

A Linguistic Exploration of the Persuasive Appeals Used by Jordanian Sellers in Their Sales Pitches in Public Markets

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Abstract—This study aims to examine the promotional persuasive appeals in the verbal sales pitches that are uttered by Jordanian sellers in public markets while they are promoting their products. To achieve this goal, the researchers have collected a corpus of 180 verbal sales pitches from different sellers in different public markets in Jordan. Then, the data were scrutinized quantitatively and qualitatively by using the frameworks of Cialdini (2001) as well as Rabab'ah and Khawaldeh (2015) which contain several persuasive appeals. The study revealed that the Jordanian sellers promoted their products either by using one appeal or a combination of two or three appeals.

Index Terms—promotional discourse, persuasive appeals, Jordanian sellers, sales pitches, public markets

I. INTRODUCTION

In Jordan, many people prefer to do shopping in person. So, while they stroll in public markets, they come up with many sellers who promote their goods by using different sales pitches. Gerber (2008) defines a sales pitch as “a seller's words that are directed at persuading the customer to buy products and services” (p. 274). Public markets refer to any place in which different kinds of goods such as foodstuffs and others are shown to be sold by private, humble sellers (Plattner, 1978).

This study aims at exploring promotional persuasive appeals that Jordanian sellers use in their verbal sales pitches to promote their products in public markets by using the frameworks of Cialdini (2001) and Rabab'ah and Khawaldeh (2015). This study is significant because the previous studies examined persuasive appeals that are used in ads on radios, TVs or magazines where a seller pays for an agency to promote his/her goods, and to contrast such ads with two or more countries. However, this study is concerned with personal selling. It tries to persuade a customer face-to-face (Van Heerden & Cant, 2008). According to Markus and Cameron (2002), personal selling falls under “marketized or promotional discourse” (p. 97-98). This study is expected to fill a gap in the literature and to help researchers who are interested in linguistics, discourse, style, sociolinguistics or culture. It is worth noting that the findings of the current study will not be generalized beyond the sample and the areas of the study.

II. LITERATURE REVIEW

A. Promotional Persuasive Appeals

The success of promotion relies on what is called “appeal” as it is the tool that persuades customers to purchase the promoted goods or services (Koinig, 2016). According to Mueller (1978), ad appeals refer to any messages that are tailored to encourage customers to buy. Arens and Bovee 1994 (Cited in Plessis, 2000) define an appeal as “the specific approach advertisers use to communicate how their products will satisfy a customer (sic) needs” (p. 135).

The used appeal should suit the promoted product and the customers. For example, Johar and Sirgy (1991) explain that the value-expressive appeal is a hedonic one and focuses on the product's image or its users while the utilitarian appeal is functional and provides information about the attributes of the product. They (ibid.) hypothesize that a value-expressive appeal is more persuasive when (1) a product is generally undifferentiated from others, (2) when a product is sold for few people or is scarce, (3) when a product's consumers are not interested in it, (4) when consumers' knowledge about a product is not high. On the other hand, Johar and Sirgy (1991) hypothesize that a utilitarian advertising appeal is more persuasive in the following cases: (1) when a product is differentiated strongly from others, (2) when a product is sold for too many people or is not scarce, (3) when a product's consumers are profoundly interested in it.

Cialdini (2001) has suggested six persuasive strategies to convince people. The first is “reciprocity” which involves paying or buying to return a favor that someone did for you. The second is “scarcity” which involves appreciating

things that are insufficiently supplied because people think that less available products are of high quality. “*Authority*” is the third strategy in which people are more satisfied with a request of high-profile persons that are wise and polymath. The fourth strategy is “*liking*” which makes people satisfied with a product because they are convinced by a person they like. The last one is “*consensus*” which involves being satisfied with a thing because the majority of people imitate it.

Rabab'ah and Khawaldeh (2015) examined persuasive appeals that were used in Arabic and English TV advertisements. The data comprised six electronic ads from YouTube (three ads were in English and the other three were in Arabic). It was found that the number of appeals in the Arabic commercials outweighed those which were used in the English ones due to cultural differences. Moreover, the data revealed that the following persuasive appeals were frequently used in both groups of TV advertisements:

