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Linguistic Analysis of Strategies Used by Pakistani Shampoo Brands for Marketing Purposes in Advertisements

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Abstract

The study looks on the marketing techniques shampoo companies employ to sway undergraduate students' and Pakistani consumers' opinions about their commercials. The study discovered that Pakistani shampoo companies build multimodal meanings through the use of emotional appeals, linguistic style, product claims, data-driven persuasion, taglines, actor endorsements, and visual color tactics. This was done using content analysis and the Elaboration Likelihood Model of Persuasion. Six themes were also identified by the study using the semi-structured interview thematic analysis. The results indicate that to address common hair issues in diverse cultural contexts, future advertising efforts should incorporate cultural sensitivity. This will help shampoo firms expand their global reach and market share.

Keywords: *Advertisements, Marketing Strategies, Linguistic Choices, Consumers' Perceptions.*

1. Introduction

Advertising can be defined as any type of paid strategic communication by a reputable sponsor that tries to inform or convince listeners about an advertising object (a product, service, brand, business, or concept). Traditionally, advertising has been delivered through time that has been paid for (Thorson & Rodgers, 2012). The word "advertising" originates from the Latin verb "advert ere" from the Middle Ages, which means to draw attention to something. This category includes any form of public announcement intended to highlight the characteristics, cost, or accessibility of a specific good or service (El-Dali, n.d.). A. Goddard's "The Language of Advertising: Written Texts" is a vital resource for academics and industry professionals as it offers a thorough examination of the linguistic and textual elements of written advertisements, emphasizing their strategic application to shape consumer perceptions, impact behavior, and convey marketing messages (Goddard, 2002). As the final consumers of goods and services, customers' satisfaction is essential to the success of businesses (Shrivastava & Bisen, 2014). It's critical to comprehend consumer demands, purchasing patterns, and brand switching. This study looks into shampoo purchase patterns and finds that marketing, brand awareness, brand

endorsements, and advertising all have a big impact on consumer purchases. Brand switching is also greatly influenced by marketing. Additionally, consumers occasionally move to new brands.

Tri Widyahening and M. Hum (2015) asserted that advertisements have a significant influence on how society shapes culture and what consumers want to buy. They create the product's image and ideology through the use of sign systems and language associated with ethical standards. Advertising is a complex concept that affects society's perception, attitude, behavior, and point of view in addition to being a tool for product marketing. The study, which has focused on undergraduate Pakistani students, investigates the influence of language on advertising methods. With the goal of advancing the fields of marketing, linguistics, and advertising, it explores how people's views of shampoo businesses' advertising strategies are influenced by language.

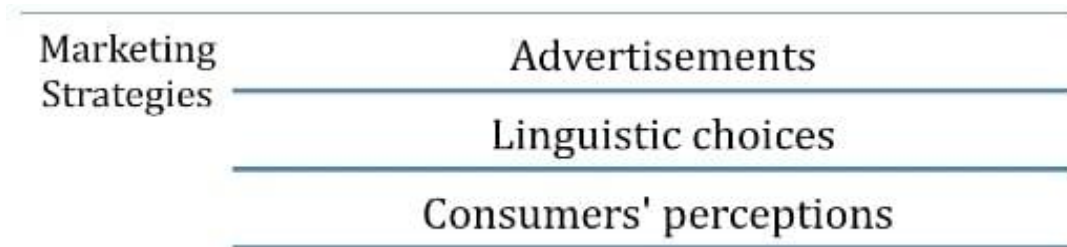


Figure 1. Research Design

Research Questions

Q. No. 1: What language techniques do shampoo companies employ in their commercials to sway Pakistani consumers?

Question No. 2: How do undergraduate students feel about various shampoo brand commercials in Pakistan?

