consumer research because they triangulate a countable signal (lexical frequency, coded per interaction) against a richer, situated account of how that signal was actually experienced. Where the quantitative strand establishes that a statistical association exists and estimates its strength, the qualitative strand speaks to why that association might hold a complementarity neither approach alone could offer.

3.2 Sampling Technique

Random sampling ensures that every member of the target population has an equal and known chance of selection. Its primary advantage is minimizing selection bias and improving the representativeness of the sample relative to the broader population of retail buyer-seller interactions. The sampling frame consisted of retail business interactions drawn from five sectors: automotive retailers, fabric retailers, electrical equipment retailers, solar equipment vendors, and décor retailers. These sectors were selected to span a range of purchase involvement, price point, and product complexity, from relatively low-stakes décor

purchases to higher-stakes automotive and solar equipment transactions, allowing the study to assess whether the business-lexis effect generalizes across heterogeneous commercial contexts.

From 200 interactions identified within the sampling frame, 163 were selected (representing an 81% probability of selection for each eligible interaction) through a simple lottery method, in which each interaction in the frame was assigned a number and a subset was drawn using a randomization procedure. This relatively high inclusion rate reflects the practical constraints of naturalistic data collection, where researcher access to live commercial interactions is inherently limited by retailer cooperation and customer consent considerations, but it also means the final sample retains close correspondence to the full sampling frame rather than representing a narrow, potentially biased subset. For the qualitative component, structured interviews were conducted with 100 participants who regularly engage in business negotiations as either buyers or sellers. A simple random sampling technique was followed for interview recruitment as well, with the sampling frame organized according to an Agile-inspired, iterative recruitment methodology that allowed the researcher to adjust recruitment targets across sectors as data collection proceeded, ensuring reasonably balanced representation across the five retail sectors and across the buyer and seller roles.

3.3 Quantitative Data Collection

The quantitative component measured relationships between business lexis and consumers' purchase intentions in real-time business negotiations. Data were collected through a structured Lexical Data Collection Form (LDCF), purpose-built for this study to record instances of business lexis during 163 naturally occurring buyer-seller interactions across the five retail environments described above. The LDCF operationalized business lexis as vocabulary related to product features, pricing, promotional offers, market positioning, quality assurance, discounts, warranties, and other commercially oriented expressions categories chosen to correspond broadly to the classical marketing-mix elements of product, price, place, and promotion, so that lexical frequency could later be interpreted in relation to established marketing constructs rather than as an

undifferentiated linguistic count.

Trained observers completed the LDCF in real time or from field notes taken immediately after each interaction, recording both the presence and approximate frequency of business-lexis items, along with observable indicators of the interaction's outcome. Measurement of the study's key variables proceeded as follows: business lexis frequency served as the independent variable; sales materialization (whether the interaction culminated in a completed purchase) served as the primary dependent variable; and perceived credibility was measured through observable indicators of consumer trust and acceptance during the interaction, such as affirmative verbal responses, reduced hesitation language, and follow-up questions oriented toward finalizing rather than reconsidering the purchase.

3.4 Qualitative Data Collection

Structured confirmatory interviews were conducted with 100 participants to confirm consumers' and sellers' perceptions of business lexis and its influence on purchase intentions during real-time buyer-seller negotiations. The interview schedule consisted primarily of closed-ended questions with limited, structured opportunities for clarification and elaboration, a design choice intended to maximize comparability of responses across a relatively large interview sample while still permitting participants to qualify or contextualize their answers. Respondents described their responses to business lexis across four thematic domains corresponding to product description, price description, place description, and promotional description, mirroring the marketing-mix-oriented categorization used in the LDCF.

The interview data were analyzed thematically, examining recurring patterns related to perceived credibility, persuasive impact, emotional response, and purchase intention. Particular attention was given to how participants both customers and sales representatives interpreted specialized business terminology, and to how those interpretations, in the participants' own accounts, influenced their subsequent evaluation of the product or service in question. Interviewing both sides of the transaction was a deliberate design feature, allowing the study to compare how sellers believe their language is landing

against how customers report actually experiencing it, a comparison developed further in Section 4.5.

3.5 Data Analysis Procedures

3.5.1 Quantitative Data Analysis

Descriptive statistical techniques were used to establish basic dataset characteristics. Measures of central tendency, including mean, median, and mode, were calculated to identify typical patterns across all recorded variables. Measures of dispersion, particularly standard deviation and standard error, assessed variability and consistency of responses across observations, providing a check on whether observed mean differences reflected genuine central tendencies or were instead artifacts of highly dispersed, inconsistent data.