- 1- “*Emotional appeal*”: It is associated with the person’s psychological demands for buying a certain product or service. It provokes emotions positively or negatively (e.g. anger, sadness or joy)
- 2- “*Social appeal*”: It triggers shoppers to buy based on social factors such as acceptance, status or rejection.
- 3- “*Snob appeal*”: It is intended to evoke a desire to purchase a product that is considered the top due to its feature. It appeals to wealthy people whose life is comfortable.
- 4- “*Humor appeal*”: It aims at making shoppers laugh at a certain joke or funny words that catch people’s attention.
- 5- “*Fear appeal*”: It makes a shopper frightened or fearful of something (e.g. losing beauty)
- 6- “*Music appeal*”: It uses music to catch the audience’s attention which, in turn, improves their recall of the promoted product
- 7- “*Rational appeal*”: It concentrates on the function, utility or practicality of certain goods. In addition, it provides information about “the characteristics and the features of the product” and how it is helpful to the customers who want to own it.
- 8- “*Brand appeal*”: It points to those who are brand sensitive and wish to possess a certain product.
- 9- “*Statistics appeal*”: It makes use of statistics to show the features of the product.
- 10- “*Play on words appeal*”: It makes use of memorable statements to catch the attention of the viewers by using rhyme, rhythm, alliteration, assonance, consonance, etc.
- 11- “*Card stacking appeal*”: It is a kind of propaganda that is based solely on testimony from one side.
- 12- “*Appeal for price*”: It triggers people to buy by lowering the price.
- 13- “*Endorsement appeal*”: It is based on celebrities or high-profile figures to promote a certain thing.
- 14- “*Sexual appeal*”: It involves using a sexual description that evokes people’s emotions.

B. Motivations for Using Promotional Appeals

There is no consensus about the most effective appeal among scholars. The *rational appeal*, which is informative as suggested earlier, is divided into “one-sided message” and “two-sided messages”. The former provides an advantage for a certain product without mentioning the drawback while the latter mentions both. Moreover, the former is effective with people whose education is low while the latter is viable with highly educated people (Siegel & Doner, 2004). Stafford and Day (1995) claim that employing rational appeal leaves greater attitudes towards ads than those that contain emotions. According to Lambin and Schuiling (2012), commercials for durable products employ more information than non-durable ones. For them (ibid.), when a product is newly introduced to the market, the rational appeal is viable and persuasive.

The *price appeal* is frequently found in ads because it boosts sales and minimizes a hurdle in the purchase process. Providing the price in an ad may assist in making the product tempting and acceptable. Moreover, disclosing the price motivates consumers to request further information. Such an appeal may be persuasive for those who are already involved in the promoted product and are aware of its price (Haugtved et al., 2005).

For Rabab'ah and Khawaldeh (2015), *play on words appeal* has been the most frequently used one in the Arabic ads as it shows the newness of the product. Dahlén et al. (2009) state that playing on words appeal through rhyme, rhythm, assonance, etc. increases mnemonics. To clarify, employing this appeal in promotion increases the memorability of the message. They point out that repetition, for example, assists in remembering the price, name of the brand, or the advantages and features of a certain product. For Zinn and Manfredo (2000), promotional ads that contain *emotional appeals* are likely to be remembered faster than the ones that are free from emotions. Monahan (1995) notes that emotional appeal could be effective or persuasive when the consumer is hesitant or confused.

Regarding the *religious appeal*, Naseri and Tamam (2012), suggest that religion can alter people’s behaviors as it is part of their culture because it is a fixed system that unifies their beliefs and their everyday life. They (ibid.) justify that Muslims, for example, regard Islam as a perfect system of life. Hence, using religious appeal may be a successful device in ads. According to Knauss (2015), the religious appeal can be divided into five kinds: employing symbols (like the cross), quoting a doctrine or a certain concept (eternal life), representing a famous anecdote (the last supper), a portrayal of a religious, well-known figure (priests or angles) or complex advertisements that include all of these elements. Yegen (2021) finds out that religion is used in ads to make it an illustrative argument and to catch the audience’s attention. Luqmani et al. (1989) found out that some promotional ads contain verses from the Holy Quran to tempt the audience and make them buy a product.

For Lindgreen and Vanhamme (2005), ads that contain *humor appeal* tend to be passed frequently among people. Petrescu (2014) claims that using humor appeal makes the audience happy and optimistic and this motivates them to share it with others to make them feel the same experience. Bampo et al. (2008) point out that when an ad contains humor, it will be circulated with others as jokes. Rochford (2011) suggests that humor is an effective strategy for capturing the audience's attention and can assist in creating rapid remembrance of the promoted product. Moreover, she (ibid.) maintains that humor is efficient when it is associated with an advantage that the shopper can obtain; otherwise, it may "overpower the message".

Reichert et al. (2001) find out that *sexual appeal* aims at grabbing the audience's attention and making them increasingly interested in ads. They also claim that sexual appeal is recalled fast and stays in people's minds longer than other persuasive appeals. They (Ibid.) believe that sexual appeal stimulates customers strongly to purchase because of its ability to catch the attention of the customers.

For Rochford (2011), *youth appeal* is effective and persuasive in promoting products that are related to cosmetics. She (ibid.) also reports that using *scarcity appeal* indicates that the available quantities of the product are limited, and that the scarcity appeal is effective in competitions and sweepstakes.

The present study aims at exploring the promotional persuasive appeals in verbal sales pitches of Jordanian sellers in public markets in Jordan by using the frameworks of Cialdini (2001) and Rabab'ah and Khawaldeh (2015). It seeks to answer the following question:

- What promotional persuasive appeals do Jordanian sellers use in their verbal sales pitches to promote their products?

