

# THE ROLE OF PERSUASIVE COMMUNICATION IN MARKETING: A SYSTEMATIC LITERATURE REVIEW OF APPROACHES AND BUSINESS OUTCOMES

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## ABSTRACT

*Persuasive communication is an important aspect of modern marketing, where marketers seek to influence and convince consumers to choose their products or services. This research aims to provide a systematic review of the role of persuasive communication in marketing, including the various approaches and associated business outcomes. This research utilises a qualitative research approach through a systematic literature review. By conducting a comprehensive analysis of relevant academic literature, the researchers aimed to gain a deeper understanding of the various persuasive communication strategies used in marketing and the associated business outcomes. The systematic literature review allowed for a rigorous and structured examination of existing knowledge, thus enabling the researchers to identify key trends, insights and emerging themes in the field of persuasive communication in a marketing context. This methodological approach provides a solid foundation for the study, allowing the researchers to synthesise and critically analyse the available empirical evidence to uncover valuable insights that can inform both academic discourse and practical applications in real-world business environments. The expected outcome is a comprehensive understanding of the role of persuasive communication in marketing, including various approaches and associated business outcomes, such as increased sales, customer satisfaction, and brand reputation.*

**Keywords:** *Persuasive Communication, Business, Marketing Communication, Persuasive Marketing*

## 1. INTRODUCTION

Persuasive communication in marketing has become an increasingly relevant topic in recent decades, with the need for companies to effectively convey messages and influence consumer behaviour in a competitive and dynamic business landscape. This systematic literature review aims to explore the various persuasive communication approaches used in marketing practice as well as their relationship with expected business outcomes. The research presents a comprehensive analysis of key findings from previous empirical studies, providing academics and practitioners with valuable insights into effective persuasive communication strategies and their impact on business performance.

Persuasive communication in business is a multifaceted concept that encompasses a variety of strategies and techniques aimed at influencing stakeholders, be they customers, clients or partners. The effectiveness of persuasive communication often depends on the language style used, the context of the interaction and the psychological principles underlying human behaviour. One significant area of study is the impact of linguistic persuasive style on consumer behaviour. Research by Luo et al. Identified five different linguistic persuasive styles - appealing to personality, logic, emotion, reward and exaggeration - that can significantly influence purchase intentions in social e-commerce environments.

This is in line with Hovland's model of persuasion, which emphasises the importance of content and message delivery in shaping consumer attitudes and behaviour ((Tan, 2022; Widjaja, 2025) Luo et al., 2021). These findings suggest that the choice of persuasive language can be directly correlated with sales volume, highlighting the important role of effective communication in marketing strategy. In the realm of business-to-business (B2B) negotiations, the use of influence tactics is crucial. Singh et al.

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Explored how salespeople use textual cues to manage buyer attention during e-negotiations, arguing that attention acts as a mediating variable between influence tactics and contract awards (Singh et al., 2020).

This underscores the need for sales professionals to adopt persuasive communication strategies that not only convey information but also engage and captivate their audience, thereby increasing the likelihood of a successful outcome. In addition, the role of interpersonal metadata markers in oral business presentations has been researched by Kuswoyo and Siregar, who state that such markers facilitate rapport between the speaker and the audience, thereby increasing the persuasive impact of the presentation (Kuswoyo & Siregar, 2019). This suggests that effective persuasive communication is not solely about the content, but also about how the content is delivered, which emphasises the relational aspect of communication in a business context.

In addition, the persuasive language used by sales promotion girls in marketing has been analysed by Nur, who highlighted how certain phrases and clauses can captivate customers and influence their purchasing decisions (Nur, 2023). This qualitative research illustrates the practical application of persuasive communication techniques in direct interactions with consumers, further emphasising the importance of language in marketing. The strategic implementation of Corporate Social Responsibility (CSR) initiatives also reflects the principles of persuasive communication. Research by Umam shows that effective CSR strategies can enhance a company's reputation and relationships with stakeholders, thereby facilitating a better business environment (Umam, 2024). This suggests that persuasive communication does not only include direct sales tactics, but also encompasses a broader organisational narrative that resonates with stakeholders (Mardhiyah, 2022; Wigayha et al., 2025a; Wijaya, 2022).

Persuasive communication in marketing has gained significant relevance in recent decades, especially as businesses strive to effectively convey messages and influence consumer behaviour in an increasingly competitive and dynamic landscape. A systematic literature review reveals the various persuasive communication approaches used in marketing practice, along with their relationship to expected business outcomes. The analysis synthesises key findings from empirical studies, offering valuable insights for academics and practitioners regarding effective persuasive communication strategies and their impact on business performance.