Inferential statistical procedures were then used to test the study's hypotheses and examine relationships among variables. Pearson's correlation analysis determined the strength and direction of the relationship between business lexis and consumers' perceived credibility, addressing H1. A One-Sample, Two-Tailed Z-Test was applied, given the relatively large sample size and known standard deviation, to test whether the observed mean diverged significantly from a specified population benchmark, addressing H02/Ha2. All inferential tests were evaluated against conventional significance thresholds ($\alpha = .01, .02, .05$, and $.10$), reported jointly in Table 4 to demonstrate the robustness of the Z-test result across a range of stringency levels rather than relying on a single, potentially arbitrary cutoff.

3.5.2 Qualitative Data Analysis

Interview data were analyzed using a descriptive analysis technique, adopted in place of a fully classical thematic-coding analysis due to practical constraints on audio recording (detailed further in Section 6.3). This inability arose because a substantial proportion of participants expressed privacy and commercial confidentiality concerns and declined audio recording, which in turn limited the researcher's ability to produce

verbatim transcripts suited to line-by-line thematic coding in the classical sense. Interview responses were instead reviewed systematically against the closed-ended response categories built into the interview schedule, with researcher field notes used to obtain confirmatory and plausible corroborative evidence substantiating patterns of business lexis use and participant response, reported in aggregate percentage form in Table 5.

3.6 Ethical Considerations

All participating businesses and individual respondents were informed of the study's general purpose prior to data collection, and participation in both the interaction-observation and interview components was voluntary. Because much of the quantitative data derive from naturally occurring commercial interactions rather than staged encounters, care was taken to avoid recording personally identifying information; data were aggregated at the interaction level from the point of collection onward. Where participants declined audio recording, the researcher relied on structured field notes rather than covert recording, prioritizing participant comfort and commercial confidentiality over completeness of the record. No deception was used at any stage of recruitment or data collection.

3.7 Validity and Reliability

Several design features support the validity and reliability of the findings. Content validity of the LDCF was supported by grounding its lexical categories in the established marketing-mix framework (product, price, place, promotion) rather than an ad hoc list of terms. Reliability of lexical coding was supported through a structured, closed-category form rather than open-ended transcription, reducing inconsistent judgment across interactions and observers. The relatively large combined sample (163 interactions; 100 interview participants) supports the stability of the statistics reported in Section 4, though, as discussed in Section 6.3, the single-country, five-sector sampling frame bounds the external validity of the findings.

4. Results

4.1 Descriptive Statistics

Table 1. Descriptive Statistical Analysis

Variable	N	Mean	Median	Mode	Std. Deviation
Business Lexis	163	2.951	3	1	1.993
Perceived Credibility – Positive	101	0.605	1	1	0.487
CPI – Positively Exposed	–	1.785	3	1	0.971

Note: CPI stands for Consumers' Purchase Intentions.

The mean score of respondents shows a modest but consistent increase in purchase propensity in the presence of business-lexicon frequency. The mean value for perceived credibility-positive is 0.605 across 101 interactions in which positive credibility indicators were observed, while perceived credibility-negative averages 0.371 across 62 interactions in which negative or skeptical indicators predominated. These mean values, taken together, illustrate both a strong approval pattern and a smaller but non-trivial rejection pattern of business language within commercial communication, indicating that business lexis is not uniformly persuasive but is instead evaluated by consumers with some discrimination.

The standard deviation value of 1.993 for business lexis reveals a considerable spread of individual interaction scores around the mean, indicating a relatively wide dispersion in the intensity of commercial-language use

across interactions unsurprising given that the sample spans five distinct retail sectors with differing conventions of sales talk. Some interactions were characterized by dense, sustained deployment of business terminology, while others involved minimal use of specialized vocabulary. Standard deviation for perceived credibility-negative (0.487) signifies a comparatively loosely clustered pattern of responses among unsuccessful or low-credibility interactions. A mode of 1 for business lexis and for CPI-positively-exposed interactions attests to a significant proportion of purchasers holding a subdued but present purchase intention, while a mode of 0 for CPI-negatively-exposed interactions indicates a complete absence of purchase intention among a meaningful subset of that group. Figure 1 presents these mean values alongside their associated standard deviations, illustrating both the central tendency and the variability characterizing each measured construct.