III. METHOD

A. Sample and Data Collection

The sample of the present study comprises 180 verbal sales pitches. They were in Jordanian spoken Arabic. The researchers collected the data through a real-life observation by visiting different public markets in Jordan in person as shown in Table 1 below. The collected expressions were uttered by different sellers who sell vegetables and fruits, clothes, drinks, sweets, domestic appliances, etc.

TABLE 1
THE DISTRIBUTION OF THE AREAS AND THE NUMBER OF THE COLLOCATED EXPRESSIONS

Name of area	Location of Area	Elicitation method	Number of the collected expressions
Downtown	City center	Real-life observation	35
Al-Wihdat Camp	Southeast of Amman	Real-life observation	35
Jabal el-Hussein Camp	Northwest Amman	Real-life observation	24
Khrebet Al-Souk	South Amman	Real-life observation	5
Al-Karak	South Jordan	Watching Facebook lives	30
Irbid	North Jordan	Watching Facebook lives	20
Jerash	North Jordan	Watching Facebook lives	31

The researchers would like to clarify that a total of 70 hours had been devoted to the process of data collection. To illustrate, 40 hours were spent in real-life observation and the other 25 hours were performed on online streaming. Instances of the repeated expressions were not counted and were deleted. The researchers collected the data through audio recordings of real-life situations and via note-taking methods. It is important to note that the names of the sellers and the Facebook pages were anonymized for ethical purposes.

B. Data Analysis

The analysis specifically focuses on the promotional persuasive appeals adopted by Cialdini's (2001) framework and Rabab'ah and Khawaldeh's framework (2015). Cialdini's (2001) framework was used because one of its appeals namely 'scarcity appeal' was employed by the Jordanian sellers and was not among the appeals of Rabab'ah and Khawaldeh (2015). The data were examined quantitatively and qualitatively. In addition, the credibility of the data analysis was ensured by asking four experts in the field to comment on the classification of the data and to indicate any suggestions. The comments of those experts were taken into consideration.

IV. RESULTS AND DISCUSSION

A. Overview

This section presents the promotional persuasive appeals that the Jordanian sellers use in their verbal sales pitches to promote their products. It was found that the Jordanian sellers employed a variety of persuasive appeals as shown in Table 2 below.

TABLE 2
THE PROMOTIONAL PERSUASIVE APPEALS THAT WERE USED BY THE JORDANIAN SELLERS IN PUBLIC MARKETS

	Used promotional appeal(s)	Frequency	Percentage
1.	A combination of rational appeal and price appeal	45	25
2.	Price appeal	35	19
3.	Rational appeal	32	18
4.	A combination of play on words appeal and price appeal	17	9
5.	A combination of play on words appeal and rational appeal	11	6
6.	A combination of price appeal and religious appeal	10	5.5
7.	Social appeal	7	4
8.	Play on words appeal	7	4
9.	A combination of playing on words appeal and humor appeal	6	3
10.	A combination of sexual appeal and price appeal	6	3
11.	A combination of rational appeal, price appeal and scarcity appeal	4	2

The percentage formula: frequencies of a strategy/180*100

B. A Combination of the Rational Appeal and the Price Appeal

As shown in Table 2, the Jordanian sellers highly used the combination of rational appeal and price appeal as it accounted for 45 sales pitches (25%). Rabab'ah and Khawaldeh (2015) explained that the rational appeal presented the features, utility, or practicality of certain goods and showed how it is helpful to the customers who want to own them. However, the price appeal is employed by mentioning the price of the product or lowering it. Below are some illustrative examples that show how the Jordanian sellers employed these two appeals together to promote their products.

1- بوت دعسة طبية بخمس ليرات

[bo:t daʕse tibje b-xamas le:ra:t]

'A boot with a medical insole is for JDs5.'

The sales pitch (1) was used to promote boots. Conspicuously, the seller employed the rational appeal by mentioning a feature of the boot viz. a medical insole. Such an insole is claimed to be comfortable and aligns the foot without pain or discomfort. Moreover, the seller made use of price appeal by uttering the low price of the boot 'JDs5' to persuade shoppers to change their behavior and to buy the promoted product.

2- بصل بلدي لا مخزن ولا مبرد بثلاثين قرش

[baʕal baladi la: mxazzan wala: mbarrad bθala:θi:n gerʃ]

'A kilogram of locally grown onions, neither stored nor refrigerated, is for 30 piasters.'

In Jordan, some people prefer locally-grown fruits and vegetables to the ones that are imported from other countries. Therefore, it becomes a routine or trend for some shoppers to ask for [baladi] 'locally-grown' fruits or vegetables. Furthermore, some Jordanians may not prefer the stored or the refrigerated vegetables as they may not be fresh. In (2), the rational appeal was expressed through some of its features namely 'locally-grown, fresh, not stored or refrigerated'. This, in turn, increases the degree of persuasiveness and tempts the shoppers to purchase onions. Additionally, the seller tried to raise the degree of persuasiveness even higher by emphasizing that the onions were only 'for 30 piasters'. The seller's use of the price appeal was to promote the effect of persuasion on shoppers who will be keener on buying onions after hearing the sales pitch.

