

Promotional Speech Acts in Digital Fashion Retail: An Empirical Study of Consumer Purchase Intentions in Indonesia

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Abstract—The rapid growth of digital fashion retail has intensified competition among online sellers, making persuasive communication strategies crucial for influencing consumer purchase intentions. This empirical study investigates the relationship between promotional techniques employed by online fashion sellers and their impact on consumer purchasing decisions. Employing a descriptive qualitative methodology incorporating non-participant observational techniques and audiovisual analysis procedures, data collection encompassed transcribed content from 117 virtual interactions within live e-commerce platforms, survey responses from 210 consumer participants via questionnaire distribution, and semi-structured interview sessions conducted with fashion e-commerce vendors. This investigation identifies determinant factors that influence consumer purchasing behavior in fashion e-commerce. Four factors pertain to verbal communication strategies of online retailers, including product description transparency, seller hospitality orientation, persuasive discourse, and demand responsiveness capabilities. Two supplementary factors concerning non-verbal dimensions include seller visual presentation and consumer product quality perceptions. The research establishes that effective digital fashion retail performance transcends conventional marketing methodologies, necessitating sophisticated interpersonal communication competencies, elevated presentation standards, and exemplary customer service provision. Seller hospitality fosters emotional bonds with buyers, while clear product information and persuasive language, including dramatic promotional rhetoric, enhance consumer trust, bolster purchase confidence, and generate attention. Successful demand fulfillment mechanisms ultimately secure consumer satisfaction and transaction completion. These findings provide valuable insights for online fashion retailers seeking to optimize their communication strategies and enhance customer engagement. The research contributes to the understanding of digital consumer behavior and offers practical implications for developing more effective persuasive communication frameworks in the online fashion marketplace.

Index Terms—promotional, speech act, cyberpoliteness, online seller, fashion retail

I. INTRODUCTION

The digital transformation of retail commerce has fundamentally altered the landscape of consumer-seller interactions, particularly in the fashion industry, where visual appeal and personal connection traditionally played pivotal roles in purchase decisions. Online fashion retail continues to expand globally, reaching a forecasted market value of over \$ 781 billion in 2024 (based on Statista's 2024 statistics). Therefore, the ability of sellers to effectively communicate and persuade potential customers through digital platforms has become increasingly critical for business success (Kovács & Keresztes, 2024). Unlike traditional brick-and-mortar stores, where physical presence, tactile experiences, and face-to-face interactions facilitate sales processes, digital fashion retail relies heavily on linguistic strategies and promotional speech acts to bridge the gap between seller and consumer.

The concept of speech acts, originally developed by Austin (Ambrose, 2016) and later refined by Searle (Chanpradit et al., 2025), provides a theoretical framework for understanding how language performs actions beyond mere communication. In the context of digital fashion retail such as in Shopee Indonesia platform, promotional speech acts encompass the various linguistic strategies employed by online sellers to persuade, convince, and ultimately influence consumer purchase intentions. These speech acts range from direct promotional statements and product descriptions to

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subtle persuasive techniques embedded in seller-buyer interactions (Sumarlam et al., 2024). The effectiveness of these promotional speech acts becomes particularly crucial in the online fashion industry, where consumers must rely on digital representations, textual descriptions, and seller communications to make purchasing decisions without the benefit of physical product examination (Konale et al., 2025).

Contemporary research in digital marketing and consumer behavior has increasingly recognized the importance of understanding how online communication strategies impact consumer decision-making processes. The fashion industry, characterized by its emphasis on aesthetics, trends, and personal expression, presents unique challenges for online sellers who must effectively communicate product attributes, quality, and desirability through digital channels. Earlier research has shown that sustainable Virtual Reality (VR) fashion store environments significantly enhanced perceived message informativeness and persuasiveness regarding eco-conscious consumption, with the strongest effects observed among exploratory shoppers (Won et al., 2024). Social media platforms, e-commerce websites, and mobile applications have become primary venues for fashion retail transactions, creating new opportunities and challenges for implementing effective promotional speech acts.

The rise of social commerce and influencer marketing has further complicated the landscape of promotional communication in digital fashion retail. Sellers must now navigate multiple communication channels and adapt their promotional speech acts to different platforms while maintaining consistency in their persuasive messaging. The integration of visual content with textual communication has created hybrid forms of promotional discourse that combine traditional linguistic persuasion techniques with multimedia elements. This evolution has necessitated a deeper understanding of how different types of promotional speech acts function within the digital fashion retail environment and their relative effectiveness in influencing consumer behavior.

Previous studies in this domain have primarily focused on general e-commerce communication strategies or examined specific aspects of online marketing without a comprehensive analysis of promotional speech acts as distinct linguistic phenomena. Earlier research has explored various dimensions of online consumer behavior, including trust formation, self-efficacy, perceived value, and purchase intention models (Xu et al., 2024). Thus, there remains a significant gap in understanding how specific promotional speech acts employed by fashion retailers influence consumer purchase intentions. This gap is particularly pronounced in emerging markets where digital fashion retail is experiencing rapid growth and where cultural and linguistic factors may influence the effectiveness of different promotional communication strategies.