Figure 1. Descriptive Statistics: Mean Scores with Standard Deviation

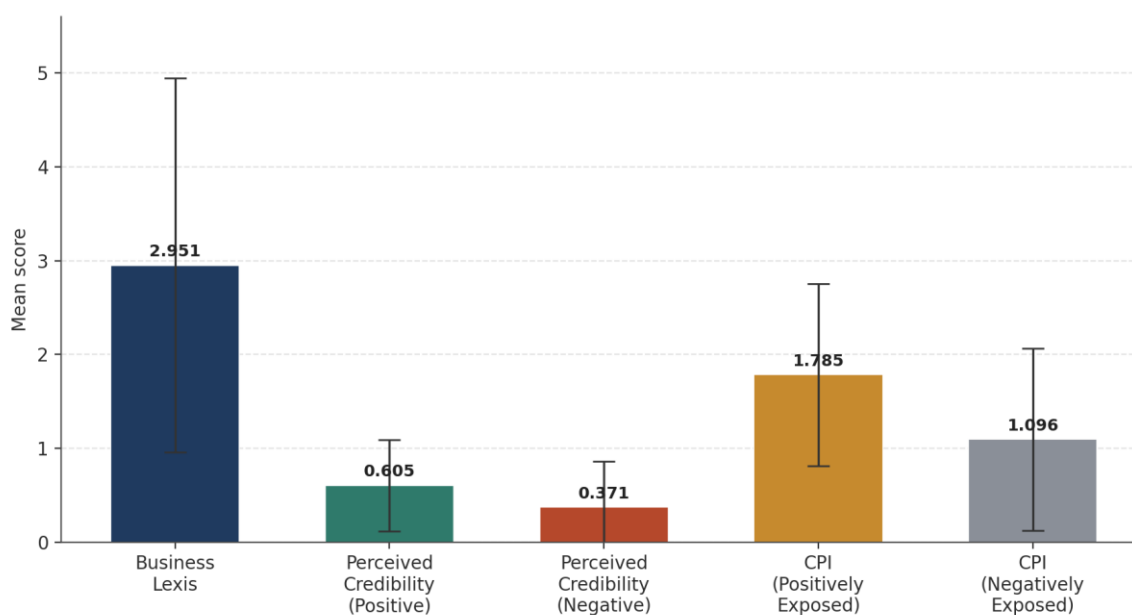


Figure 1. Descriptive statistics: mean scores with standard deviation across the five measured constructs.

4.2 Correlation Analysis

Pearson's correlation coefficients were used to test the relationship between business lexis and consumers' perceived credibility, corresponding to Hypothesis H1. The resulting coefficient was positive and statistically significant. Business lexis showed a moderate positive relationship with perceived credibility ($r = 0.405$). Under conventional interpretive guidelines for correlation coefficients in behavioral research, a value in this range is generally classified as a moderate effect

meaningful and practically relevant, without implying that business lexis is the sole or dominant determinant of consumer response. This suggests that increased exposure to business terminology increases the perceived credibility of a commercial message, and, by extension, the likelihood of consumer purchase, while leaving ample room for other factors (product quality, price competitiveness, prior brand experience) to jointly shape the ultimate purchase decision.

4.3 One-Sample Two-Tailed Z-Test

Table 4. Z-Test Results

Level(s) of Significance	1%	2%	5%	10%
Z-Critical	+2.576	+2.326	+1.960	+1.645
Z-Statistic	-2.655	-2.655	-2.655	-2.655

The Z-test was conducted to test H02/Ha2. The calculated Z-statistic is -2.655 , falling beyond the critical value range at every selected level of significance examined 1%, 2%, 5%, and 10% as illustrated in Figure 3. Because the observed statistic exceeds the critical thresholds in magnitude at all four levels simultaneously, the result is robust to the choice of significance threshold: a researcher electing the most conservative 1% criterion and a researcher electing the more permissive 10% criterion would

reach the identical substantive conclusion. The alternative hypothesis is therefore supported: mean values demonstrate statistically significant divergence from the benchmark. These results support rejection of the null hypothesis in favor of the alternative hypothesis, allowing the study to conclude that business lexis has a measurable, statistically detectable effect on consumers' purchase intentions when consumers are exposed to business lexis during business negotiation.