2. Literature Review

The study explores the history of advertising in Pakistan, concentrating on important developments during a 64-year span, in light of Siddiqui & Siddiqui (2016). In 1947, the advertising industry was valued at less than \$1,000, and it has since expanded to become multiple billion-dollar sectors. There are several stages in the development of advertising, and sociopolitical conditions have an impact on each one. Radio was a new medium during the first era (1947–1964), and there was little advertising reach and little engagement. Television stations and visual messaging apps were introduced in the second era (1964–1988), and these were followed by the third era (1978–1988) and the fourth period (1988–1998). Modern visual effects and advertising first appeared during the Golden Age (1998–2008), whereas Indian personalities, animations, and productions emerged during the sixth era.

Advertising, according to Kannan & Tyagi (2013), is a powerful instrument for consumer communication that promotes products and companies. It is essential for organizations to increase sales and revenue and involves a variety of media kinds and approaches. Imagination,

uniqueness, and creativity are essential for the success of advertising. Cook (2008) believes that advertising is among the most prevalent, powerful, and obvious uses of language in contemporary culture. This new four-volume Rutledge Major Work brings together for the first time the most important and controversial publications, providing readers with a comprehensive understanding of this fascinating subject. Scholars and scholars in the vicinity will value it as an invaluable "mini library" of promotional language. According to Emoji (2011), who looked at the language used in advertisements from a semantic standpoint, it is quite creative and interesting. To imprint the information on the audience's mind for an extended amount of time, the advertisers employ extremely potent language manipulation techniques. Thus, in order to grab people's attention, win them over, and influence their opinions, advertising language should be unique and fresh. (Page 10). According to Kagira (2009), in addition to educating the audience about the goods, the language employed in advertising also has a persuasive effect.

Gilbert Cohen-Séat once said, "The iosphere is what we live in," which Solik (2014) cites. We are surrounded by innumerable signs that are part of several sign systems. This also holds true for advertising that makes extensive use of signs and sign systems, especially when it comes to product or service promotion. In order to gain a deeper understanding of the features of social processes, Solik (2014) defines semiotics as the study of the operations and functions of textual and visual communicators. It examines the ways in which signs convey meaning, presuming that these interpretations depend on the structural alignment of signs, which is determined throughout the signification process. A marketing strategy is an all-encompassing plan that aims to help any corporate organization achieve its goals by getting to know its customers and developing a recognizable, long-lasting competitive edge. Marketing strategies are essential. Different businesses use different marketing strategies depending on their industry (Parera, 2022).

Morgan et al. (2019) assert that marketing strategy serves as the cornerstone of strategic marketing and tackles pressing concerns. A distinct understanding of the field is created by looking at papers published in six prominent marketing journals. Research is hindered by a lack of studies, a narrow focus, and dwindling theoretical and primary research designs. This study examines challenges associated with implementing marketing strategies, with a particular emphasis on the literature on strategic management and decision-making processes. It looks at the detrimental inconsistency between developing and implementing strategies, pinpointing the causes of issues, and putting plans in place (Cespedes & Piercy, 1996). Pictorial language has an impact on building and sustaining a strong brand in the mini-market industry, claim Hamizar et al. (2023). Qualitative research have shown that visual language can significantly impact customer actions and purchasing decisions. For example, the selection of colors, images, and symbols can elicit particular feelings and connections. This influences the way consumers perceive and interact with the brand.

According to Firmansyah (2019), this study looks into how customers' motivation to buy the "Dove" shampoo product in Surabaya is influenced by product quality and advertising. One hundred Surabaya residents who had seen commercials and bought and used "Dove" shampoo

participated in the study. The results demonstrated that purchase motivation is positively impacted by advertising and product quality.

3. Research Methodology

The study employed a qualitative approach, examining the content of advertisements for different shampoo brands in Pakistan. To guarantee a thorough evaluation, TV commercials were the source from which the advertisement was selected. Hardwood et al. (2003) state that content analysis is a method for looking at the content of many different kinds of data, such as verbal and visual data. It enables the more efficient analysis and interpretation of occurrences or events by classifying them.