The significance of this research extends beyond academic inquiry to practical applications for online fashion retailers, digital marketing professionals, and platform developers. Understanding the relationship between promotional speech acts and consumer purchase intentions can inform the development of more effective communication strategies, improve customer engagement, and ultimately enhance business performance in the competitive digital fashion marketplace. Furthermore, insights from this research can contribute to the broader understanding of digital consumer behavior and the role of language in online commercial transactions.

The current study addresses these gaps by conducting an empirical investigation into the relationship between promotional speech acts employed by digital fashion retailers in live programs of Shopee Indonesia and their impact on consumer purchase intentions. Through a comprehensive analysis of various promotional communication strategies, this research aims to identify the most effective promotional speech acts for influencing consumer behavior in the digital fashion retail context. The findings of this study are expected to provide valuable insights for both theoretical understanding of promotional discourse and practical applications in digital marketing strategy development, ultimately contributing to the optimization of online fashion retail communication practices and enhanced consumer shopping experiences.

II. THEORETICAL FRAMEWORK

A. *Speech Act*

Speech act theory constitutes a fundamental area of pragmatic inquiry, examining how linguistic utterances function as performative actions. Austin's foundational work established that verbal expressions serve multiple communicative functions, encompassing declarative statements, hypothetical propositions, evidential claims, directives, solicitations, appeals, warnings, proposals, and commitments (Ambroise, 2016). This theory focuses on actions performed through language by speakers and listeners during communication. Thus, speech acts represent linguistic phenomena where utterances operate as functional equivalents to physical actions. Speakers strategically employ language to generate particular outcomes that might alternatively be accomplished through non-verbal means. This dual nature positions speech acts as simultaneously linguistic expressions and behavioral performances. The production of speech acts involves deliberate communicative behaviors executed through oral or written modalities. Successful communication materializes when recipients comprehend and respond according to the speaker's intentions, as speech acts encompass not merely utterances but also interactive engagement and applied linguistic practice.

Speech acts are categorized by communicative purpose into assertive, performative, verdictive, expressive, directive, commissive, and phatic types (Kreidler, 2014). Assertive speech acts encompass utterances that convey the speaker's beliefs or propositions regarding particular phenomena, while performative speech acts constitute utterances that effectuate changes in situational circumstances through their articulation. Verdictive speech acts involve speaker

evaluation or adjudication of others' behaviors, typically directed toward the addressee. Directive speech acts represent communicative attempts to influence addressee behavior, either encouraging specific actions or discouraging particular conduct. Conversely, commissive speech acts establish speaker obligations toward future behavioral commitments. Phatic speech acts function primarily to establish and maintain social connections among community members.

The present investigation focuses on analyzing speech act typologies employed within digital interactions in live e-commerce contexts of Shopee Indonesia. Speech act functionality demonstrates variability according to contextual circumstances and cultural conventions. Research demonstrates that within Javanese interpersonal communication contexts, phatic speech acts fulfill multiple communicative purposes, including conversational initiation, relationship reinforcement, interpersonal gratification, emotional expression, and consolatory functions (Rahardi, 2022; Widiana et al., 2020). Complementing these observations, scholarly findings indicate that humor serves relationship-building functions in Javanese discourse by generating enthusiasm and strengthening interpersonal bonds (Rahardi et al., 2024). Given these contextual variations, it is reasonable to hypothesize that speech acts within live e-commerce contexts possess distinctive functions aligned with persuasive communication strategies, necessitating systematic investigation to advance cyberpoliteness and digital communication theoretical comprehension.

B. Cyberpoliteness

The concept of cyberpoliteness has emerged as a critical area of study within digital communication research, extending traditional politeness theory to computer-mediated communication environments. Brown and Levinson's seminal politeness theory, which established the framework for understanding face-threatening acts and face-saving strategies in interpersonal communication, has been adapted and refined to address the unique characteristics of online interactions. Cyberpoliteness encompasses the linguistic and behavioral strategies employed in digital spaces to maintain social harmony, show respect, and facilitate positive communication outcomes (Cal Varela et al., 2025; Culpeper et al., 2025).