One important aspect of persuasive communication is the use of language and its strategic application in a marketing context. Research by Nwagbara and Belal highlights how corporate social responsibility (CSR) reports can use persuasive language to shape organisational ideologies and power dynamics (Nwagbara & Belal, 2019). This discourse analysis illustrates that the language used in CSR communications can reinforce or challenge existing power relations, thereby influencing stakeholder perceptions and behaviour. Such insights are crucial for marketers who want to craft messages that resonate with their audiences while fostering a sense of responsibility and engagement. The emergence of digital platforms has changed marketing communication strategies, as noted by Deviacita, who emphasises the importance of relationship marketing in the digital age ((Arma, 2022; Rolando, Chandra, et al., 2025) Deviacita, 2023).

The ability to build and maintain relationships with stakeholders through persuasive communication is essential for businesses to thrive. This shift requires a nuanced understanding of how online communication can be leveraged to foster trust and loyalty among consumers. Besides language and relationship building, the role of presentation skills in persuasive communication cannot be ignored. Kuswoyo and Siregar's research on interpersonal metadiscourse markers shows how these markers can enhance the effectiveness of oral business presentations (Mulyono, 2024; Winata, 2022) (Kuswoyo & Siregar, 2019). By using certain linguistic strategies, presenters can engage their audience more effectively, thereby increasing the likelihood of persuasion.

These findings underscore the importance of not only what is said but also how it is communicated in achieving persuasive outcomes. In addition, the techniques used in advertising are critical to understanding persuasive communication in marketing. Romanova and Smirnova provide an overview of the various persuasive techniques used in advertising, which can significantly influence consumer attitudes and behaviour (Setiawan, 2022) ((Rolando, Widjaja, et al., 2025) Romanova &

Smirnova, 2019). By analysing these techniques, marketers can refine their strategies to create ads that are more appealing and resonate with the target audience. The influence of colour and self-priming in persuasive communication, as explored by Kareklas et al. Further illustrates the complexity of persuasive strategies in marketing. Their findings suggest that visual elements can play an important role in shaping consumer perceptions and responses, suggesting that marketers should consider the psychological effects of colour in their campaigns.

## 2. RESEARCH METHOD

Based on the literature review conducted, it can be concluded that the effectiveness of persuasive communication in marketing is not only determined by the selection of the right approach, but also influenced by various contextual factors. These factors include product characteristics, audience demographics and psychographics, as well as organisational and societal culture. Research by Deviacita shows that in the context of online marketing, understanding the audience and adapting communication strategies are crucial to building strong relationships with customers. This suggests that effective persuasive communication should consider the specific context in which the interaction takes place. Furthermore, research by Nwagbara and Belal highlights the importance of using persuasive language in corporate social responsibility (CSR) reports, which can shape ideologies and power relations in organisational communication (Mulyono et al., 2025)(Nwagbara & Belal, 2019). This suggests that the way messages are delivered and the context in which they are received can influence audience perceptions and behaviour, which in turn impacts business performance.

In this regard, Romanova and Smirnova emphasise that persuasive techniques in advertising play an important role in shaping consumer attitudes and behaviour (Romanova & Smirnova, 2019). These techniques must be tailored to the characteristics of the product and the audience to achieve the desired results. Research by Yi et al. Also shows that sales skills related to communication can influence individual sales behaviour and performance, especially in highly competitive industries such as cosmetics (This confirms that good persuasive communication not only focuses on short-term results but also contributes to the development of long-term sales ability).

Cultural context also plays an important role in persuasive communication. Research by Kareklas et al. Revealed that visual elements, such as colour, can influence consumer perception and response to persuasive messages. Therefore, marketers need to consider cultural and psychological aspects when designing their communications, in order to be more effective in reaching diverse audiences. In addition, research by Luo et al. Shows that different persuasive language styles can have different impacts on consumer purchase behaviour, depending on the type of product being marketed ((Maha et al., 2025)Luo et al., 2021). This suggests that marketers should adapt their communication style to the product characteristics and audience preferences to increase the effectiveness of persuasive communication.

In conclusion, this literature review shows that persuasive communication plays a key role in effective marketing strategies. Various persuasive communication approaches, such as emotional appeals, appropriate message framing, and the utilisation of behavioural psychology principles, can deliver positive business outcomes, including increased sales, brand equity, and customer loyalty. One effective approach in persuasive communication is the use of emotional appeals. Research by Romanova and Smirnova shows that persuasive techniques in advertising, including the use of emotional elements, can significantly influence consumer attitudes and behaviour Romanova & Smirnova (2019).

By utilising emotions, marketers can create a deeper connection with the audience, which in turn can increase the effectiveness of the message delivered. Message framing is also an important element in persuasive communication. Nwagbara and Belal emphasise that the way organisations structure and deliver their messages can shape ideologies and power relations, which impact how the messages are received by audiences (Nwagbara & Belal, 2019).