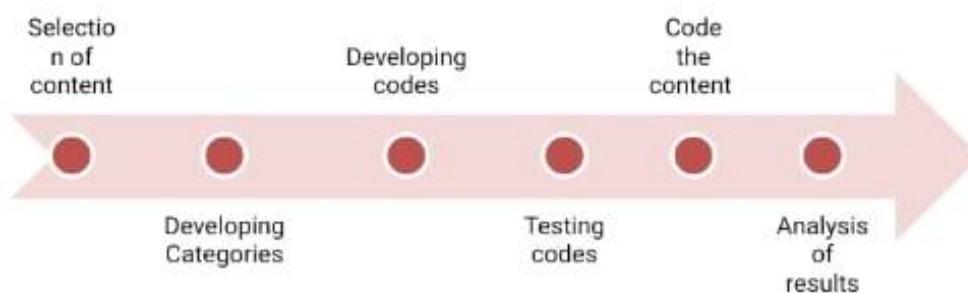


Figure 2. Thematic Analysis

TV commercials for six different shampoo brands were transcribed, and the transcriptions' substance was examined. Seven themes emerged, predicated on qualitative elements. In order to gain a deeper comprehension of shampoo brands' marketing tactics, a coding system was created to distinguish between the language and visual elements utilized in their advertisements. As a primary source of data, the researcher employed semi-structured qualitative interviews to get insight into undergraduate students' thoughts of shampoo brand commercials in Pakistan for the second question. In-person interviews took place at the Lower Mall Campus of the University of Education. The researcher recorded and transcribed the interviews for study purposes.

The study examined how Pakistani undergraduate students viewed shampoo brand commercials and their promotional tactics. Television commercials and images were used as sources, and students from all disciplines at the University of Education Lower Mall Campus participated in qualitative interviews. Six advertisements for Pakistani shampoo brands, along with their transcripts and images, were used for the content analysis. The most dependable, impartial, and useful technique for gathering data is simply random sampling, which is how thirty University of Education undergraduate students were chosen for interviews.

The Elaboration Likelihood Model (ELM) and Social Semiotics Theory were added to the study to increase its validity and align it with recognized language and communication theories. Because the research was grounded in well-established theoretical frameworks, it gained more credibility and is therefore certain to have significantly advanced our understanding of the language techniques employed in commercials. Prior to gathering data, participants gave their

informed consent, guaranteeing privacy and one-on-one care. After being informed of the study's objectives, participants conducted their interviews. The first written request was issued over a WhatsApp discussion, and consent documents were turned in. To promote conversation, create a framework agreement, and give background information, the researcher rescheduled the interview for a later time.

4. Results



Figure 3. Marketing Strategies

4.1 Advertisement of L'Oréal Paris Pakistan



Introducing L'Oréal Paris Hyaluron Moisture Shampoo, the Hair care Revolution for Pakistan Actor: The days of having dry hair are long gone.

Performer: L'Oreal Paris's new LV Hyaluron Moisture is able to provide moisture because of hyaluronic acid. Hyaluronic acid is a component that locks in moisture instantly and keeps hair moisturized and vibrant for up to 72 hours. It's science, not magic.

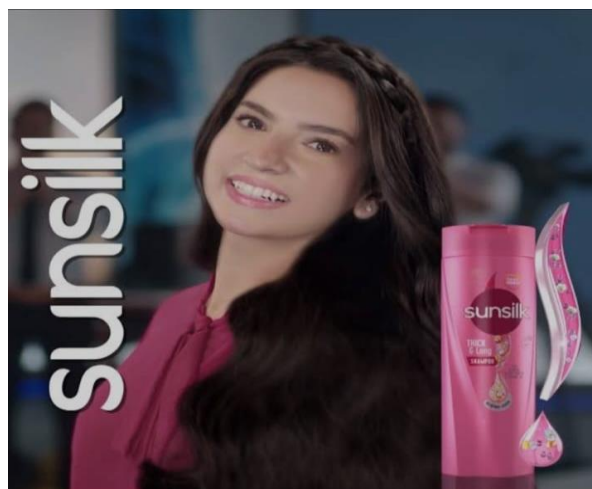
Actor: It's worth it, we are.