Early work on computer-mediated discourse established foundational principles for understanding how politeness manifests in digital environments. In this case, cyberpoliteness requires adaptation of traditional politeness markers to accommodate the constraints and affordances of digital communication platforms (Herring, 2019). These adaptations include the use of emoticons, capitalization patterns, punctuation strategies, and specific linguistic formulations that convey respect and consideration in text-based interactions (Widiana et al., 2024). The asynchronous nature of many digital communications creates unique challenges and opportunities for implementing politeness strategies, as communicators must anticipate recipient reactions without immediate feedback. In addition, cross-cultural research has highlighted the importance of cultural context in cyberpoliteness implementation and interpretation. The concept of cultural dimensions has been applied to understand how power distance, individualism-collectivism, and uncertainty avoidance influence cyberpoliteness expectations and practices across different cultural contexts (Fan & Wu, 2025; Hanif et al., 2025; Rahardi et al., 2024).

Research in cyberpoliteness has increasingly focused on commercial applications, particularly in e-commerce and customer service contexts. Investigations into business-oriented computer-mediated communication revealed that cyberpoliteness strategies significantly influence customer satisfaction and business outcomes (Tasyarasita et al., 2024). The findings of prior studies suggest that online sellers who employ appropriate cyberpoliteness markers create more favorable impressions and generate higher levels of customer trust compared to those who neglect these communicative elements. Despite growing interest in cyberpoliteness research, several gaps remain in understanding its application to fashion retail contexts. Limited research has examined the specific cyberpoliteness strategies most effective for fashion product promotion and sales conversion since the majority of existing research focuses on general customer service applications rather than sales-oriented communication.

The analysis of cyberpoliteness in virtual textual environments requires cyberpragmatics as the theoretical framework for data interpretation. This field examines pragmatic aspects of internet-mediated communication, focusing on communicative intentions and interpretive processes in online interactions (Rahardi, 2023; Yus, 2021). This approach redirects sociolinguistic focus from physical to virtual communities (Yus, 2023). The present study applies this framework to analyze textual data from live e-commerce interactions between online fashion sellers and their customers.

Virtual politeness maxims represent a central element in cyberpragmatic and cyberpoliteness analysis, as politeness conventions significantly influence digital communication effectiveness. These conventions facilitate social bonding within online communities, while their strategic application in persuasive discourse remains an underexplored research area due to limited established guidelines. Politeness strategies serve primarily as interpersonal relationship facilitation instruments that may be subject to the influence of diverse variables, including cultural dimensions, socioeconomic positioning, and financial stratification.

Cross-cultural differences substantially impact politeness strategy implementation. Javanese culture, being the dominant cultural influence in Indonesia, significantly shapes politeness strategies in promotional speech acts across the cultural boundary (Chintawidy & Sartini, 2022; House & Kádár, 2025). Brown and Levinson's positive and negative politeness theory provided foundational insights into politeness phenomena (Yergazy & Denisenko, 2024), yet it demonstrates limited applicability to particular cultural contexts, such as Javanese. Javanese politeness operates through distinct cultural principles: *Kurmat* (respectful deference), *Tepa Selira* (empathetic consideration), *Andhap Asor* (humble presentation), and *Empan Papan* (situational appropriateness) (Poedjosoedarmo, 2017; Widiana et al., 2020). These maxims require speakers to demonstrate reverence, empathy, modesty, and contextual awareness respectively.

Additionally, the maxim of *Semanak* (friendliness) is identified as promoting harmonious interpersonal relations across status boundaries. These maxims serve as conflict-avoidance mechanisms in Javanese communication. While *Kurmat* and *Tepa Selira* align with Brown and Levinson's negative politeness through consideration of recipient sensitivities, *Andhap Asor* and *Empan Papan* correspond to positive politeness through recipient-focused approaches. However, Brown and Levinson's (1987) framework inadequately addresses Javanese linguistic register complexity. These culturally specific politeness principles should guide pragmatic strategies in female fashion sellers' live e-commerce interactions in Indonesia.

These maxims function as implicit social harmony maintenance mechanisms for Javanese speakers. Within Brown and Levinson's framework, *Kurmat* and *Tepa Selira* correspond to negative politeness through addressee consideration, requiring respect and empathy, respectively. However, their theory inadequately addresses Javanese linguistic register usage in politeness expressions. *Andhap Asor* and *Empan Papan* align with positive politeness concepts, requiring speaker humility and socially appropriate expression choices based on addressee status. This register selection aspect exceeds Brown and Levinson's theoretical scope. These culturally specific Javanese politeness conventions should guide the pragmatic promotional approaches employed by female fashion retailers in live e-commerce environments of Shopee Indonesia.

C. Consumer Purchase Intentions

Many factors affect consumers' purchase intentions, such as the social influence, visual aesthetics, denotative inspiration, price of products, consumers' trust in brands, the quality of branded products, and consumer perception (Shi et al., 2025; Yang et al., 2025; Yao et al., 2025). The digital transformation of commerce has significantly influenced how consumer purchase intentions are formed and expressed. Recent research examining determinants of consumers' purchase intention on digital business model platforms has identified crucial variables impacting consumer desire to purchase through online digital market platforms, such as website or platform design, perceived ease of use, perceived usefulness, and consumer trust (Konale et al., 2025; Nguyen et al., 2025; Tilahun et al., 2023).