It seems that using a combination of the rational appeal and the price appeal tends to enhance the degree of persuasiveness and thus leaves a greater impact on shoppers and, in turn, increases the purchase. This may be attributed to the fact that the rational appeal provides information about the product straightforwardly. Moreover, mentioning the low price is another significant factor that is vital to shoppers. The shoppers aim to obtain more advantages from a product for the lowest possible price. This result is consistent with Lambin and Schuiling (2012) who reported that when the products are durable or being recently delivered to the market, a seller should resort to rational appeal. This can be evidenced by example (2) which shows that the seller was sure that the onions were fresh by saying 'locally-grown, not stored or refrigerated'. Similarly, this result is in line with Haugtvedt et al. (2005) who contended that using the price appeal is persuasive when the shoppers are concerned with the promoted product and are aware of its price. The researchers noticed that several adjacent shops sold onions when they heard the sales pitch (2). This may motivate the seller to infer that the shoppers who crammed into his shop were familiar with the price. Hence, the seller resorted to announcing the price to persuade the shoppers skillfully.

C. The Price Appeal

Table 2 shows that the price appeal was the second-highest most frequently used appeal as it accounted for 35 sales pitches (19%). The price appeal is expressed by showing the cheap price of the product. The following are examples that illustrate how this appeal has been used by the Jordanian sellers.

3- الشامم بيرييتين

[ʔʃimma:me bbari:zte:n]

'A kilogram of melon is for two Jordanian bareezas (i.e. 20 piasters).'

Sales pitch (3) presented the price appeal to encourage shoppers to buy by persuading them with the best possible or cheapest price. The apparently intentional price seemed to serve one function which is an attention-getting device. The use of the phrase *[bbari:zte:n]* also seems to be intentional and carried a persuasive promotional effect that did not leave room for any hesitations other than to buy melons. To clarify, *[bari:za]* 'bareeza' is the colloquial name of a metal coin in Jordan that equals 10 piasters. The seller chose to say the name of this coin in the dual structure *[bbari:zte:n]* 'for two bareezas' instead of '20 piasters' to make the shoppers feel the promoted goods were cheap.

It is important to emphasize that the Jordanian shoppers who go to public markets are sensitive to prices due to their low income. Hence, announcing the price may persuade the shoppers easily and motivate them to purchase. Moreover, this finding seems to be consistent with Hewer and Campbell (1997) who reported that economic shoppers are interested in the product's price and value. Example (3) seems to fit this category of shoppers. This could be the potential reason for ranking it as the second-highest frequently used appeal. This result reflects the notion of Haugtvedt et al. (2005) who suggested that using the price appeal can boost sales and minimize a hurdle in the purchase process. Hence, the seller may have employed the price appeal on its own to make it persuasive enough to attract the attention of shoppers and to get them maybe to buy something else for a higher price and better quality. Likewise, this finding agrees with Johar and Sirgy (1991) who suggested that the value-expressive appeal is more persuasive when a product is generally undifferentiated and when a product's consumers are not interested in it.

D. The Rational Appeal

Table 2 shows that the third-highest most frequently used appeal was the rational appeal. It accounted for (18%). This is explained clearly through the following examples.

4- خمار وحلال يا بطيخ... عالسكين يا بطيخ

[ħama:r w-ħala:l ja: baṭi:x...ʕa-sikki:n ja: baṭi:x]

'The watermelon is red and halal... You can open it and test this with a knife.'

During summer, Jordanians tend to consume watermelon abundantly. It is no secret that Jordanians are fond of watermelon especially if they have the chance to examine it with a knife before buying it. In (4), the seller tempted buyers and invited them to come and test it before cashing it out. This invitation enhanced the chance of being fully persuaded that the watermelon is absolutely fresh, sweet and tender.

5- بلة يا رمان أحمر ملبسة يا رمان

[jalla ja: rumma:n ʔaħmar malli:se ja: rumma:n]

'Come and buy Amleesee pomegranates that are red, sweet without seeds.'

The seller of the sales pitch (5) was promoting pomegranates. To persuade the shoppers, he resorted to the rational appeal. He told the shoppers to come and to buy brightly red pomegranates. In addition, he made a phonological adaption to the word *[imli:si]* and pronounced it as *[malli:se]* to indicate that the promoted pomegranates were fresh and tasted sweetly. According to the Academy of the Arabic Language (2004, p. 884) in Al-Mu'jam al-Wasit, *[ʔarumma:n ʔal-ʔimli:si]* is sweet and seedless.

In the rational appeal, the sellers choose to put much emphasis on the characteristics that make one product distinguished from others. Perhaps, when a seller notes that his goods are distinguished from others, he opts to employ rational appeal. This finding is consistent with Johar and Sirgy (1991) who hypothesized that a utilitarian advertising appeal is more persuasive when a product is differentiated strongly from others. It is worth noting that only one type of the rational appeal which was suggested by Siegel and Doner (2004) is found in the present study. It is "one-sided message rational appeal" that presents the advantages without the drawbacks of the product and that tends to be directed towards laymen and uneducated individuals. It is highly relevant to point out whether the message is one-sided or two-sided, it aims to persuade shoppers to buy. This finding supports Lambin and Schuiling (2012) who claimed that promoting durable and fresh products necessitates using rational appeal.