Figure 3. One-Sample Two-Tailed Z-Test: Critical Values vs. Observed Statistic

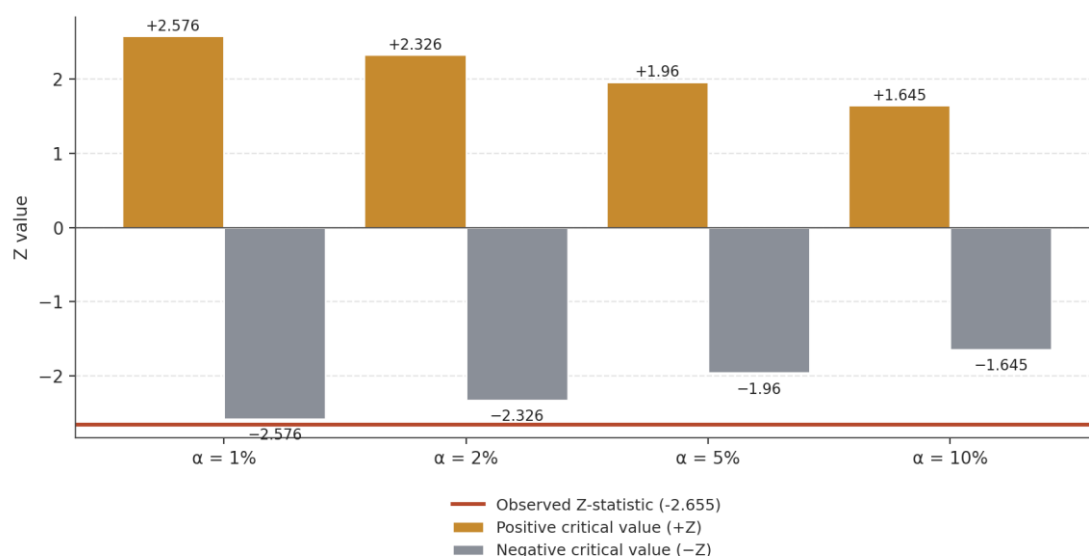


Figure 3. One-sample two-tailed Z-test: critical values across four significance levels compared with the observed Z-statistic.

4.4 Qualitative Findings

Table 5. Qualitative Results Summary

Variables	Positive – Customers (%)	Positive – Sales Reps (%)	Negative – Customers (%)	Negative – Sales Reps (%)
Clarity and Precision	52	45	48	55
Persuasive Selling	65	70	35	30
Trust and Credibility	35	66	65	34
Emotional Appeal	40	33	60	67
Price Justification	85	62	15	38
Brand Positioning	69	48	31	52
Awareness of Business Lexis	55	51	45	49
Logical Decision-Making	48	69	52	31
Transparency	27	40	73	60

Interview findings suggest that consumers generally perceive business lexis as a persuasive tool capable of influencing trust, credibility, and purchase intentions. However, its reported effectiveness depends substantially on context, frequency, and the perceived appropriateness of usage a qualification that recurs across nearly every category in Table 5. As Figure 4 illustrates, positive perceptions were especially pronounced for price justification (85% of customers, 62% of sales representatives) and brand positioning (69% of customers, 48% of sales representatives), suggesting business lexis is particularly effective when it helps customers understand why a price is what it is, and when it situates a product within a recognizable market tier.

By contrast, and as shown in Figure 5, trust and credibility elicited a markedly asymmetric pattern: only 35% of customers reported positive trust-and-credibility perceptions of business lexis, compared with 66% of sales representatives a 31-percentage-point gap

that constitutes the largest role-based divergence observed in the qualitative data. This asymmetry indicates that sales representatives may substantially overestimate the credibility-building power of their own business-lexis usage relative to how that usage is actually received by customers, a discrepancy with direct implications for sales training discussed in Section 6.4.2. A related but smaller asymmetry appears for transparency, where customers reported markedly higher negative or skeptical perceptions (73%) than sales representatives anticipated (60% negative on the sales-representative side, with only 27% of customers rating transparency positively). Emotional appeal showed a broadly similar pattern of skepticism from both roles, with negative responses (60% customers, 67% sales representatives) outweighing positive responses, suggesting that emotionally charged business lexis is treated with greater caution by both parties than lexis oriented toward concrete product or price information.