Table 4.1: The Linguistic Selections for the New L'Oréal Paris Shampoo Brand

Marketing Strategies					
1	Emotional appeals	Positive	✓	Negative	Neutral
2	Language style	Formal	✓	Casual	Playful
3	Product claims	Scientific	✓	Natural	Innovative
4	Data-driven persuasion	Testimonials		Statistics	✓ Comparison ✓
5	Tagline	"We're worth it"			
6	Visual color strategy	Purplish			
7	Actor endorsement	Iqra Aziz			

Positive taglines like "instant moisture," "moisturizing power," and "full of life" are used by the shampoo brand to appeal to consumers looking for better hair care experiences. The formal linguistic style draws attention to the product's legitimacy and efficacy. The product's scientific claims, which emphasize hyaluronic acid's demonstrated moisturizing properties for hair, are backed by evidence. The period of "up to 72 hours" gives the claim more clarity and measurability. Utilizing data-driven persuasion, the efficacy claims are bolstered by statistical evidence. To prove the product is a better option, comparisons are made. The slogan "We're worth it" evokes feelings of empowerment, self-love, and self-worth while tying in with the customer's view of the product. The "New L'Oréal Paris Hyaluron Moisture Shampoo"'s purplish hue is consistent with the brand's pledge of uniqueness and creativity. The commercial has an actor endorsing Iqra Aziz, which has cultural significance and fosters trust with the intended population. Celebrity endorsements lend credibility to the product and increase audience attraction. A well-known person in the commercial may draw viewers in and increase the chance that they will remember and discuss the product.

4.2 Advertisement of Sunsilk Pakistan



Employee 1: Good day, sir! Let me discuss the business news of today.
 Employee 2: Good morning, sir! Check out her hairstyle perfect for a party.
 What aspects of the business news will she cover?
 First Employee: Have you noticed my style yet?
 Long and thick new Sunsilk!
 It has an incredible blend of keratin and yogurt protein that gives the hair a twice-thick appearance in all imaginable hairstyles.
 Jab baal ho thick, kro select koi bhi style.

Table 4.2: Linguistic Selections for the Sunsilk Shampoo Brand

Marketing Strategies					
1	Emotional appeals	Positive	✓	Negative	Neutral ✓
2	Language style	Formal		Casual ✓	Playful ✓
3	Product claims	Scientific	✓	Natura ✓	Innovative
4	Data-driven persuasion	Testimonials	✓	Statistics	Comparison ✓
5	Tagline	Jab baal ho thick, koi bhi style kro pick			
6	Visual color strategy	Pink & Golden			
7	Actor endorsement	Dananeer Mobeen			

Positive language is used in the advertisement for Sunsilk Thick and Long shampoo to promote its benefits. It is claimed that the shampoo may make hair appear twice as thick and can be styled to match any hairstyle. A broad spectrum of consumers will find the advertisement appealing due to its neutral tone, which emphasizes factual information without making emotional pleas. The lighthearted, informal language used in the script makes it feel friendly. The product highlights a "super mix of yogurt protein and keratin" that strengthens hair and reduces frizz. It makes claims based on both scientific and natural ingredients.

Data-driven persuasion is used to demonstrate the product's effectiveness through comparisons. Testimonials are meant to foster confidence and reinforce the claims made about the product. The slogan "Jab baal ho thick, koi bhi style kro pick" promotes hair thickness and styling options by highlighting the adaptability and variety of having thick hair. The use of pink and golden drops in the visual color scheme conveys brand attributes and establishes a relationship with the intended audience. Dananeer's support of the actor serves to establish credibility and cultural resonance with the Pakistani public. With the help of Dananeer's celebrity, Sunsilk hopes to grab viewers' interest, influence their perceptions, and persuade them to choose Sunsilk Thick and Long for their hair care regimen.

4.3 Advertisement of Palmolive Naturals Pakistan



Actor: Apologies! I'm running behind schedule.

Actor: It's all right.

How are things today?

Actor: Getting back on track. I also made new friends.

Smooth, healthy, and natural shampoo from Palmolive keeps hair finger-comb-ready no matter what.

Because it contains only natural aloe vera extracts, hair becomes so manageable and smooth that all you have to do is finger comb it.

I thoroughly enjoyed myself.

