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# The Persuasive Efficacy of Advertising Appeals in Social Media Influencer Marketing

**ABSTRACT** Influencer marketing has emerged as a crucial persuasion mechanism. Marketers look forward to the best possible strategies to increase customer engagement. Advertising appeals are pertinent tools and which social media influencer advertising appeals are most suitable as per the product category for effective consumer response remains unclear. There are studies addressing the issue as per traditional marketing settings, however the advent of influencers' marketing remain out of the scope of these studies. The present study aims to highlight various appeals available in the literature and their context (product category, online/offline settings) in literature. The findings suggest that as the results in literature are not consistent, the future studies need to empirically validate the results in influencers marketing context to find out the best advertising appeal (guilt/sensual, rational/emotional, utilitarian/value expressive) as per different product categories (slow fashion, beauty, food).

**INTRODUCTION** The internet has provided new modes of sharing, consuming, and marketing. Initially, Web 1.0 offered unidirectional provision of information to people where content generation was in fewer hands; Web 2.0 facilitates two-way communication by allowing user content creation for self-expression, lifestyle documentation, and promotions. Whereas, Web 3.0 introduced mobile devices and applications that resulted in the popularity of social media (Leung et al., 2022). The digital revolution affected various aspects of our lives e.g., from checking news updates on social media through mobile to booking a cab to ordering groceries online; people have a presence in a virtual world (Chopra et al., 2021). There had been 6.25 billion internet users worldwide as of October 2025 (Kemp, 2025), with 5.66 billion social media users accounting for 69 percent of the global population (Tamblé, 2026). Social media has gained tremendous popularity and is preferred by marketers due to its cost-effectiveness and interactive nature (Huang, 2015; Naz et al., 2022). Among various multimedia platforms such as print, and television, the highly interactive nature,

multimedia format, and potential for dynamic communication make social media a great medium of advertising with elements like user-generated content, influencers, and feed algorithms (Pittman et al., 2022). Vrontis et al. (2021) stated that “given the internet's scalability and speed of diffusion, such contributors attract a mass audience, build a fan base, and become a source of advice for their followers thus, developing into social media influencers (SMIs)” (pp. 618). SMIs are opinion-centric consumers who share their views regarding products and services on various social media platforms further affecting the purchase decisions of the masses. This new type of independent third-party endorser shapes audience attitudes through blogs, tweets, and the use of other social media platforms (Freberg et al., 2011). The overall style of SMIs' communication is identified as their advertising appeal and is considered a powerful mechanism to build a connection with the audience. Some examples of such appeals include sensual vs. guilt appeal, product-focused vs. benefit-focused appeal, and emotional vs. rational appeal (Kapoor et al., 2023). The suitability of such appeals varies as per the context and product in question. For instance, explicit appeals are found to be effective for gentleness-related products (body lotion) and implicit appeals are relevant for strength-related products (detergent) (Gong & Wang, 2022). However, the effectiveness of advertising appeals differs with regard to culture, product category, and media type (Okazaki et al., 2010). The present study aims to identify various advertising appeals prevalent in the marketing domain and to analyse their effectiveness from SMIs' point of view.

50 REVIEW OF LITERATURE 51 SOCIAL MEDIA 52 Social media facilitate online means of communication, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities (Tuten & Solomon, 2018). Social media is understood as the different forms of online communication used by people to create networks, communities, and collectives to share information, ideas, messages, and other content,

such as videos. Social media has turned into an online medium of communication, conveyance, and collaboration among interconnected and interdependent groups of people. Whereas, the utilization of social media (technologies and channels) for the creation, and exchange of offerings among marketers and consumers makes it social media marketing. It encompasses social networks, online communities, blogs, wikis, or any other online collaborative media for marketing, sales, public relations, and customer service (Jacobson et al., 2019; Tuten and Solomon, 2019). Social media serve as interaction platform among people and enable them to create, share, and exchange information and ideas within virtual communities and networks. Mobile and web-based technologies facilitate social media to create highly interactive platforms through which individuals and communities share, co-create, embrace, and modify user-generated content. The social media's audience structure features- profiles where users tell others about themselves (i.e., their age, personality and interests); friends who are trusted members of the social network used (they are allowed to make comments that designated members of the network can read); groups within social networks help users find people with similar interests; social networks promote interactions among group members via "discussion

groups" and by allowing members to post pictures, music, video clips and other tidbits for the groups' members to view (Schiffman, 2019). SOCIAL MEDIA INFLUENCERS Consumers are generating information and sharing experiences on social media via posts, tweets, comments, and likes with friends, family, and the masses. Many social media users create content (blogs and vlogs) and get acknowledgment for their expertise in specific areas. Because of their content creativity, knowledge, and uniqueness, these users build huge followers base on social media platforms (Facebook, Twitter, Instagram, YouTube). With evident social media presence and their sizable network, such users can influence and shape the purchase decisions of their audience. These micro-celebrities are of great significance to

83 brands and companies for marketing purposes and are termed social media influencers (SMI) 84 (Delbaere et al., 2021; Farrell et al., 2022; 52 Hudders et al., 2021; Kanaveedu & Kalapurackal, 85 2022). The characteristics of social media influencers like perceived credibility, 86 trustworthiness, and attractiveness along with caliber to satisfy the needs of relatedness, 87 idealism, and competence impact the follower's engagement (Tanrikulu, 2021). 88 SMI can shape the decision-making of their audience which depends upon the 89 perceived expertise, authentic identity, and unique selling point that separates them from 90 others (Hudders et al., 2021). SMIs deal with various subjects namely- food, travel, beauty, 91 and fashion. Due to their impactful position, companies create brand awareness by endorsing 92 their products through influencers. SMI makes money from 53 paid sponsorships and brand 93 partnerships on various platforms including but not limited to Instagram, Facebook, YouTube, 94 and TikTok (Farrell et al., 2022; Kanaveedu & Kalapurackal, 2022; Vrontis et al., 2021). 95