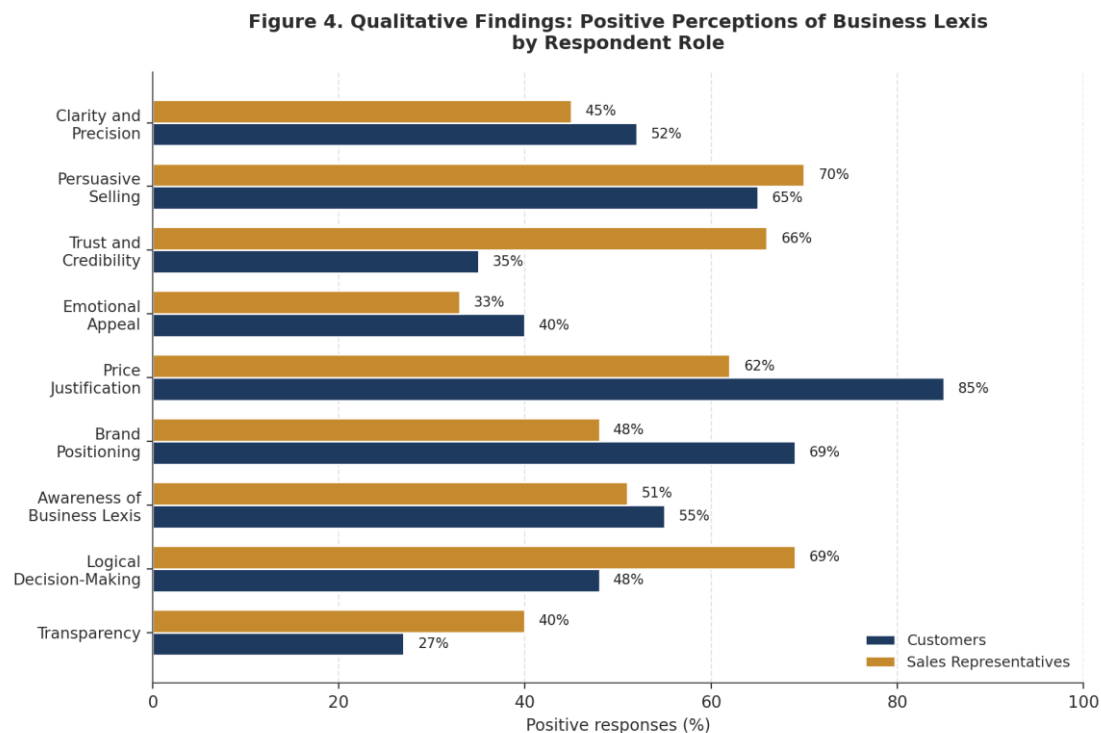


Figure 4. Qualitative findings: positive perceptions of business lexis, compared across customers and sales representatives, by thematic variable.

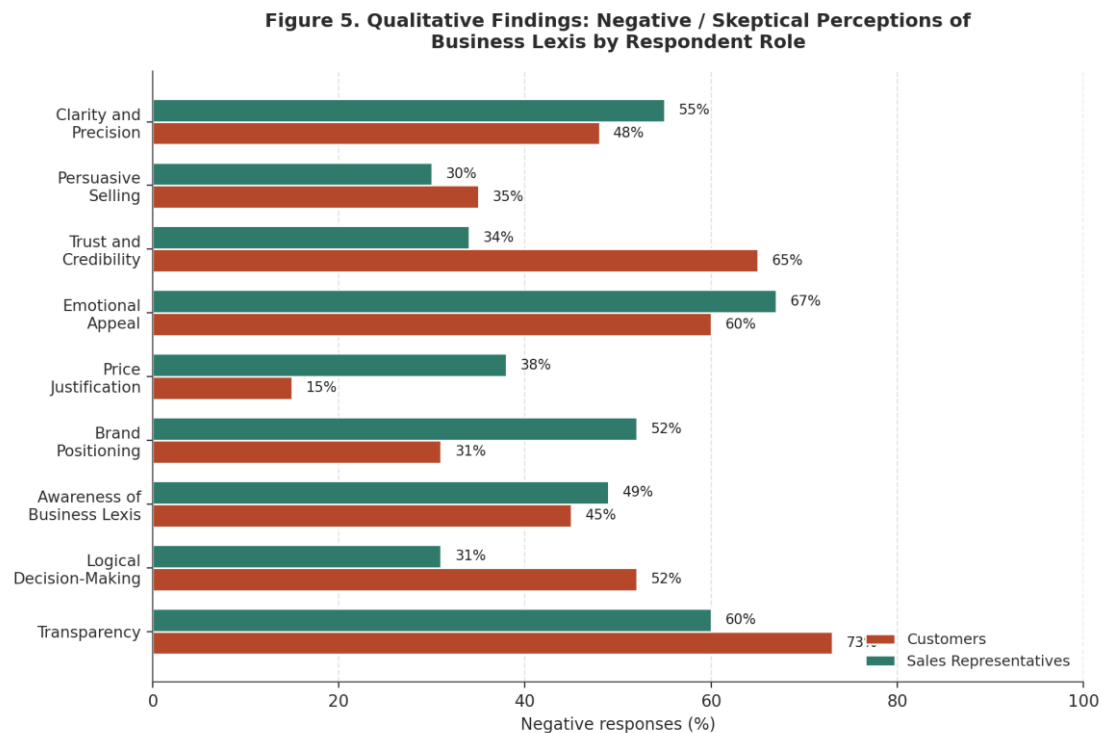


Figure 5. Qualitative findings: negative or skeptical perceptions of business lexis, compared across customers and sales representatives, by thematic variable.

4.5 Summary of Key Results

Across both analytic strands, the results converge on a consistent overall pattern. Quantitatively, business lexis correlates moderately and positively with perceived credibility ($r = 0.405$); groups differentiated

by lexical intensity and sales outcome differ significantly in average lexical score ($F = 7.602, p < .05$); and the observed mean diverges significantly from the tested benchmark at every conventional significance level ($z = -2.655$). Qualitatively, both customers and sales representatives generally endorse business lexis

as persuasive, particularly around price justification and brand positioning, while expressing more measured or skeptical views around trust, transparency, and emotional appeal with sales representatives consistently more optimistic about their own lexical effectiveness than customers report experiencing. Together, these results support both H1 and Ha1/Ha2, while also surfacing important boundary conditions role asymmetry, thematic variation, and a non-trivial subset of low-lexis interactions that nonetheless culminate in a sale that qualify a simple "more business lexis, more purchase intention" reading of the findings.