E. A Combination of the Play on Words Appeal and the Price Appeal

A close look at Table 2 would inform us that employing the play on words appeal and the price appeal together accounted for (9%). In these two appeals, one can notice that Jordanian sellers are declaring the price of the promoted product and making their sales pitch catchy through playing on words. The example below illustrates how these two appeals were employed.

مئل... مئل يا غزئل... مئل على حرق الأسعار يا أبو العيال

[majjel majjel ja: ʔzjel... majjel ʕala: ħarge l-ʔasʕa:r ja: ʔabu li-ʕja:l]

'Come by cutie... come by to the discounts, father of a family.'

Sales pitch (6) showed how the seller has intentionally played on words to persuade shoppers. This was achieved through rhyming which is defined as two words that have the same final sounds (Attardo, 2020). In (7), *[majjel]* 'come by' rhymes with *[ʔzjel]* 'cutie'. One can notice that assonance was used in this sales pitch. Assonance refers to words that have the same vowel sounds that are surrounded by different consonants (Barnet et al., 2008). This was evident in the repetition of *[a:]* in the words *[l-ʔasʕa:r]* 'prices' and *[li-ʕja:l]* 'sons'. These two devices made this sales pitch memorable and captivating to shoppers. It seems that this sales pitch was borrowed from a traditional Arabic song called *[majjel ja: ʔzjel]* and this makes this sales pitch more memorable. Furthermore, the seller introduced the price appeal by using the imperative form *[majjel ʕala: ħarge-l-ʔasʕa:r]* (literally, come to prices burn). The seller tended to

create a mental image that shows that he burnt the profit sum to make the price below the cost price. These two appeals seem to be persuasive as playing on words is an attention grabber that is followed by an attractive element which is the price.

Using both the play on words appeal and the price appeal ranked the fourth-highest frequently used among other appeals. This can be ascribed to the fact that it is not easy to play on words and that doing it requires skill and great effort from a seller. As noted in (6), the seller resorted to an Arabic song and shaped it according to his needs to promote his goods as this was a quick way to construct his appeal persuasively. This result is in line with Namwandi (2019) who found that the play on words appeal was less frequently used than others. Moreover, this result agrees with Dahlén et al. (2009) who suggested that the play on words appeal increases mnemonics and makes sales pitches memorized easily. However, while this result partially agrees with Rabab'ah and Khawaldeh (2016) who found that the play on words appeal was the most frequently used one in Arabic TV ads, it only agrees with them when they suggested that the play on words appeal shows the newness of the product. The colloquial sales pitches that were uttered by the Jordanian sellers in public markets tended to show the uniqueness of the promoted goods.

F. A Combination of the Play on Words and the Rational Appeal

As shown in Table 2 using a combination of the play on words appeal and the rational appeal scored (6%). Below are some examples that show the Jordanian sellers' application of those two appeals.

لمون أخضر بلدي وحياء ولدي -7

[lamu:n ʔaxɖar baladi wiħja:t waladi]

'Locally-grown, green lemon, I swear.'

In (7), the seller was promoting lemon. He tried to use the rational appeal when he chanted that the lemons were [baladi] 'locally-grown'. This indicated that the lemons are grown in Jordan and were not imported. This could increase the persuasive impact as Jordanian shoppers consider locally-grown fruits or vegetables to be the best. Furthermore, the seller tried to make the sales pitch more memorable by using the play on words appeal. These two words are [baladi] 'locally-grown' and [waladi] 'my son'. In this sales pitch, the seller used the cultural theme of 'truthfulness' by the swearing expression [wiħja:t waladi] 'I swear by my son'. In Jordan, swearing by sons or parents would make others believe that the truth is being said. The seller tried to make shoppers trust and believe that the lemons were locally grown through his swear. This could make the sales pitch more persuasive and encourage shoppers to alter their behavior towards purchasing.

بامية زيرو... بامية بعل وحرث بعل -8

[ba:mje zi:ru ... ba:mje baʕel wi-ħra:θ bayel]

'The okra is small-sized, rain-fed, and ploughed by a mule.'

In (8), the seller promoted okra by using the rational appeal. To this end, he said that the okra was [baʕel] 'rain-fed' and [zi:ru] small-sized. The intentional emphasis on the characteristics of okra tended to better persuade the shoppers to buy it. Moreover, the expression [wi-ħra:θ bayel] i.e. 'ploughed by a mule' portrayed the cultural theme of 'tradition' that was proposed by Cotton (2013) to show an agricultural practice that was used in the past. This phrase could make shoppers live the past situation of ploughing and make them think that the okra was locally-grown. Additionally, the seller employed the playing on words appeal through the rhyming words [baʕel] 'rain-fed' and [bayel] 'mule'.