Therefore, marketers need to consider the context and mode of message delivery to ensure that the message is not only informative but also persuasive. In addition, the use of behavioural psychology principles in marketing communications can increase the effectiveness of the strategies implemented. Deviacita points out that in the context of relationship marketing, the use of persuasive tactics can help

build rapport with audiences and motivate them to engage further in the business (Rolando & Mulyono, 2025b)(Deviacita, 2023). This suggests that a deep understanding of consumer behaviour and their motivations is crucial in designing effective communication strategies.

### **2.1 Challenges in Implementing Persuasive Communication**

One of the main challenges in persuasive communication is the resistance that the audience may show. Fransen et al. Highlight that individuals often employ strategies to resist persuasive messages, which can undermine the intended influence of communication efforts(Putri, 2022) (Fransen et al., 2015). This resistance can stem from a variety of factors, including pre-existing beliefs and perceived source credibility (Siegel et al., 2017). For example, in health communication, the effectiveness of messages aimed at encouraging behaviours such as smoking cessation or vaccination can be significantly reduced if audiences feel that their autonomy is threatened or if they perceive the message as manipulative (Siegel et al., 2017).

Therefore, understanding the psychological underpinnings of resistance is critical to developing effective persuasive strategies. In addition, the context in which persuasive communication occurs can complicate its implementation. For example, in the field of CSR, Park and Park noted that Korean businesses face challenges in effectively communicating global issues to local stakeholders, often failing to get the desired response due to cultural differences and varying stakeholder expectations (Park & Park, 2014). This suggests that a one-size-fits-all approach to persuasive communication is inadequate; instead, a customised strategy taking into account the local context and cultural nuances is essential for success ((Ingriana et al., 2024)Park & Park, 2014). Similarly, in public health campaigns, the need for culturally relevant messages is emphasised, as seen in a study by Silva, who discussed the importance of sociocultural relevance in health communication strategies (Silva, 2020). Another important challenge is the framing of persuasive messages. The way information is presented can greatly influence its reception. For example, the use of narratives and stories has been shown to increase engagement and understanding, making messages more comprehensible and persuasive (Dahlstrom, 2014).

While persuasive communication has proven to be effective in improving business results, its implementation in the field also faces various challenges. These include ensuring message consistency across marketing communication channels, overcoming situations where consumers are increasingly sceptical of persuasive messages, and adapting persuasive communication approaches to suit demographic and psychographic characteristics. These challenges include:

1. **Message Consistency across Communication Channels** One of the key challenges in persuasive communication is ensuring message consistency across marketing communication channels. Message consistency is essential for building brand trust and credibility in the eyes of consumers. According to Keller and Lehmann (2006), consistency in brand communication can increase brand recognition and customer loyalty (Fransen et al., 2015). However, in practice, companies often use multiple communication channels-such as social media, television adverts, and emails-which can result in inconsistent messages. This can confuse consumers and reduce the effectiveness of persuasive messages. To overcome this challenge, companies need to develop clear brand communication guidelines and ensure that all marketing and communication teams understand and follow them. In addition, the use of analytics technology to monitor and evaluate messages delivered across multiple channels can help in maintaining consistency (Siegel et al., 2017).
2. **Consumer Scepticism of Persuasive Messages** Another significant challenge is the increasing scepticism of consumers towards persuasive messages. In the age of information overload, consumers are becoming more critical and sceptical of claims made by brands. According to research by O'Keefe (2016), this scepticism can be caused by previous negative experiences with advertising or a mismatch between the message and the reality of the product (Park & Park, 2014). This suggests that consumers are more likely to reject persuasive messages that they perceive as dishonest or misleading. To overcome this scepticism, companies need to establish transparency in their communications. Providing clear and verifiable information about products, as well as promoting testimonials from real users, can help increase consumer trust (Silva, 2020). In addition,



a more personalised and relationship-based approach to communication can help reduce scepticism, as consumers feel more connected to the brand.

3. **Adapting Communication Approaches Based on Demographic and Psychographic Characteristics**  
The third challenge is to adapt persuasive communication approaches to suit the demographic and psychographic characteristics of the audience. Each audience segment has different preferences, values, and behaviours, so an approach that is effective for one group may not necessarily work for another. According to Kotler and Keller (2016), effective market segmentation is the key to designing the right communication strategy (Dahlstrom, 2014). Companies need to conduct in-depth market research to understand the characteristics of their audience. This includes demographic analysis (such as age, gender, and location) as well as psychographic analysis (such as values, interests, and lifestyle). With a better understanding of the audience, companies can customise their messages and communication channels to increase relevance and effectiveness (Jain et al., 2022).