Cross-cultural studies have revealed significant variations in how purchase intentions manifest across different cultural contexts in digital environments. Research in the Asian marketing context exploring key factors on e-commerce adoption has examined elements of social psychology, such as attitude, subjective norms, and perceived behavioral control in online purchase contexts (Naseri et al., 2023). These findings suggest that traditional purchase intention models require adaptation to accommodate the complexities of digital consumer behavior.

Recent empirical investigations have identified novel factors influencing consumer purchase intentions in the digital age. Research on driving factors of consumer purchase intention for artificial intelligence creative products reveals that behavioral attitude, hedonic motivation, price perception, perceived value, and generative quality are primary factors influencing user purchase intention (Bhatti et al., 2022; Roy et al., 2025). These findings suggest that contemporary consumers consider not only traditional factors like price and quality but also place significant importance on experiential and technological aspects of products.

The previous studies on consumer purchase intentions provide important insights for fashion retail contexts, particularly in online shopping. The integration of traditional purchase intention theories with contemporary factors such as digital experience quality, cultural sensitivity, and value perception creates a complex framework for understanding fashion consumer behavior. The current study's focus on promotional speech acts in digital fashion retail of Shopee Indonesia addresses a gap in understanding how specific communicative strategies influence purchase intention formation in this dynamic and culturally diverse market segment.

III. METHODOLOGY

This study is grounded in theoretical frameworks encompassing speech act theory, cyberpoliteness principles, and consumer purchase intention models, reflecting the digitally mediated communicative nature of the data sources within live e-commerce environments. Data collection was conducted exclusively through live streaming sessions on Shopee Indonesia's platform, with particular emphasis on women's fashion apparel featured in Shopee Live programming. The data acquisition process utilized audiovisual media observation methodology (Nicolaou, 2021), resulting in 117 documented virtual interactions from Shopee Live sessions and 210 questionnaire responses from live e-commerce customers. Participants eligible for questionnaire distribution were required to meet the following inclusion criteria: 1) female gender within the age range of 20 to 50 years; 2) having experience in participating in the Shopee Live platform. Subsequently, semi-structured interviews were conducted with five fashion e-commerce vendors to corroborate questionnaire findings. The analytical framework culminated in identifying determinant factors influencing consumer purchasing behavior in digital fashion commerce, developing taxonomic classifications of promotional speech acts, and examining their corresponding cyberpoliteness strategies.

The examination of promotional speech acts in e-commerce live broadcasting contexts and their impact on consumer purchase intentions integrates cyberpoliteness contextual variables—participant characteristics, environmental setting, communicative objectives, and instrumental modalities—to determine functional strategies employed by online fashion retailers (Rahardi, 2023). The transformation from traditional to virtual social environments significantly influences communicative quality within online commercial transactions. The contextual elements of digital communication in live e-commerce are considered essential factors for analysis, as the shift from direct to indirect communication media alters

social relationships among participants. External virtual elements, such as gestures, facial expressions, physical performance, personal grooming, and body language observed during live e-commerce sessions, are considered crucial in determining the promotional speech act strategies.

IV. RESULT AND DISCUSSION

The research framework examines how language strategies influence consumer purchasing decisions in online fashion retail, particularly through the perspective of speech act theory and Javanese cultural politeness principles. The determinant variables affecting consumer purchase intentions in digital fashion retail comprise four verbal communication strategy categories: product description clarity, seller hospitality orientation, persuasive promotional messaging, and customer demand fulfillment capacity. Product description clarity strategies are operationalized through assertive speech acts, whereas seller hospitality is manifested via phatic and expressive speech acts. Persuasive promotional discourse utilizes directive speech act functions, while customer demand responsiveness is articulated through commissive speech act employment. Product description clarity focuses on how clearly and assertively sellers present product information, which involves direct, factual communication about product features, specifications, and benefits - what speech act theory classifies as "assertive" acts that state facts or make claims. Seller hospitality orientation emphasizes the relational aspect of customer interaction. This strategy employs "phatic" communication (social pleasantries that build rapport) and "expressive" speech acts (conveying emotions and attitudes) to create a welcoming, customer-friendly environment. Customer demand fulfillment capacity addresses how sellers communicate their ability to meet customer needs through "commissive" speech acts, such as promises, guarantees, and commitments about service delivery, return policies, or product availability.

These strategic approaches correspond to specific Javanese politeness principles, including *Kurmat* (Reverence), *Tepa Selira* (Solidarity), *Andhap Asor* (Modesty), and *Empan Papan* (Situational Appropriateness). *Kurmat* involves showing respect and deference to customers, while *Tepa Selira* emphasizes empathy and understanding customer perspectives. *Andhap Asor* reflects humble, non-aggressive communication styles, and *Empan Papan* focuses on adapting communication to specific contexts and customer types. Table 1 presents a comprehensive overview of the promotional speech act strategic framework.