A finger comb is all you need to style gorgeous hair!

Table 4.3: The Linguistic Selections of the Palmolive Shampoo Brand

Marketing Strategies				
1	Emotional appeals	Positive	✓	Negative Neutral
2	Language style	Formal		Casual ✓ Playful
3	Product claims	Scientific		Natural ✓ Innovative
4	Data-driven persuasion	Testimonials	✓	Statistics Comparison ✓
5	Tagline	Beautiful hair ready with a finger-comb!		
6	Visual color strategy	Green		
7	Actor endorsement	Komal Meer		

The Palmolive Natural Healthy and Smooth Shampoo commercial establishes a personal connection with the viewer by using upbeat language and a conversational tone.

According to the product's claims, it contains only natural aloe vera extracts that enhance shine, support healthy scalps, and retain moisture. The campaign emphasizes the advantages and usability of the product through comparisons and testimonies in addition to data-driven persuasion. The product's appealing slogan, "Beautiful hair ready with a finger-comb!" highlights its appeal to consumers looking for an easy-to-use yet dependable method of maintaining and enhancing their hair.

The green color palette appeals to consumers' desire for hair care products that are both delicate and efficient. In an attempt to establish familiarity and trust with the intended demographic, the advertisement also stars Komal Meer, a well-known actress from Pakistan. The performer's support for the product is employed as a linguistic tool to build rapport and trust. Komal Meer's addition improves the product's visual appeal by adding a visual element that increases audience engagement and memorability.

4.4 Advertisement of Pantene Pakistan



Actor: Once more, hair fall.

Beautiful actor.

Performer: I've tried a lot of shampoos, but I still don't obtain the desired effects.

Try the Pro-V formula Pantene.

Strengthens hair and stops up to 97% more hair loss.

Use Pantene to address hair loss instead of ignoring it.

Table 4.4: The Linguistic Selections of the Pantene Shampoo Brand

Marketing Strategies					
1	Emotional appeals	Positive	✓	Negative	✓ Neutral ✓
2	Language style	Formal		Casual	✓ Playful
3	Product claims	Scientific		Natural	Innovative ✓
4	Data-driven persuasion	Testimonials	✓	Statistics	Compariso ✓
5	Tagline	Don't ignore hair fall, solve it with Pantene			
6	Visual color strategy	White & Golden			
7	Actor endorsement	Maya Ali			

The hair care product Pantene's marketing approach is covered in the text. While negative emotional appeals highlight client unhappiness, good emotional appeals stress the product's effectiveness in the language. The screenplay uses a neutral, educational tone to introduce the product as a hair loss remedy. Catchphrases like "Don't ignore your hair fall; solve it!" and "I tried so many shampoos" are used in a conversational language style. With its novel Pro-V formula-based hair treatment, Pantene claims to be able to decrease hair loss by up to 97%. Testimonials and comparisons draw attention to the distinctive features of the product. Pantene's slogan.

"Don't ignore hair fall; solve it with Pantene," exhorts customers to utilize the product as a hair loss treatment. The visual color scheme, which is mostly white with some pure, uncomplicated, and clean are communicated by the color golden. Maya Ali Khan, the actor endorsing the product, strikes a cultural chord with the intended audience. The language is selected to mirror Khan's persona and manner of speaking, facilitating an easy connection between the product and the celebrity. The narrative is enhanced by the visual appeal of Maya Ali's hair makeover, encouraging readers to picture themselves in a comparable circumstance. In summary, the text successfully conveys Pantene's dedication to hair care and its possible advantages.

4.5 Advertisement of TRESemmé Pakistan



In a few hours, hair turns frizzy, and saloons and parlors close early in the evening. The salon is in your house, according to my stylist. Keratin Smooth Shampoo by Tresemme. It has an argon oil and keratin protein smoothing technology that leaves hair frizz-free and smooth for up to three days. Salon-quality TRESemme keratin smooth. Baal ghar pe.