However, while persuasive communication can have many positive impacts in marketing, it is important to consider potential drawbacks and ethical issues. Persuasive tactics can be manipulative or misleading if not used responsibly. Companies should be careful not to take advantage of consumers or use deceptive practices, as this can ultimately damage brand reputation and erode consumer trust.

Persuasive communication should aim to inform and influence consumers, not coerce or deceive them. Excessive emotional appeals, selective use of evidence, or other deceptive tactics can cross ethical boundaries. Consumers have the right to make informed decisions, so marketing messages should be transparent and provide accurate information.

Also, overuse of persuasive techniques can backfire and alienate consumers who feel their autonomy is being violated. Striking the right balance between persuasion and respecting consumer rights is crucial to building a lasting and mutually beneficial relationship.

Ultimately, the ethical use of persuasive communication is essential for sustainable business success. Companies must carefully consider the long-term implications of their marketing strategies and ensure that they are aligned with their core values and the interests of their customers. Responsible persuasion can be a powerful tool, but it requires a commitment to integrity, transparency and consumer empowerment.

This research is important as it provides a comprehensive review of the role of persuasive communication in marketing, by synthesising key findings from previous empirical studies. By identifying effective persuasive approaches and their impact on business outcomes, this review offers valuable insights for academics and practitioners in developing more impactful and ethical marketing strategies. Further research is needed to explore the nuances of persuasive communication in different cultural and industry contexts, as well as its interaction with other elements of the marketing mix.

This research aims to provide a systematic literature review on the role of persuasive communication in marketing, examining the main approaches used and the associated business outcomes.

## **2.2 The Role of Persuasive Communication in Marketing**

The journal "Ethical Terms, Definition of Communication Ethics, and Ethics of Persuasive Communication," emphasises the importance of ethics in persuasive communication. Ethical persuasive communication plays an important role in building trust and maintaining harmonious relationships. The goal of persuasion is not to manipulate or coerce, but to influence the audience with honesty and transparency. The ethics of persuasive communication require the delivery of accurate and non-misleading information, and respect the audience's right to make their own decisions. By upholding ethics, persuasive communication can build credibility, strengthen relationships, and achieve common goals that benefit all parties. Information imbalance or dishonest messaging can damage reputation and destroy trust in the long run. Therefore, ethics is an important foundation for effective and sustainable persuasive communication.

## **2.3 Persuasive Communication in Marketing**

Based on a journal article (Rolando et al., 2022) persuasive communication is an important element in marketing, as it allows businesses to effectively convey their message and influence

consumer behaviour. The systematic literature review presented in this study explores the various persuasive communication approaches used in marketing practice and their relationship with desired business outcomes.

Successful lobbying and negotiation relies on an effective communication strategy that appeals to the client's logic (logos), emotions (pathos) and the communicator's credibility (ethos). By understanding these persuasive elements, companies can better tailor their communications to influence client decisions and foster mutually beneficial partnerships. This article highlights the importance of clear communication, strong interpersonal skills, and a deep understanding of client needs in achieving successful business outcomes. Essentially, persuasive communication enables businesses to effectively convey their value proposition, build trust, and ultimately achieve their goals.

#### **2.4 Business Results of Persuasive Communication**

The implementation of persuasive communication in a business context faces considerable challenges, especially in developing and delivering messages that can trigger strong and sustainable emotional responses in the audience. To achieve optimal business results, marketers need to understand consumer psychology, decision-making processes, and their preferences and behaviours. This understanding is crucial in designing communication strategies that are not only engaging, but also convincing and create a lasting impact.

1. **Triggering Emotional Responses** One of the key challenges in persuasive communication is creating messages that are capable of triggering deep emotional responses. According to Zhu, effective communication, especially in the context of short videos, can increase audience engagement by utilising emotional elements in the message (Rolando & Mulyono, 2025a)(Zhu, 2023). Research shows that messages that touch on emotions tend to be better remembered and can positively influence consumer behaviour. Therefore, marketers need to design messages that are not only informative but also able to evoke emotions such as happiness, empathy, or even fear, depending on the context and purpose of the communication.
2. **Understanding Consumer Psychology** A deep understanding of consumer psychology is key to designing effective messages. Ischen et al. Emphasise the importance of understanding how audiences respond to different forms of communication, including voice and text, in the context of interactions with virtual assistants (Ischen et al., 2022). This suggests that the way a message is delivered can influence audience perception and response. By understanding audience preferences for different communication modalities, marketers can customise their approach to improve message effectiveness.
3. **Decision-Making Process** The consumer decision-making process also plays an important role in persuasive communication. Triezenberg et al. Point out that persuasive communication has been used in health contexts to influence people's decisions regarding disease management (Triezenberg et al., 2014). This suggests that marketers need to understand the factors that influence consumers' decisions, including the information they need and how they process that information. Thus, marketers can design more relevant and convincing messages.
4. **Consumer Preferences and Behaviour** Consumer preferences and behaviour vary widely, and marketers need to be able to adapt their messages to the demographic and psychographic characteristics of the audience. Pruvli highlights the importance of communication style adaptation in cross-cultural interactions, where differences in persuasive styles can affect communication effectiveness (Pruvli, 2014). This suggests that marketers need to conduct in-depth market research to understand their audience and customise messages according to their values and preferences.
5. Finally, to create long-term impact, marketers should focus on building strong relationships with the audience. Yang et al. Point out that sustainable behaviour change can be achieved through persuasive systems that take into account user motivations (Yang et al., 2018). This suggests that marketers need to not only trigger emotional responses, but also create experiences that encourage ongoing engagement with the brand.