TABLE 1
PROMOTIONAL SPEECH ACT STRATEGIC FRAMEWORK

Promotional Strategies	Speech Acts	Javanese Maxims
Providing product descriptions	Assertives	<i>Tepa Selira</i> (Solidarity)
Showing hospitality	Phatic, Expressives	<i>Kurmat</i> (Reverence) and <i>Semanak</i> (Warmth)
Conducting promotional activities and consumer persuasion	Directives	<i>Empan Papan</i> (Situational appropriateness)
Addressing customer inquiries and requirements	Commissives	<i>Andhap Asor</i> (Humility)

Javanese politeness principles functioned as cyberpoliteness mechanisms designed to minimize Face Threatening Acts (FTA), facilitate audience engagement, and establish trust and credibility. In product presentation activities, sellers utilized the *Tepa Selira* (Solidarity) principle to deliver comprehensive product information aligned with consumer requirements. Through this approach, sellers demonstrated understanding of individual consumer needs, recognizing the variability in customer preferences and information demands across different buyers. The *Kurmat* (Reverence) principle was utilized by sellers to demonstrate consumer respect, whereas the *Semanak* principle served to cultivate familiarity and interpersonal closeness. In FTA mitigation strategies, online fashion vendors implemented the *Empan Papan* (Situational appropriateness) principle to ensure contextually appropriate linguistic choices that effectively persuade consumers toward purchase completion. When addressing customer requirements, sellers employed the *Andhap Asor* (Humility) principle to position themselves in subordinate roles, thereby enhancing consumer appreciation and satisfaction.

A. Providing Product Descriptions

An important factor in strengthening consumer purchase intention is the accuracy of product description presentation, since online shopping environments prevent customers from directly examining and physically handling products. The following excerpt illustrates the strategies employed by online fashion retailers to convey product information within live e-commerce contexts.

(The participants in the conversation are SJ, the female fashion online seller, and her customers, C6 and C7. SJ demonstrates the product description of trousers and a skirt.)

C6: *Etalase 10.*

‘Product number 10’

C7: *Etalase 14.*

‘Product number 14’

SJ: *Etalase 14 boleh etalase 10-nya juga boleh sayang. Ditunggu ya. Nih, etalase 14-nya dulu. Etalase 14 kita punya feel good. Etalase 14, panjangnya di 98, cuttingan-nya boyfriend. Dia emang pensil, kodenya 029 warna blue. Wajib di-upsize untuk etalase 14 nya. Kita next ke etalase 10. Etalase 10 kita punya rok ultra. Ini rok-nya span, pinggangnya kecil, wajib naik dua size. Etalase 10 kode 998, kancingnya 28cm, cuttingan rok span. Belahannya bagian belakang, sayang. Wajib naik dua size ya.*

‘Okay, product number 14, or product number 10 is okay too, sweetheart. Please wait a minute, okay? Let’s start with product 14 first. We’ve got the Feel Good. The length is 98 cm, it has a boyfriend cut, and it’s a pencil style. The code is 029, and it’s in blue. You definitely need to size up for product 14. Now, let’s move on to product 10. We’ve got the Ultra skirt. It’s a bodycon skirt with a small waist, so you’ll need to size up by two sizes. The code is 998, the button length is 28 cm, and it’s a pencil-cut skirt. The slit is at the back, sweetheart. Don’t forget to size up by two sizes, okay?’

The seller presented product details, including item 14 (pencil-style trousers) and item 10 (bodycon skirt). To furnish comprehensive product specifications, the seller communicated size, color, and design characteristics. Assertive speech acts were employed to deliver product descriptions. Additionally, the *Tepa Selira* (Solidarity) principle was operationalized when the seller recommended size adjustments for consumer purchases, suggesting size modifications to ensure optimal fit.

B. Showing Hospitality

In cultivating interpersonal rapport with consumers, digital fashion sellers employ specific discursive strategies to enhance hospitality perceptions. This approach seeks to generate more engaging live streaming sessions that can attract greater audience participation and extend viewer retention duration throughout the broadcast. Ultimately, this strategic framework is designed to stimulate consumer purchasing behavior regarding products featured during live commerce sessions. The following interactional excerpt from the Shopee Live platform demonstrates how sellers deploy phatic and expressive speech acts as mechanisms for conveying hospitality in product presentations.

(The female online seller, SH, expressed her apology to customer C29 for being unable to display product number 5 due to the absence of a sample. She proceeded to extend her gratitude to all customers for their purchases and active engagement during the live session. Additionally, she conveyed a prayerful wish for their well-being and continued blessings.)

C29: *Mohon perkenalkan produk no.5*

‘Please introduce product no. 5.’