Table 4.5 The Linguistic Selections of the TRESemmé Shampoo Brand

Marketing Strategies					
1	Emotional appeals	Positive	✓	Negative	✓ Neutral ✓
2	Language style	Formal		Casual	✓ Playful
3	Product claims	Scientific	✓	Natural	✓ Innovative
4	Data-driven persuasion	Testimonials	✓	Statistics	Comparison ✓
5	Tagline	Salon-smooth Baal ghar pe			
6	Visual color strategy	Red, Black, White & Golden			
7	Actor endorsement	Kubra Khan			

Data-driven persuasion is used, with comparisons suggesting the product performs better than other shampoos by producing longer-lasting results; testimonials and the catchy tagline "Salon-smooth Baal ghar pe" (Salon-smooth hair at home) highlight the product's ability to provide a quick and easy solution; the TRESemmé Keratin Smooth Go Go Go

commercial uses a neutral tone to address the common issue of frizzy hair, focusing on its useful features and a neutral tone to educate and connect with customers looking for an easy solution at-home method for hair that looks salon-quality. The bottles' deliberate use of color is evident in the way that gold enhances richness and quality while red communicates freshness. The product's capacity to deliver salon-quality hair in the convenience of one's own house is highlighted by the tagline "Salon-smooth Baal ghar pe" (Salon-smooth hair at home). Kubra Khan is one of the actors endorsing the products; she stresses carefree elegance and styling, younger energy and involvement, confidence, and customer empowerment. The linguistic strategy is predicated on the notion that employing the product bolsters the brand's message by enhancing elegance and confidence.

4.6 Advertisement of Head & Shoulders Pakistan



Actor: Good day, gentleman!

Actor: Hi, my sweet son-in-law, give me a hug.

Come on.

Actor: Not at all, not at all.

Actor: Dandruff, once more.

The mental dread of having dandruff never goes away.

To prevent dandruff from returning, remove the head and shoulder as they are the main points of contact.

Shoulder load is relieved by the head and shoulder.

Completely clear of dandruff.

Traditional Clean.

Table 4.6: Linguistic Selections for the Head & Shoulders Shampoo Brand

Marketing Strategies							
1	Emotional appeals	Positive	✓	Negative	✓	Neutral	✓
2	Language style	Formal		Casual	✓	Playful	
3	Product claims	Scientific	✓	Natural		Innovative	
4	Data-driven persuasion	Testimonials	✓	Statistics		Comparison	✓
5	Taglines	"Up to 100% dandruff free," "Classic Clean"					
6	Actor endorsement	Wahaj Ali Khan					
7	Visual color strategy	Blue & White					

The Head & Shoulders campaign promoted the product as a cure for dandruff in an effort to build a good rapport with customers. With the assertion that the head and shoulders are "up to 100% dandruff-free," the message was upbeat and beneficial to customers. Negative advertising, such "Again, Dandruff," expressed customers' discontent with their hair's condition. The campaign's neutral strategy concentrated on dandruff-related stress in an effort to mainstream and educate the public about the issue. The conversation was informal, including expressions like "Come on" and "Hello, sir!" to set a pleasant tone. Scientific claims were made about the product, with an emphasis on long-term efficacy and addressing the underlying source of dandruff. Testimonials were employed to indicate that a surefire remedy was required for persistent dandruff issues. The phrase "Up to 100% dandruff-free" highlights how effective the product is. White and a tinge of blue were utilized in the visual color scheme to highlight the benefits of the product and persuade consumers to choose Head & Shoulders for dandruff-free hair. Wahaj Ali's celebrity endorsement increased customers' trust in the shampoo's dependability. The local audience found the language appealing, and their faith in the product grew. The endorsement of Wahaj Ali in the language strategy reinforced clients' sense of control over hair care by assuring them that the product might yield successful outcomes.

Discussion Based on the Content Analysis of Advertisements

Emotional appeal

The choice of phrases and idioms produced specific emotions. Marketers use language that evokes strong emotions in their target audience in order to engage them and sway their decisions to buy.

Language Pattern

The wording that advertisers employ in their advertisements, including the overall tone and level of formality or informality. Language used in a professional, conversational, or humorous way might have an impact on the audience's comprehension.