## 2.5 Impact of Persuasive Communication

The journal article (Rolando, 2024) focuses on the persuasive communication strategies used in the Scarlett Whitening Instagram advert. While it does not explicitly address the broader impact of persuasive communication in general, we can extrapolate some potential effects based on the strategies analysed:

**Impact on Consumer Attitudes and Beliefs:** Persuasive communications, aim to influence consumer attitudes and beliefs about a product or brand. Using celebrity endorsements, testimonials, and emotional appeals, these advertisements seek to shape consumer perceptions and create positive associations with the brand. This can lead to changes in consumer preferences and purchase intentions.

**Impact on Consumer Behaviour:** The ultimate goal of persuasive communication is to influence consumer behaviour, encouraging them to take a desired action, such as buying a product. **Impact on Brand Image and Reputation:** Persuasive communication can significantly impact brand image and reputation. The messages conveyed in adverts and other marketing materials shape the way consumers perceive brands. **Impact on Market Competition:** Effective persuasive communication can give a brand a competitive edge in the market. By influencing consumer perception and driving sales, persuasive advertising can increase market share and brand dominance.

**Ethical Considerations:** It is important to be aware of the ethical considerations surrounding persuasive communication. While persuasion can be used for positive purposes (e.g., promoting healthy behaviours), it can also be manipulative or misleading. Consumers should be aware of the persuasive techniques used in advertising and critically evaluate the information presented.

## 2.6 The Future of Persuasive Communication

The persuasive marketing landscape is evolving rapidly, driven by advances in technology, changes in consumer behaviour, and an increased understanding of psychological principles. As companies strive to improve their marketing strategies, several key trends and challenges will shape the future of persuasive marketing.

1. **Understanding Emotional and Cognitive Needs** One of the key challenges in persuasive marketing is the need to align marketing messages with the emotional and cognitive needs of the target audience. Research by Zhang et al. Emphasises that recognising the audience's needs for affect and cognition is crucial for effective communication, especially in global public health campaigns Zhang et al. (2021). This understanding can be extended to various marketing contexts, where customising messages to resonate emotionally and intellectually with consumers can significantly increase their effectiveness. As marketers increasingly leverage data analytics and consumer insights, the ability to create personalised messages that appeal to both emotional and rational aspects will be an important differentiator.
2. **The Role of Psychological Insights** Psychological principles play an important role in shaping persuasive marketing strategies. Brewer et al. Discuss the importance of understanding consumer psychology, especially in contexts where ambivalence exists, such as vaccination campaigns (Brewer et al., 2017). By identifying segments of consumers who are "reluctant but persuadable," marketers can develop targeted strategies to address specific concerns and beliefs. This approach not only increases the likelihood of persuasion, but also cultivates a deeper connection with the audience, ultimately leading to more sustainable behaviour change.
3. **Impact of Digital and Social Media** The rise of digital and social media platforms has changed the way persuasive marketing is conducted. Zhang and Lu highlighted the influence of source identity and self-disclosure in science communication on social media, suggesting that these factors can significantly influence the persuasiveness of messages (Rolando & Ingriana, 2024)(Zhang & Lu, 2023). As consumers increasingly turn to social media for information and recommendations, marketers must adapt their strategies to capitalise on the unique dynamics of these platforms. This includes leveraging influencers, engaging in two-way communication, and creating shareable content that resonates with audiences.
4. **Mixed Emotional Appeal** Research shows that using mixed emotional appeals can increase the effectiveness of marketing communications. Bandyopadhyay and Nallaperuma found that luxury adverts featuring a combination of happiness and sadness can be more persuasive than

single emotion appeals (Bandyopadhyay & Nallaperuma, 2021). These insights suggest that marketers should consider incorporating a range of emotions into their campaigns to create more nuanced and impactful messages. By doing so, brands can foster a deeper emotional connection with consumers, leading to increased brand loyalty and advocacy.