Many brands are collaborating with such influencers for brand promotions and compensate 96 them to endorse their products making it influencer 54 marketing. 97

**ADVERTISING APPEALS** 98 The employment of persuasive tactics to attract attention, generate relevance, raise 99 awareness, and encourage execution on the part of the target audience is referred to as 100 advertising appeal (Armstrong & Lukeman, 2010). The advertising appeals help to connect 9 a 101 brand with the consumer's requirements and induce purchase intention (Dix and 102 Marchegiani, 2013). These can be categorized 41 into hard appeal (also referred to as rational 103 informational or utilitarian appeal) and soft appeal (also referred to as emotional affective or 104 transformational appeal) (Dolan et al., 2015; Kusumasondjaja, 2018; Zhu et al., 2021). 105 106 Soft and hard appeal: Soft message appeal includes triggering human emotions to get an 107 effective consumer response. Human emotions can be induced with the illustration of an 108 emotional story that results in positive (happiness, security, pride) or negative (guilt, fear) 109 consumer response. The soft message appeal is further categorized into feeling (affect), 110

implicitness (subtle suggestion), and image (user product image). Whereas, hard message  
111 appeal emphasizes rational thinking by providing consumers with facts and logic  
behind the 112 product claims and is processed intellectually. It usually exhibits health,  
performance, 113 economy, and durability aspects emphasizing the utilitarian value of  
consumer offering. Hard 114 sell appeal has been categorized into thinking (utilizing  
cognitive thoughts), fact (product 115 information), and explicitness (direct suggestions)  
(Kusumasondjaja, 2018; Mueller, 1987; 116 Okazaki et al., 2010). 117 118 Individualist  
and collectivist appeal: Originating from cultural comparison, individualist 119 and  
collectivist appeal depict the prevailing trend in society. The individualistic appeal is 120

characterized by attributes such as independence, achievement, freedom, and a highly  
121 competitive spirit. Whereas, the collectivistic appeal includes harmony, family security,  
and 122 interdependence (Han & Shavitt, 1994). The literature claims that the boomer  
generation is 123 persuaded by collectivist appeal and Gen X is affected by individualistic  
appeal (Zhang, 124 2010). 125 126 Value expressive (symbolic) and utilitarian appeal:  
The value expressive or symbolic 127 approach includes building the personality of a  
product/brand thereby exhibiting the user 128 identity in congruence with brand  
personality. The appeal aims to create an image of the user 129 of the advertised  
product/brand. The utilitarian appeal exhibits the key perceived advantages 130 that are  
expected of the product in terms of its functionality (Johar & Joseph Sirgy, 1991). 131 132  
Self-benefit and other-benefit appeal: The appeal is based upon two motivational aspects  
133 i.e., egoistic (self-benefits appeal) and altruistic (others'-benefit appeal). The former  
exhibits 134 individualistic benefits generally pertaining to the user for instance discounts;  
whereas, the 135 latter exhibit benefits of other as a collective good for instance low  
carbon emission(White et 136 al., 2009). 137 138 Abstract vs concrete  
appeal: Abstract appeal can be described through the use of vague 139 terms where  
product features are described unspecific manner. Concrete appeal refers to the 140  
detailed and information-rich description of the product features. Literature claims concrete

141 appeal to be more effective in consumer decision-making (Yang et al.,  
2015). 142 143 Jäger and Weber (2020) investigated the effectiveness of self-benefit  
(health) and 144 others' benefit (environmental effect) advertising appeal in the context of  
organic food. And 145

results revealed that others' benefit acts as persuasive power rather than self-benefit. 146  
Emotional and rational appeals were tested in the sports products context and emotional  
147 advertising was found to be more effective in building the purchase intention of sports  
148 products (Ghasemi Siani et al., 2021). Kapoor et al., (2023) analyzed the effectiveness  
of 149 abstract and concrete appeals with regard to sustainable consumption of  
utilitarian/hedonic 150 product types. The findings revealed concrete appeal to be effective  
consumer purchase 151 intention. While discussing about utilitarian and value expressive  
appeals. Johar and Joseph 152 Sirgy (1991) claimed value expressive appeal is related to  
the self-congruity of the consumers 153 whereas, utilitarian appeals depend upon the  
functional congruity of the products. The 154 literature provides inconsistent findings as the  
variation in product category and suitability of 155 advertising appeal also differs. 156 157  
DISCUSSION 158 As of 2025, the global influencer marketing industry was valued at  
23.59 159 billion US dollars with projected growth to USD 27.54 billion in 2026 (Influencer  
Marketing 160 Platform Market Report [2026-2034], n.d.). This growing trend makes the  
influencer 161 consideration vital from a research viewpoint. SMIs' have the capacity to  
engage mass 162 audiences and influence their decision-making. To leverage this power,  
industry experts are 163 utilizing influencers for their product/brand promotions. However,  
there is no single 164 advertising appeal that is applicable to all the scenarios. From the  
viewpoint of SMIs, it is 165 necessary to understand the effectiveness of appeals  
(guilt/sensual, utilitarian/value 166 expressive) on the basis of a product under  
consideration and, the cultural values of the target 167 group. 168 The present study  
suggests empirical investigation of the applicability of various 169 advertising appeals used  
by SMI in beauty, slow fashion, organic food, and e-tourism 170

contexts. This will help the practitioners to utilize the utmost suitable appeals for maximum  
171 results. 172 173 174 REFERENCES 175 Armstrong, J. S. (2010). Persuasive  
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INTERNET

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