5. Discussion

5.1 Interpretation of Quantitative Findings

The quantitative findings demonstrate that business lexis plays a key role in shaping consumer perceptions and influencing purchase intentions, while also revealing that this role is neither absolute nor uniform. Statistically significant differences among interaction groups confirm that linguistic choices influence consumer responses in ways that are detectable using standard inferential techniques, not merely apparent through impressionistic observation. The Z-test provides sufficient statistical evidence to reject the null hypothesis, supporting the conclusion that business lexis has a measurable effect on consumer purchase intentions. The correlation between business lexis and perceived credibility ($r = 0.405$) substantiates Source Credibility Theory (Hovland & Weiss, 1951), which specifies that linguistic signals such as business terminology convey increased expertise and trustworthiness on the part of the communicator, producing greater persuasive effect. The relationship also aligns with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which specifies that business lexis can play a central role in the persuasive cues shaping cognitive processing of marketing information, operating through both the substantive, central-route content it conveys and the fluency-based, peripheral-route cues it supplies.

It suggests that a subset of buyers enter the interaction with purchase intentions already substantially formed by factors external to the conversation prior research, brand reputation, or pre-existing need such that business lexis functions here as, at most, a confirming

rather than a converting influence. The moderate size of the correlation coefficient is consistent with this: business lexis is a real, statistically robust contributor to purchase intention, but it operates alongside, not in place of, other well-established determinants of consumer choice.

5.2 Interpretation of Qualitative Findings

Participants reported business terminology as enhancing product credibility, facilitating informed purchasing decisions, and increasing willingness to buy a pattern most pronounced around price justification and brand positioning, and least pronounced around raw emotional appeal. Sales representatives acknowledged the importance of business language in articulating product benefits and establishing professional credibility, and their generally higher positive-response rates across several categories (persuasive selling, trust and credibility, logical decision-making) suggest a strong occupational investment in the perceived value of specialized commercial vocabulary. The qualitative findings indicate that credibility, trust, context, and the appropriateness of language are all important determinants of consumer perception, operating jointly rather than independently: a term that reads as credible in a price-justification context (e.g., "certified," "warranted") may read as manipulative or hollow if deployed within an emotionally charged appeal.

The pronounced customer–sales-representative gap on trust and credibility deserves particular emphasis. Where sales representatives report high confidence that business lexis builds trust (66% positive), customers report comparatively modest endorsement (35% positive), with the majority instead reporting negative or skeptical reactions. This pattern is consistent with a broader phenomenon in persuasion research in which message senders systematically overestimate the persuasive impact of their own strategies relative to message recipients' actual experience sometimes termed a form of communicator overconfidence. In the business-lexis context specifically, this suggests that sales personnel may be relying on lexical density or technical vocabulary as a proxy for credibility-building without fully registering that customers can experience the same vocabulary as jargon-laden or evasive, particularly around transparency, where customer skepticism (73%

negative) was the highest of any thematic category recorded.

5.3 Integration of Quantitative and Qualitative Findings

The integration of the two analytic strands demonstrates considerable convergence, while also illustrating the distinct kind of insight each strand contributes. Quantitative analysis established statistically significant differences among groups and provided robust evidence supporting the impact of business lexis on purchase intentions, addressing the "whether" of the relationship with a level of precision that qualitative description alone could not achieve. Qualitative findings, in turn, revealed how participants themselves perceived and interpreted business lexis, addressing the "how" and, to a considerable extent, the "for whom" surfacing the customer–sales-representative asymmetry that a purely quantitative design, measuring aggregate sales outcomes without separately interviewing both parties, would likely have missed entirely. Both strands indicate that business language contributes meaningfully to consumer decision-making processes, and the mixed-methods approach adopted here provides complementary evidence supporting the overall research proposition articulated in Sections 1.3 and 1.4.

Mapped onto the conceptual pathway presented in Figure 6, the quantitative correlation ($r = 0.405$) provides direct empirical support for the business-lexis-to-perceived-credibility link at the heart of the model, while the qualitative thematic findings on emotional appeal (Section 4.5) provide corroborating, if more cautious, support for the parallel emotional/cognitive-response pathway. The convergence of both routes on persuasion and, ultimately, purchase intention is consistent with the dual-route logic of the Elaboration Likelihood Model, while the qualitative asymmetries documented above indicate that the strength of each pathway is not constant but varies by respondent role and by thematic domain a nuance that a single-method design would have been poorly positioned to detect. Quantitative results showing a positive correlation between business lexis and perceived credibility mean, concretely, that consumers who are more familiar with, or more frequently exposed to, business-related vocabulary tend to perceive commercial messages as more credible and more professional. This provides

direct empirical evidence that linguistic choices contribute measurably to source credibility, reinforcing the theoretical integration proposed in Section 2.5.