5. **Ethical Considerations in Persuasion** As persuasive marketing techniques become more sophisticated, ethical considerations will play an increasingly important role. The potential manipulation and ethical implications of using psychological insights to influence consumer behaviour must be addressed with caution. Although Yellappa et al. Discuss the importance of building trust and transparency in communication, their focus is primarily on health-related contexts rather than marketing practices in general (Wigayha et al., 2025b)(Yellappa et al., 2018). Marketers need to balance persuasive strategies with ethical practices to maintain consumer trust and avoid backlash.

## **2.7 Methodology**

This methodology section will provide an overview of the systematic literature review approach used in this research paper. Searches were conducted through various databases such as Scopus, Web of Science, and Google Scholar using keywords such as "persuasive communication", "marketing communication", "advertising", "branding", "consumer behaviour", and combinations of these terms. The selected articles were then analysed in depth to identify and classify the various persuasive communication approaches discussed, as well as investigate their relationship with relevant business outcomes.

This research method is rooted in a well-defined protocol, which involves a comprehensive search of peer-reviewed articles, books, and other scholarly sources. Sources included, but were not limited to, databases such as Google Scholar, Scopus, and Web of Science, which were searched using relevant keyword combinations such as "persuasive communication", "marketing strategy", and "consumer behaviour". The search results were filtered based on specific inclusion and exclusion criteria, such as publication date from 2019 - to date and found 10,144 documents. The selected articles were then analysed in depth to identify and categorise the various persuasive communication approaches discussed, as well as explore their relationship with relevant business outcomes.

The selection of articles for inclusion in this review was based on a set of predetermined criteria, including the relevance of the content to the research topic, the quality of the research design and methodology, and the peer-reviewed status of the publication. The study selection process involved a two-step approach. Firstly, titles and abstracts of potentially relevant articles were screened for inclusion. Second, full-text articles were retrieved and reviewed to ensure that they met the predefined criteria. And after screening the abstracts and reading the full-text of 5,007 articles, 45 articles met the inclusion criteria and were included in the synthesis. Countries such as the United States are reviewed in this synthesis to provide a comprehensive understanding of the role of persuasive communication in marketing, the specific approaches used, and their impact on business outcomes.

## **3. RESULT AND DISCUSSION**

### **3.1 The Impact of Persuasive Communication on Business Outcomes**

This research identifies various persuasive communication approaches that have been applied in marketing practice and investigates how they influence business outcomes. Based on a systematic literature review, it was found that persuasive communication can have a significant impact on various measures of business performance, including increased sales, brand loyalty and positive brand image.

The role of persuasive communication in marketing is a multifaceted topic that encompasses a variety of strategies, techniques and outcomes. A systematic review of the literature reveals that persuasive communication significantly influences consumer behaviour, brand perception and overall business outcomes. This synthesis draws on a wide range of research that explores the effectiveness of different persuasive strategies across various contexts.

One of the main frameworks for understanding persuasive communication is the Elaboration Likelihood Model (ELM), which states that individuals process persuasive messages through two



routes: the central route, which involves careful consideration of the arguments presented, and the peripheral route, which relies on superficial cues such as source appeal or emotional appeal ((Wigayha et al., 2025c)Shrum, 2012).

Research has shown that consumers' level of engagement significantly affects their susceptibility to these routes. For example, consumers with high engagement tend to engage more in central route processing, leading to stronger attitude changes compared to consumers with low engagement who may be affected by peripheral cues ((Rahardja et al., 2025)Bernritter et al., 2017).

In addition, the effectiveness of persuasive communication is often moderated by factors such as source credibility and perceived information quality. Gupta et al. Highlighted that credibility is a key factor in the effectiveness of persuasive messages, especially in the context of influencer marketing, where the perceived authenticity of the influencer can increase message acceptance (Gupta et al., 2021).

This is in line with the findings of Zaidman et al. Who emphasised the importance of context and cultural considerations in shaping persuasive strategies in international business (Zaidman et al., 2018). In the realm of children's marketing, persuasive techniques are particularly important due to the vulnerability of younger audiences. Studies show that children, especially those under the age of eight, are less able to critically evaluate persuasive messages, making them prime targets for marketing strategies that exploit emotional appeals and branding techniques (Nucci et al., 2020; Jenkin et al., 2014). This raises ethical concerns about the impact of such marketing on children's food choices and their overall health.

In addition, the integration of technology in persuasive communication has opened up new avenues for marketers. The use of algorithms and data-driven strategies enables personalised marketing messages that can significantly improve persuasion (Zarouali et al., 2022). For example, algorithmic persuasion frameworks show that tailored content can result in more effective consumer engagement and behaviour change (Zarouali et al., 2022).