SH: *No. 5 ga ada sampel nya ya kak, langsung di cek di keranjang aja.*

Ya sekali lagi aku sampai jam 5 temen-temen ya. Untuk kakak - kakak yang udah like, follow, udah share, udah kasih tau ke temen-temen, ke saudara kalian, aku ucapin terima kasih banyak. Semoga kebaikan kalian dibales sama Allah SWT. Terutama buat temen-temen yg udah checkout, udah beli, ditunggu paketnya, semoga memuaskan ya, dan semoga rejeki kita selalu lancar dan diberikan kesehatan ya, terima kasih. Jangan lupa tonton live ini ya karena banyak produk-produk best seller dengan harga yang wow gitu. Terima kasih banyak.

‘For Number 5, I don’t have a sample, sis. You can just check it directly in the cart.

And once again, I’m only here until 5 o’clock, friends. For those of you who’ve already liked, followed, shared, and told your friends or family, thank you so much! May Allah SWT reward all your kindness.

Especially for those who’ve already checked out and made a purchase, your package is on the way! I hope you love it, and may all of us be blessed with smooth fortune and good health, ameen. Thank you!

Don’t forget to keep watching this live, okay? There are so many best-selling items at amazing prices! Thanks a lot!’

The seller in the conversation sample conveyed her appreciation to customers prior to concluding the live session. In this situation, she employed a phatic speech act as the prayer was delivered solely for hospitality purposes before program closure. Nevertheless, expressive speech acts were utilized when the seller expressed appreciation to customers who purchased products and recommended her online store to their friends and family members. The implementation of *Kurmat* (Reverence) was evident in the seller's expression of gratitude toward customers, while *Semanak* (warmth) was demonstrated through her prayer offering.

C. Conducting Promotional Activities and Consumer Persuasion

Promotional techniques in digital shopping environments, including price reductions, complimentary items, free delivery, and additional benefits, are implemented through directive speech acts. These speech acts are designed to encourage consumers to complete product purchases. Sellers occasionally employ exaggerated and dramatic language to highlight promotional offers and strengthen persuasive appeals. An illustration of directive speech acts in this context is presented in the following conversation example.

(C10, a customer, asks SHR, the female seller, to display the traditional clothes. Then, SHR displays the product to her customer, C10. She offers a discounted price for the product during the live program.)

C10: *Kebaya encim-nya, kak.*

‘The Kebaya Encim, Sis.’

SHR: *Ini kak kebaya encim nya (memperlihatkan contoh produk), motifnya bagus banget, warnanya juga cantik bagus banget, bordirannya sampai ke bawah sampai ke lengan juga. Kalau kakak belinya di Live nanti ada voucher potongan 25 persen. Gratis ongkir juga. Check out sekarang aja, jangan dikeranjangin aja soalnya yang model ini tinggal 3 pieces lho. Jangan sampai kehabisan. Ntar nyesel lho.*

‘Here it is, sis — the *kebaya encim* (shows the product). The pattern is super pretty, and the color is really nice too. The embroidery goes all the way down and even on the sleeves. If you buy it during the live, you’ll get a 25% discount voucher. Free shipping too. Go ahead and check out now — don’t just leave it in your cart, because we only have 3 pieces left of this model. Don’t miss out, you’ll regret it later!’

The promotional techniques in the conversation example employ directive speech acts. These strategies are evident when the seller overwhelms customers by highlighting product advantages, such as attractive patterns, appealing colors, and excellent embroidery work. Subsequently, the seller continues by urging customers to purchase the product immediately due to limited stock availability and offering them benefits such as price reduction and free shipping. Creating a sense of urgency or scarcity is the most common strategy employed by online sellers as a trigger of the psychological condition of fear of missing out (FOMO). The promotional strategies implement the *Empan Papan* (Situational appropriateness) politeness principle, which is demonstrated through the seller's use of exaggerated language to enhance persuasive effectiveness.

D. Addressing Customer Inquiries and Requirements

Customer satisfaction serves as a fundamental determinant in strengthening consumers' purchasing decisions. Addressing client requirements, including product explanations, product demonstrations, and comprehensive recommendations, constitutes an essential approach within live streaming commerce. The implementation of commissive speech acts represents a suitable strategy for achieving these objectives. Through this strategy, online retailers demonstrate their dedication to customer service by responding to customer requests and expectations. The following conversation excerpt gives an illustration of a commissive speech act in fashion live e-commerce.

(Customer C12 requests that the female online seller, SW, provide a visual and verbal presentation of the apparel in aquamarine color. In response, SW displays the item on camera and offers a comprehensive description of its features.)

C12: *Kaka spill warna aquamariner*

‘Sis, please describe the aquamariner color.’