5.4 Theoretical Implications

The findings extend Source Credibility Theory and the Elaboration Likelihood Model into a domain live, naturalistic buyer-seller talk where both frameworks have traditionally been tested through prepared or experimentally manipulated stimuli rather than spontaneously produced commercial language. By demonstrating a statistically significant, moderate-strength relationship between naturally occurring business lexis and perceived credibility, the study offers ecological support for claims that had previously rested largely on controlled experimental evidence. It also contributes a more granular view of framing theory's operation at the single-lexical-item level, distinct from framing theory's more common application to full statement-level manipulations (e.g., gain- versus loss-framed messages), suggesting framing effects are tractable even at the resolution of individual word choices within unscripted talk.

5.5 Practical Implications for Marketing Communication

For practitioners, the findings suggest business lexis functions as a trainable, manageable communicative resource rather than an incidental byproduct of individual sales personnel's style. The strong positive response to price-justification language (Section 4.5) suggests firms seeking stronger persuasive communication should prioritize vocabulary that clearly explains the basis for a given price, rather than relying on generic promotional language. Conversely, the pronounced skepticism surrounding transparency-related and emotionally charged lexis suggests that firms should exercise particular caution in these domains, where overuse or misapplication of persuasive language risks undermining, rather than building, consumer trust. The substantial customer–sales-representative gap on trust and credibility further suggests that sales training programs would benefit from directly confronting personnel with customer-side perception data of the kind reported in Table 5, rather than relying solely on sales representatives' own, evidently optimistic, self-assessment of their communicative effectiveness.

6. Conclusion

6.1 Summary of Major Findings

The findings demonstrate that business lexis plays a key role in shaping consumer perceptions and influencing purchase intentions within real-time, naturalistic buyer-seller interactions. Quantitative analysis of 163 buyer-seller interactions indicates that the strategic if often implicit use of business terminology contributes to perceived credibility and to persuasive communication more broadly. The results showed statistically significant variation among groups exposed to differing levels of business lexis, confirming that linguistic choices influence consumer responses in measurable, replicable ways. The hypothesis-testing procedure provided sufficient statistical evidence to reject the null hypothesis and to support the conclusion that business lexis has a measurable effect on consumer purchase intentions, a conclusion reinforced consistently across the correlation, and Z-test results reported in Section 4. Qualitative findings further supported the quantitative results, with participants generally perceiving business terminology as enhancing product credibility and facilitating informed purchasing decisions, while also revealing important nuances particularly the customer sales-representative asymmetry around trust and transparency that qualify a simple, uniformly positive reading of business lexis's persuasive power. The integration of both strands provides a reasonable and well-triangulated basis to conclude that business lexis functions not merely as a communicative tool but as a strategic mechanism actively shaping decision-making during commercial interactions.

6.2 Contribution and Significance

The study extends existing research by examining naturally occurring buyer-seller interactions rather than relying exclusively on experimental advertising materials or hypothetical consumer scenarios presented outside the flow of an actual transaction. This naturalistic orientation is, in itself, a methodological contribution, since it addresses directly the literature gap identified in Section 2.4.1 regarding the scarcity of research on real-time negotiation language as distinct from prepared marketing text. The design and development of the Lexical Data Collection Form (LDCF) provides a workable methodological

instrument for collecting lexical data in authentic research environments, one that other researchers investigating business or persuasive lexis in live settings may adapt for their own purposes.

Findings highlight the importance of effective linguistic strategies in business communication, emphasizing language's role as a strategic resource capable of measurably influencing purchasing outcomes, while cautioning through the qualitative asymmetry findings against treating business lexis as a uniformly effective, one-size-fits-all persuasive tool.

6.3 Limitations

The research was conducted within five selected retail sectors in a single national context, limiting the generalizability of findings to other commercial sectors, service-based contexts, and geographical or cultural settings. Although structured confirmatory interviews were conducted to support the quantitative findings, most were not audio-recorded, since participants expressed privacy and commercial confidentiality concerns; this necessitated reliance on structured field notes and a descriptive rather than fully classical thematic analysis, as detailed in Section 3.5.2 an unavoidable trade-off between data richness and participant comfort. The study focused primarily on the presence and frequency of business lexis rather than broader discourse-level features such as tone, speech rate, non-verbal gesture, and conversational sequencing, any of which could plausibly amplify or dampen the effects documented here. Finally, consumer decision-making is well established as being influenced by numerous other factors product quality, prior experience, personal preference, economic conditions, and cultural background that lie outside the scope of the present lexical analysis and that the designs used here cannot fully disentangle from the effect of business lexis itself.