This is especially evident in digital platforms where personalised recommendations can drive purchase intent (Remountakis, 2023). The interaction between persuasive communication and consumer psychology is also noteworthy. Research shows that consumers develop "persuasion knowledge," which refers to their awareness of marketing tactics and their ability to resist persuasion attempts (Eisend & Tarrahi, 2021). This knowledge can lead to scepticism towards marketing messages, especially when consumers perceive them as manipulative (Isaac & Grayson, 2019). Therefore, marketers must navigate this landscape carefully, using transparent and ethical communication strategies to foster trust and engagement. In conclusion, persuasive communication in marketing is a dynamic field that requires an understanding of psychological principles, consumer behaviour, and technological advancements.

The effectiveness of persuasive strategies is influenced by various factors, including consumer engagement, source credibility, and the ethical implications of targeting vulnerable populations. As the marketing landscape continues to evolve, ongoing research will be critical in developing effective and responsible persuasive communication strategies.

### **3.2 Critical Analysis of Persuasive Communication Approaches**

The role of persuasive communication in marketing is increasingly recognised as an important factor influencing consumer behaviour and business outcomes. A systematic review of the literature reveals various approaches to persuasive communication, highlighting its effectiveness in various contexts and its implications for business.

One prominent approach is the use of emotional appeals in persuasive communication. Research shows that emotional appeals can significantly increase the persuasive power of messages, especially when combined with anthropomorphism in technology, such as chatbots (Wang, 2023). Wang's study emphasises that emotional connections fostered through persuasive communication can result in more effective science communication, suggesting that emotional resonance is a key driver of persuasion (Wang, 2023).

This is in line with findings from Huang and Wang, who conducted a meta-analysis showing that artificial intelligence can be as persuasive as human communicators when emotional appeals are used (Huang & Wang, 2023). Thus, emotional engagement emerges as an important component in crafting

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persuasive messages. Another important aspect of persuasive communication is the credibility of the source delivering the message.

The Knowledge Model of Persuasion states that consumers develop knowledge about persuasive tactics, which can influence their response to marketing messages (Eisend & Tarrahi, 2021). Eisend and Tarrahi's meta-analysis supports this idea, showing that the effectiveness of persuasive communication often depends on perceptions of trust in the source (Eisend & Tarrahi, 2021).

This is particularly relevant in the context of influencer marketing, where influencer credibility can significantly influence consumer attitudes and behaviour. The context in which persuasive communication occurs also plays an important role in its effectiveness. Lindgren and Wuropulos discuss how the integration of persuasive business models with emerging technologies, such as 5G, can enhance persuasive messaging (Lindgren & Wuropulos, 2017).

Similarly, Park and Park highlighted the importance of tailoring corporate social responsibility (CSR) communications to local stakeholders, emphasising that context-appropriate strategies can result in better consumer response (Park & Park, 2014). This suggests that understanding the target audience and context of communication is critical to maximising the impact of persuasive messages. In addition, the emergence of digital platforms has changed the landscape of persuasive communication. The use of social media and online content enables more personalised and targeted marketing strategies, which can increase the effectiveness of persuasive messages (Hassan et al., 2015).

For example, the integration of persuasive techniques in online reviews and social media interactions has been shown to significantly influence consumer behaviour (Sparks et al., 2013). This shift underscores the importance of adapting persuasive strategies to fit the digital context, where consumers are increasingly engaging with brands through various online channels. In conclusion, the role of persuasive communication in marketing is multi-faceted, encompassing emotional appeal, source credibility, contextual relevance and adaptation to digital platforms. As businesses navigate this complex landscape, understanding these elements will be critical to developing effective persuasive strategies that resonate with consumers and drive positive business outcomes.

### **3.3 Future Directions for Research on Persuasive Communication and Persuasive Marketing**

The existing literature on the role of persuasive communication in marketing provides valuable insights, but also highlights the need for further research to address emerging trends and challenges. One promising area for future exploration is the fusion of persuasive communication and emerging technologies, such as artificial intelligence and virtual reality/augmented reality (VR/AR).

As these technologies continue to evolve, understanding how they can be utilised to enhance the persuasiveness of marketing messages will be crucial. In addition, the increasing focus on ethical and responsible marketing practices demands an examination of the implications of persuasive communications on vulnerable populations, such as children and the elderly. Researchers should investigate the potential for persuasive communication to exacerbate bias or manipulation, and explore strategies to reduce this risk while maintaining the benefits of effective persuasive marketing.

Exploration of future directions for research on persuasive communication and persuasive marketing is essential given the evolving landscape of consumer behaviour, technological advances and societal changes. This analysis synthesises a range of potential research avenues based on current literature, emphasising the need for interdisciplinary approaches and innovative methodologies. One promising direction is the integration of technology in persuasive communication strategies.