SW: *Ini untuk aquamariner-nya, sayang (menunjukkan produk), warnanya seperti baby blue atau warnanya biru cerah. Kalau mau yang bahannya premium ada di etalase 1. Ambil warna sky blue ya kaka Dinda.*

‘This one’s the Aquamariner, sweetheart (shows product). The color’s like baby blue or a bright blue. If you’re looking for the premium fabric, it’s in product 1. Go with the sky blue one, okay, sis Dinda?’

The seller addressed the consumer's request by accommodating their demand to showcase the fashion item in aquamarine color. To reinforce their commitment to customer satisfaction, the online seller provided comprehensive product specifications and offered recommendations to guide the consumer toward selecting superior quality merchandise available during the live streaming session. Within this interaction, the seller employed *Andhap Asor* (Humility) by positioning herself in a deferential role, thereby demonstrating her commitment to providing appropriate customer service while simultaneously expressing respect for the clientele.

E. Customer Purchase Intentions

The utilization of promotional speech act strategies facilitates the strengthening of consumer purchasing behavior within Indonesia's live commerce environment. Specifically, within the Shopee Live platform, findings indicate that promotional speech acts style contributes to a successful online business. It is illustrated in Figure 1 as follows.

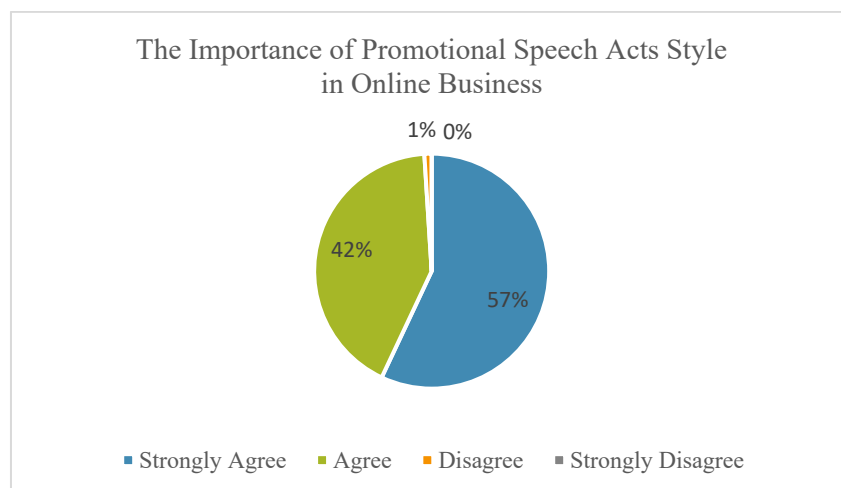


Figure 1. Respondent Agreement on the Importance of Promotional Speech Acts in Online Business

The findings demonstrate that the majority of participants expressed strong agreement regarding the importance of promotional speech act strategies to online business success. This suggests that effective promotional speech acts that conform to principles of digital politeness constitute a significant factor in achieving successful digital commerce outcomes. These findings corroborate prior research demonstrating that cyberpoliteness strategies exert substantial influence on consumer satisfaction and commercial performance outcomes (Tasyarasita et al., 2024). Conversely, inadequate communication practices do not substantially influence customer purchase cancellation behaviors, as evidenced by the majority of the survey respondents (46%) indicating they rarely terminate transactions due to poor seller communication practices. Additionally, 35% of participants reported never canceling purchases despite encountering sellers with limited digital communication competencies. A smaller proportion indicated frequent cancellation behaviors, with 14% reporting occasional cancellations and 5% acknowledging regular cancellation practices.

Consumer purchasing decisions in online fashion retail are influenced by several determinants: pricing considerations (14%), product quality attributes (50%), aesthetic elements including color and design (7%), and promotional incentives (29%), which are consistent with findings from previous research (Shi et al., 2025; Yang et al., 2025; Yao et al., 2025). Figure 2 provides an overview of consumer purchasing decision factors.

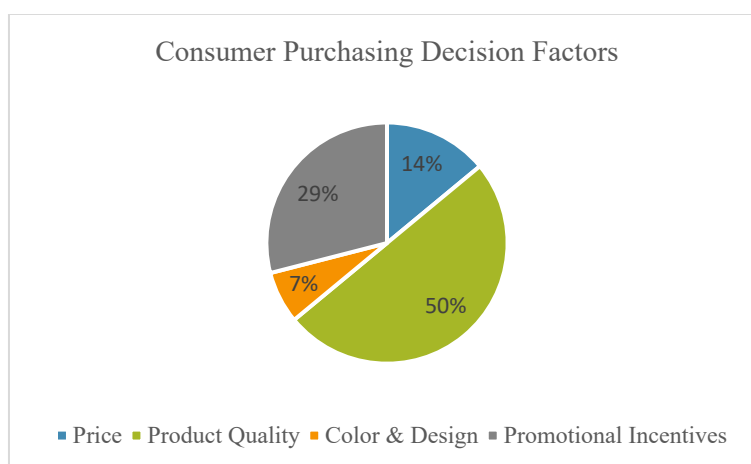


Figure 2. Consumer Purchasing Decision Factors

These results corroborate the essential significance of detailed product quality descriptions in stimulating consumer purchasing decisions, consistent with previous research findings (Bhatti et al., 2022; Roy et al., 2025). Furthermore, the implementation of promotional strategies—encompassing bonus offerings, price reductions, complimentary shipping, and additional marketing incentives integrated within the purchasing framework—demonstrates significant efficacy in strengthening consumer purchase intention.