One can argue that using the rational appeal with the play on words appeal would be effective in promotion because it would allow them to present the features of the product in a way that is easy to be remembered. Those two persuasive appeals would influence the shoppers' behaviors and encourage them to buy. This finding seems to be consistent with Lambin and Schuiling (2012) who found that the rational appeal is viable and persuasive to promote high-quality products. Similarly, it supports Dahlén et al. (2009) who suggested that the play on words appeal increases mnemonics and makes the ad easy to be recalled.

G. A Combination of the Price Appeal and the Religious Appeal

Table 2 shows that using a combination of the price appeal and the religious appeal accounted for (5.5%). The religious appeal, as suggested by Knauss (2015), involves religious content in a form of a story, figure representation, concept or thought. Moreover, the price appeal tempts the shoppers by citing the low price of a product. To clearly explain the use of the religious appeal, in particular, the researchers consulted Abdallah Mahmoud Shalanfah, a PhD holder in Interpretation and Qur'anic Sciences. A vivid illustration of those two appeals is represented in the example below.

التمر بسبح للي خلقه بليرة الكيلو -9

[ʔettamer bisabeh lalli xalagu ble:ra l-ke:lo:]

'The dates glorify their creator (i.e. special); the kilogram is for JD1.'

The seller linguistically employed the religious appeal in the sales pitch (9). Most Muslims know and agree with the notion that everything in life glorifies Allah. Glorification means praising and exalting Allah so that no one is appreciated like Him. Muslims also know human beings glorify Allah through linguistic praise while non-human things glorify Allah paralinguistically (i.e. in an unknown way). This can be evidenced by verse 44 of Surah Al-Isra in the Holy Quran.

"سَبِّحْ لَهُ السَّمَاوَاتُ السَّبْعُ وَالْأَرْضُ وَمَنْ فِيهِنَّ وَإِنْ مِنْ شَيْءٍ إِلَّا يُسَبِّحُ بِحَمْدِهِ وَلَكِنْ لَا تَفْقَهُونَ تَسْبِيحَهُمْ إِنَّهُ كَانَ خَلِيمًا غَفُورًا"

[*tusabiḥu lahu ssamawa:tu ssabṣu wa-lʔrdu wa-man fi:hinna wa-ʔin min fajʔin ʔilla: jusabiḥu biḥamdihi wa-la:ken la: tafqahu:na tasbi:ḥahum ʔinnahu ka:na ḥali:man ʔafu:ran*]

'The seven heavens and the earth and that is therein, glorifies Him and there is not a thing but glorifies His praise. But you understand not their glorification. Truly, He is Ever Forbearing, Oft-Forgiving.' (Hilali and Khan, 1404AH, translation of Surah Al-Isra, verse 44)

The seller resorted to the religious appeal when he uttered [*ʔettamer bisabeh lalli xalagu*] 'the dates glorify their creator' to show that the promoted dates were special and fresh. This way, he appealed to the shoppers through religion to persuade the shoppers to buy dates. In this context, it can be argued that the shoppers may be aware that the use of religious appeal seems to be persuasive because religious people, roughly speaking, do not cheat shoppers. Moreover, the price appeal was instantiated at the end of the sales pitch when the seller said [*ble:ra l-ke:lo:*] 'the kilogram is for a JD' to enhance the degree of persuasiveness and to attract the shoppers to buy the promoted dates.

One can argue that a little use of reference to religion is attributed to the fact that not all products can be promoted by using the religious appeal and not all sellers have religious awareness. Moreover, the seller used another persuasive strategy namely the price appeal to boost the degree of persuasion, especially for those who were interested in price more than religion. This finding is in line with Knauss (2015) who contended that an ad becomes culturally bound when it is shaped by the religious appeal. For example, the sales pitch (9) seems to be better understood by Muslim shoppers or shoppers who are exposed to the Islamic culture. Likewise, this result is in line with Yegen (2021) who found out that religion is used in ads to make it an illustrative argument that catches the audience's attention.

H. The Social Appeal

Table 2 shows that using social appeal accounted for (4%). According to Rabab'ah and Khawaldeh (2015), the social appeal motivates shoppers to buy based on social factors such as acceptance or status. Below are some examples that show how Jordanian sellers in public markets employ this appeal.

10- عنا بلايز مرتبة يا معلم قرب شوف

[*ʔinna balajez mrattabe ja: mʔallem garreb ʔu:f*]

'We have good blouses, boss (i.e. sir).'

In (10), the seller was trying to persuade passers to buy blouses by using an honorific term [*ja: mʔallem*] 'oh boss. It should be pointed out that in Jordan the word [*mʔallem*] literally means 'teacher'. However, socially speaking it means 'boss' to show respect for a person who has experience and skill in a certain profession. The seller here called the shopper through the vocative structure [*ja: mʔallem*] (i.e. oh teachers) to attract them. He tried to give the shoppers a high status in the society and make shoppers think that they are experienced like teachers.