Product Declarations

The specific language was used to highlight the benefits, features, and superiority of the product. Marketers carefully considered their word choices in order to highlight the benefits of the product and create a compelling story around it, such as how it contains natural, innovative, and scientific ingredients.

Data-Based Convincing

Marketers use a range of word choices to persuade and sway the audience. Among them were the highlights of data, comparisons, and testimony. These tactics were employed to entice clients and convince them to purchase the desired goods.

Slogans

Short, memorable phrases that encapsulate the essence of a product or brand. Marketers employed innovative language and deliberate word choice to persuade consumers to produce taglines that effectively attract the attention of the target audience.

Visual Color Scheme

Color is a powerful tool for communication in advertising. Colors have social relevance in addition to triggering certain emotions. They influence how individuals interpret meaning and view the world.

Actor Approval

Using a well-known person in the commercial to sway the audience is known as an actor endorsement.

In ads, multimodal analysis typically blends verbal and visual components in a range of communication modalities. The study of these modes in combination to understand the message as a whole is highly valued in the discipline of social semiotics.

The discussion is structured around the Elaboration Likelihood Model (ELM) of persuasion, developed in the 1980s by Richard E. Petty and John T. Cacioppo. This model outlines the core and peripheral paths to persuasion.

Theme 1: Peripheral Route

If viewers are impacted by the platform (TV, social media) where the commercials are shown, they may stray from the intended path. The popularity and accessibility of the adverts convinced them to take a closer look at the content rather than thoroughly reading it. Participants may have been persuaded by supportive language, the desire for healthier hair, or the messaging's reliability to their own hair care problems if they were able to recall specific characteristics of shampoo advertising.

Theme 2: Central Route

Participants were influenced by the central pathway, as they observed the language and emotional appeals employed in shampoo advertising. They considered purchasing the shampoo due to its emotional appeal and positive messaging about the benefits and health of hair, based on rational reasoning and the content of the advertising.

Theme 3: Peripheral Route

The claims of using organic ingredients, scientific formulae, novel items, and cultural elements entice consumers who choose the peripheral road. They were influenced by the advertisement's superficial cultural relevance and the feeling that it was innovative, scientific, or natural, rather than critically analyzing the claims made about the scientific, innovative, and natural elements.

Theme 4: Central Route

When participants critically evaluate data-driven persuasive techniques including testimonials, facts, and comparisons, they engage with the central route. Their judgments to buy shampoo are influenced by the persuasiveness of the arguments made and how well they assess the features and benefits of the product. Peripheral Pathway.

Cues such as taglines had a crucial role in shaping the attitudes and opinions of customers along the ELM's periphery route. The use of extra cues to grab attention and build positive associations with the product or brand was represented in the needs to be succinct, memorable, and impactful.

Theme 5: Central Route

Individuals that gave careful thought to shampoo commercials prior to making a purchase were following the center path. They examined aspects such as the attractiveness of the advertisement, the brand's positioning, and specific attributes that fulfilled their hair criteria.

Theme 6: Central Route

The customer prioritized meeting their wants, being genuine, being transparent, and using natural and high-quality components. Participants employed the central route processing method to be more analytical and critical in their judgment of shampoo ads, focusing more on the quality and efficacy of the product than on any superficial qualities.

Conclusion

The study examined six Pakistani shampoo brand advertising, exposing the language tactics employed by advertisers. These approaches included data-driven persuasion, emotional appeals, language style, product claims, taglines, celebrity endorsements, and visual color schemes. The brands modified their messaging in accordance with the tastes and perceptions of local consumers. The study also looked at customer response on shampoo advertising tactics, and it found that people frequently evaluate commercials carefully, considering both the main and secondary aspects and qualities of the message. Pakistani companies promote cultural sensitivity in their advertising campaigns by tailoring language plans to local consumer preferences. Taking care of typical hair issues in various settings might aid in the global expansion of shampoo businesses. In order to stay competitive and help with the creation of creative marketing strategies, the study provides insightful information about the relationship between language and customer behavior in shampoo advertisements.

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