Effective live e-commerce sessions demonstrate a positive correlation with increased consumer purchase motivation. The main determinants for establishing compelling fashion marketing live streaming sessions include: the utilization of deictic address terms such as *Kak*, *Bunda*, *Sayang*, *Beb* (10%), demonstrating hospitality behaviors (14%), providing responsive customer inquiry management (27%), and accommodating consumer preferences (49%). The interview findings with digital fashion sellers indicate that vendors typically employ deictic forms of address to engage consumers according to demographic targeting parameters, including the utilization of *Kak* for younger clientele within the 20-30

age demographic, *Bunda* for mature female consumers, and *Sayang* as a common address term spanning diverse age cohorts. In addition to the implementation of deictic address forms, fashion online sellers indicated during interviews that they consistently exert considerable effort to display and describe merchandise in accordance with consumer specifications in order to achieve customer satisfaction and stimulate purchasing behavior. These findings substantiate that seller commitment to addressing customer questions and fulfilling consumer requirements represents the predominant factor contributing to successful fashion live commerce.

Results show that interesting fashion live e-commerce is determined by the host's humorous behavior (30%), compliments for customers (4%), verbal politeness (37%), and clarity of speaking (29%). The survey results are corroborated by interview data obtained from digital fashion retailers, which reveal that the adoption of friendly behavioral approaches, encompassing the incorporation of humor and courteous discourse, constitutes the most significant determinant in establishing engaging fashion-oriented live commerce experiences. Thus, the implementation of the politeness maxim of *Semanak* (being warm and friendly) is crucial for the host of the fashion live e-commerce program. Comparable findings are identified in earlier research on cultural dimensions within the context of digital business (Naseri et al., 2023).

The notable development of the current study fills the research gap of the previous study since it represents a movement from studying how sellers communicate to understanding how consumers react, complemented by Indonesia-specific cultural considerations and a broader examination of digital fashion retail beyond just live streaming commerce. This represents a natural progression from descriptive linguistics to empirical consumer behavior research, offering more practical insights for digital marketing effectiveness in culturally specific markets.

The promotional speech act strategies employed within fashion live e-commerce constitute deliberate initiatives to strengthen customer loyalty while simultaneously stimulating consumer purchase intention. Complementing these verbal promotional approaches, non-verbal elements, including enhanced physical presentation through cosmetic application, product demonstration through personal modeling, exhibiting approachable demeanor, and expressing hospitality via salutations and personalized customer address, are equally evident. The integration of verbal and non-verbal communicative elements creates a highly engaging live streaming experience. The result suggests that effective digital fashion retail communication requires balancing informational clarity with cultural sensitivity. The integration of Western speech act theory with Javanese politeness principles indicates the research was likely conducted in an Indonesian context, where understanding local cultural communication norms is crucial for e-commerce success.

V. CONCLUSION

This study identifies the taxonomy of promotional speech acts employed by fashion retailers within Shopee Indonesia's live e-commerce platform, encompassing product specification description, seller hospitality practices, persuasive marketing communication, and consumer requirement accommodation capabilities. The promotional strategies incorporate assertive speech acts for product description, while directive speech acts facilitate product promotion and consumer purchase motivation. The deployment of phatic and expressive speech acts serves to demonstrate respect and hospitality toward clientele, whereas commissive speech acts function to enhance customer satisfaction through seller commitments to address consumer inquiries and fulfill service expectations. The application of this promotional speech act framework demonstrates significant efficacy in strengthening consumer purchase intentions.

The promotional speech act approaches deployed by fashion retailers in live e-commerce contexts offer valuable insights into the adaptation of conventional sales approaches within contemporary digital frameworks. Through the implementation of pragmatic cyberpoliteness principles, Javanese politeness maxims, and promotional speech act strategies, fashion e-commerce vendors can augment their ability to establish rapport and influence consumer behavior by fostering engagement and facilitating transaction completion within this dynamic marketplace. As live e-commerce continues its expansion, comprehending the complexities of these promotional approaches will prove essential for retailers seeking to succeed in the competitive online fashion sector. Further investigation into promotional speech acts across diverse digital commerce contexts is warranted to generate a comprehensive understanding of pragmatic cyberpoliteness and its theoretical development. Subsequent research endeavors should specifically examine sociolinguistic phenomena within cyber-mediated environments, representing a compelling contemporary area of scholarly inquiry.

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