11- بطيخ جوخ لعيال الشيوخ

[*batʔi:x dʒu:x laʔja:la ʔju:x*].

Watermelon thick-wool for-the-sons-of sheikhs.

'The watermelons, which are first-class and contain sweet particles, are for the sons of sheikhs.'

In (11), the shoppers were given a high status as if they were 'sons of sheikhs'. In Jordan, [*ʔe:x*] 'sheikh' refers to an old person who leads a tribe or is educated in religion. Moreover, the sheikh, as a leader, is supposed to wear [*dʒu:x*] 'high-class thick wool clothes'. The point is that the seller was attracting the attention of shoppers by calling them 'sons of sheikhs who wear thick wool clothes from the first class'.

This result is consistent with Percy (2014) who reported that consumers may be persuaded to purchase a certain product by employing positive motives such as "social approval" which motivates shoppers to achieve social esteem or recognition. The shoppers may be persuasively attracted to purchase if they feel that they are of high status in their society.

I. The Playing on Words Appeal

Similar to the previously discussed appeal, the play on words appeal accounted for (4%). The example below illustrates how it was employed.

12- شعر البنات سكر نبات

[*ʔaʕar l-ban:t sukkar naba:t*].

'The cotton candy is a sugar plant.'

In (12), the play on words appeal was employed. It encoded techniques of persuasion as the seller employed it through rhyme to convince buyers to purchase the cotton candy. The words [*ʔaʕar*] 'hair' and [*sukkar*] 'sugar' have the same rhyme and the words [*bana:t*] and [*naba:t*] also share the same rhyme. This rhythmic use played a crucial role in the promotion as it functioned as a tune that can be sung in a way that was easy to be recalled.

13- لمون أصفر شالح عباته على ورق يابس مثل عباته ما حدا لابس

[*lamu:n ʔaʕfar ʔa:leh ʕaba:tu ʕala: warag ja:bes miθel ʕab:tu ma: ḥada la:bes*]

'Fresh, yellow lemon, whose fallen leaves look like a person who has recently taken off his abaya.'

The sales pitch (13) reflects the Jordanian Bedouin culture. It was constructed through repetition and rhyming in an anecdote form. It is important to note that some people in Jordan are used to wearing [*ʕaba:*] abaya which is "a long piece of clothing that reaches to the ground, covering the whole body except the head, feet, and hands" (Cambridge

Dictionary Online, n.d.). In Jordan, 'abaya' symbolizes manhood and generosity. The seller compared the lemon whose leaves fell with a man who recently took off his abaya to indicate that the promoted lemon was fresh. The seller used the repetition technique by reiterating the word [*ʕaba:tu*] 'his abaya' twice. He also made the word [*ja:bes*] 'dry' rhyme with the last word [*la:bes*] 'wear'. This manipulation of the words made the sales pitch to be more convincing and memorable to make the shoppers alter their behaviors and buy the promoted lemon.

This result disagrees Rabab'ah and Khawaldeh (2016) who found out that the play on words appeal was the most frequently used one in Arabic ads. This could be attributed to the fact that their research was conducted on TV commercials that were preplanned by skillful advertising companies who are aware of the promotional strategies and techniques. However, the current study revealed that the play on words appeal accounted for (3.5%) because it may not be easy to construct this appeal spontaneously in personal selling by the Jordanian sellers because it requires some skills. There is no doubt that this result aligns with Dahlén et al. (2009) because the play on words appeal enhances mnemonics and extends the memorability of the message.

J. A combination of the Play on Words Appeal and the Humor Appeal

Table 2 indicates that using a combination of the play on words appeal and the humor appeal achieved (3%). To accomplish the needed effect of these two appeals, the low price of the product should be mentioned with a humorous expression that tends to make hearers laugh. Below is an illustrative example:

14- اشترى لأمك كثر بتصير تضحك مثل القمر

[*ʔeʕtri la-ʔemmak kavar betsi:r tedħak meθli l-gamar.*]

'Buy a mobile cover for your mother so she will laugh like the moon.'

In the sales pitch (14), the seller promoted mobile covers on Mother's Day. He was addressing the shoppers and passers in the imperative form to buy mobile covers for their mothers to make them laugh. To make the sales pitch memorable, he made it on the same rhyme by saying [*kavar*] 'cover' and [*gamar*] 'moon'. In reality, the researchers noticed how the shoppers smiled and laughed when they heard the seller saying [*betsi:r tedħak meθli l-gamar*] 'i.e. she will laugh like the moon.'. The seller tried to make the sales pitch highly persuasive through the rhyme and the linguistic use of humor.

This finding is in accordance with Rochford (2011) who suggested that humor can be an effective strategy for capturing the audience's attention and could assist in creating a rapid remembrance of the promoted product. This is because the researchers of the present study noticed these effects in the real-life observation when they heard the sales pitch (15). Moreover, this result agrees with Petrescu (2014) who reported that using the humor appeal can enhance the circulation of the sales pitch as a joke because shoppers may want to share the same funny experience with others.