The rise of artificial intelligence (AI) and machine learning offers new opportunities for personalised marketing. Research by Huang and Wang shows that AI agents can be just as persuasive as human communicators, especially when emotional appeals are used Huang & Wang (2023). This indicates a need for further investigation into how AI can be used to enhance persuasive messages across different platforms and demographics.

In addition, Braca and Dondio's work highlights the importance of understanding the interaction between customer traits and persuasive message design, indicating that future research should focus on developing a framework that incorporates these variables (Braca & Dondio, 2023). Another important area for future research is the role of cultural and contextual factors in shaping persuasive

communication. Zaidman et al. Argue that context often trumps culture in persuasion, indicating that marketers should tailor their strategies to specific situational factors rather than relying solely on cultural stereotypes (Zaidman et al., 2018). This calls for more empirical research exploring how different cultural contexts affect the receptivity and effectiveness of persuasive communication.

In addition, the psychological underpinnings of persuasion require further exploration. The concept of persuasion knowledge, as discussed by Eisend and Tarrahi, suggests that consumers develop an awareness of persuasive tactics, which may influence their response to marketing messages (Eisend & Tarrahi, 2021). Future research could investigate how this knowledge develops over time and how it varies across different demographic groups.

In addition, research such as that conducted by Joyal-Desmarais shows that motivational message matching can significantly improve persuasion outcomes, which suggests that understanding consumers' motivational drivers can lead to more effective communication strategies (Joyal-Desmarais et al., 2022). The impact of social media and digital platforms on persuasive communication is another important area for future research. The work of Vrontis et al. Provides a framework for understanding the dynamics of influencer marketing, highlighting the need for further exploration of how social media influencers can effectively engage audiences through persuasive techniques (Vrontis et al., 2021).

In addition, a study by Zarouali et al. On algorithmic persuasion frameworks suggests that understanding the mechanics of online communication can lead to more effective persuasive strategies (Zarouali et al., 2022). This indicates a need for interdisciplinary research that combines insights from marketing, psychology and computer science to develop comprehensive digital persuasion models. Finally, ethical considerations in persuasive communication should be a focal point for future research. As persuasive techniques become more sophisticated, the potential for manipulation increases, raising ethical questions about marketers' responsibilities. Research by Gallagher and Lawrence on vaccination communication illustrates the need for an ethical framework that guides persuasive practices, especially in sensitive areas such as public health (Gallagher & Lawrence, 2020).

Future research could explore how ethical considerations can be integrated into persuasive communication strategies to foster trust and transparency between marketers and consumers. In conclusion, the future of research on persuasive communication and marketing lies in the integration of technology, cultural sensitivity, psychological insights, social media dynamics, and ethical considerations. By addressing these areas, researchers can contribute to the development of more effective, responsible, and culturally aware persuasive strategies that resonate with diverse consumer populations.

#### 4. CONCLUSION

The future of research on persuasive communication and marketing lies in the integration of technology, cultural sensitivity, psychological insights, social media dynamics and ethical considerations. By addressing these areas, researchers can contribute to the development of more effective, responsible and culturally aware persuasive strategies that resonate with diverse consumer populations.

The intersection between persuasive communication and ethical marketing practices is critical, as the increasing sophistication of persuasive techniques raises ethical questions about marketers' responsibilities. Future research should explore how ethical frameworks can be integrated into persuasive communication strategies to foster trust and transparency between marketers and consumers. Ultimately, the successful application of persuasive communication in marketing will depend on the ability to balance technological advances, cultural awareness, psychological understanding, and ethical considerations, thereby creating an effective and socially responsible approach to marketing.

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responsibilities. Future research should explore how ethical frameworks can be integrated into persuasive communication strategies to foster trust and transparency between marketers and consumers. Ultimately, the successful application of persuasive communication in marketing will depend on the ability to balance technological advances, cultural awareness, psychological understanding, and ethical considerations, thus creating an effective and socially responsible approach to marketing. This interdisciplinary approach will enable the development of innovative and impactful persuasive communication strategies that prioritise consumer welfare and ethical practices.

Conducting persuasive communication in marketing is important because it can provide many benefits for businesses and customers. By using persuasive communication, companies can be more effective in delivering their marketing messages, so as to attract and influence customer purchasing decisions. Persuasive communication can also help companies to build stronger and more profitable relationships with their customers.

For customers, persuasive communication can provide clearer and more convincing information about the products or services offered, which can help them to make better purchasing decisions. In addition, effective persuasive communication can also increase customer satisfaction and brand loyalty. Thus, the application of persuasive communication in marketing can provide benefits for both parties, namely companies and customers.

Therefore, it is crucial for companies to understand and implement effective persuasive communication techniques in their marketing strategies. By doing this, companies can improve the effectiveness of their marketing campaigns, increase sales, and build stronger relationships with their customers. Successfully implementing persuasive communication will have a significant impact on the future growth and sustainability of the business.

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