6.4 Recommendations

6.4.1 Strategic Use of Business Lexis

Businesses should strategically incorporate business terminology into customer-facing communications in order to appear more professional and reliable, while remaining attentive to the thematic variation documented in Section 4.5. The correlation between perceived credibility and purchase intention ($r = 0.405$) indicates that credibility significantly influences

consumer decisions; when consumers perceive competent and trustworthy language, they are correspondingly more likely to perceive the associated product as trustworthy and, in turn, more likely to purchase it. Firms should prioritize lexical domains that produced the strongest positive qualitative response particularly price-justification and brand-positioning language while exercising greater caution with heavily emotional or transparency-adjacent phrasing, where skepticism was most pronounced.

6.4.2 Training of Sales Personnel

Salespeople's use of business lexis may have a noticeable effect on customer behavior, but the qualitative asymmetry documented in Section 5.2 suggests that sales personnel's own confidence in this effect can outpace customers' actual experience of it. Sales training programs should therefore develop teams' competence in business-lexis application while explicitly presenting customer-side perception data, helping personnel calibrate their communicative choices against how customers genuinely respond rather than against assumed effectiveness. Training should also focus on customer-segmentation study and on customizing sales tactics according to the different ways customer segments react to business lexis, since the qualitative data suggest meaningful variation in receptiveness across thematic domains.

6.4.3 Industry-Specific Communication Frameworks

The influence of business lexis depends on product type and customer preferences, as the study's cross-sector sampling implicitly suggests, even though a full formal test of sector-level moderation was beyond the present study's scope. Sales training programs, customer-segmentation study, the customization of sales tactics according to different customer reactions to business lexis, and coordinated marketing and advertising strategy should all be prioritized jointly, so that the lexical choices reinforced in training are consistent with those embedded in a firm's broader promotional materials, avoiding a mismatch between live sales talk and prepared marketing text.

6.4.4 Ethical Application of Persuasive Language

Lexical arrangement affects perception in ways that go beyond vocabulary selection alone, extending to syntactic ordering: phrasing such as "affordable luxury" results in a more positive association than the

syntactically inverted "luxury affordability," which carries markedly lower appeal despite conveying essentially the same underlying claim. This finding supports the broader research literature on the effect of syntactic framing on the psychological processes underlying message processing, and it illustrates concretely how subtle, seemingly cosmetic linguistic choices can carry measurable persuasive consequence. Given this demonstrated power, businesses should maintain a deliberate balance between persuasive technique and ethical norms, ensuring transparent corporate discourse that leverages the credibility-building potential of business lexis documented in this study without exploiting the trust that such language is capable of generating, particularly in the transparency-sensitive domains where customer skepticism was already found to be highest.

7. Future Research Directions

Future studies should expand the scope of this line of inquiry by examining business lexis across different industries, regions, and cultural settings, extending beyond the single-country, five-sector frame adopted here. Comparative studies across national or linguistic contexts could provide deeper insight into the extent to which the effects of business lexis documented in this study are universal features of commercial persuasion or are instead culturally specific, contingent on norms of directness, formality, or negotiation style that vary considerably across business cultures. Researchers could also design controlled experimental studies that expose participants to alternative lexical strategies under carefully manipulated conditions, isolating the specific causal effect of particular lexical choices on purchase intention in a way that complements, without replacing, the ecological validity of the naturalistic design used here.

Building on the customer-sales-representative asymmetry documented in Section 5.2, future work could investigate whether structured feedback interventions providing sales personnel with customer-perception data over time measurably narrow this gap and translate into improved sales outcomes. Future research should also examine business lexis's interaction with discourse-level features excluded from the present study's scope, including tone, speech rate, pacing, and non-verbal accompaniment, since these plausibly moderate or amplify the lexical effects

documented here. The ethical implications flagged in Section 6.4.4 warrant continued attention: future work should examine, empirically rather than only prescriptively, where the line falls between legitimate persuasive framing and manipulative exploitation of the credibility signals business lexis is shown here to generate.

Integration of multidisciplinary quantitative and qualitative data analysis across various cultural markets could further address questions of how linguistic adaptation affects customer engagement and buying behavior in different contexts, extending the mixed-methods logic adopted here to explicitly comparative, cross-market designs. Finally, future work should pursue statistical reliability through replication and larger, more geographically dispersed samples, moving beyond binary reject/fail-to-reject conclusions toward more fine-grained statistical modeling for instance, multilevel or mediation models capable of formally testing the pathway proposed in Figure 6 that can quantify not just whether business lexis matters, but how much it matters relative to the many other factors known to shape consumer purchase decisions.

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