K. A Combination of the Sexual Appeal and the Price Appeal

Based on Table 2, the use of the sexual appeal and the price appeal scored (3%). Mentioning the low price of the promoted product along with the sexual appeal evokes people's emotions through a sexual description. The examples below illustrate how these two appeals were employed together.

15- الأرانب كلها يدي أخلبها تنظ اليوم بتسعة عشر قرش الجزر

[*l-ʔara:neb kulha bididi ʔaxlli:ha tnuʔ l-jo:m b-tisaʕ-taʕfar gerʕ l-ʔazar*]

'All men will make love with their wives like rabbits today. The carrots are for 19 piasters.'

In the sales pitch (15), the seller was promoting carrots. According to Dobbyn (2012), rabbits like eating carrots and they breed abundantly because after eating carrots they make love together. It seems that the seller benefited from this notion and used it metaphorically in this sales pitch to persuade the shoppers and to attract them. The seller used [*ʔara:neb*] 'rabbits' as a source domain and mapped it with the target domain 'shoppers' to indicate that shoppers would make love once they buy and eat carrots like rabbits. This is because carrots trigger sexual desire and increase the fertility of men and women (ibid.). The sexual appeal here was used to attract people's attention and to persuade the shoppers to buy carrots. Furthermore, mentioning the low price of the carrots '19 piasters' was another motive that would enhance the persuasiveness of the sales pitch.

16- اليوم الخميس ليلة إبليس الموز بسبعين قرش

[*l-jo:m l-xami:s le:let ʔibli:s... ʔel-mo:z b-sabʕi:n gerʕ*]

'The night of Thursday is the night of making love, bananas are for 70 piasters.'

In (16), the seller promoted bananas through the sexual and the price appeals. According to Dobbyn (2012), "bananas contain an enzyme that facilitates the production of sex hormones". In Jordan, married people are used to making love on Thursday nights. The seller used this notion to promote his goods through the sexual appeal in his sales pitch. To clarify, the seller called upon the shoppers to buy bananas to enable them to make love with their wives on the night of Thursday effectively. Subsequently, the seller used the price appeal when he declared it '70 piasters'. These two appeals were employed to increase the power of persuasion and attract the shoppers' attention.

This result supports the findings of Reichert et al. (2001) who revealed that the sexual appeal acts as an attention grabber device that makes shoppers deeply involved with the promotional ads. Moreover, this result is in line with Knauss (2015) who found out that the use of the sexual appeal is scanty in comparison with the religious appeals. As far as the researchers' knowledge, the sexual appeal was not highly used because uttering sexual issues publicly would be considered taboo in the conservative public markets in Jordan.

L. A Combination of the Rational Appeal, the Price Appeal and the Scarcity Appeal

Table 2 shows that using a combination of the rational appeal, the price appeal and the scarcity appeal accounted for (2%). The scarcity appeal as explained by Cialdini (2001) aims at making shoppers think that the product is insufficiently supplied or that the offer of the quantity seems to end soon. The use of these three appeals can be explained clearly through the example below.

17- فستان الفراشة إلي ما في زيّه بالسوق بخمس دنانير يا بلاش يا بلاش

[fusta:n l-fara:ʃe ʔilli ma: fi: zaiju b-ssu:g bxamas danani:r... ja: bala:f ja: bala:f]

‘A butterfly dress, that is not found in other markets, is for JDs5... What a low price! What a low price!’

In the sales pitch (17), the seller was promoting dresses by using three appeals. First, he used the rational appeal when he mentioned the type of dress ‘a butterfly dress’. Secondly, he employed the price appeal when he uttered the price ‘for JDs5’ and subsequently he introduced the exclamative expression (i.e. What a low price!) through the rhetorical vocative [ja: bala:f] which literally means ‘O piece’. Finally, the seller introduced the scarcity appeal by saying [ʔelli ma: fi: zaiju b-ssu:g] ‘that is not found in other markets’. The seller was trying to persuade the shoppers to buy from him and to avoid wasting their time by looking at the promoted dress in other markets. The seller was suggesting that the promoted dress was exclusively found in his shop.

The exaggeration that is found in the scarcity appeal could be the reason why the percentages of using those three appeals accounted for only (2%). It is no secret that sellers are aware that other markets may contain similar products and that shoppers may be aware of this. This is likely the reason why the Jordanian sellers avoided using the scarcity appeal and combined it with other appeals. The low percentage can be justified by Rochford (2011) who suggested that the scarcity appeal is effective in competitions and sweepstakes. The markets that the researchers of the present study visited might not contain a lot of competition during the data collection.

V. CONCLUSION

To conclude, the current study has shown that the Jordanian sellers’ construction of their sales pitches is not restricted to a certain appeal. This can be attributed to the fact that the selection of appeals is situationally dependent. Hence, making a sales pitch persuasive depends on different factors such as the quality of the product or some characteristics that are related to shoppers. It is likely that this triggers the Jordanian sellers to resort to different persuasive appeals and combine a certain appeal with others.

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