

## The role of language in e-commerce live streaming

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*Abstract.* E-commerce refers to commercial trade activities conducted through the internet, so the first key point about the concept of e-commerce is that it must be done through the internet or information technology, and the second key point is to engage in commercial activities. Although there may be differences in the understanding or definition of e-commerce among countries or regions, the above two points remain unchanged.

With the development of Internet technology and the influence of COVID-19 epidemic, e-commerce live broadcast, as a new marketing method, has been welcomed by consumers. However, it is worth noting that the differences in language styles during the live broadcast of anchors will also have an impact on product sales. Based on the persuasion theory and Aristotle's persuasion model put forward by Cialdini and others, this paper mainly studies the correlation between the means used in the process of e-commerce marketing activities and product sales. The research shows that, for consumers, in the process of advertising and product marketing, the six persuasion theories put forward by Cialdini and the rhetoric of logos, pathos and ethos play a positive role in product marketing and promote the purchase conversion rate of commodities.

*Keywords:* E-commerce, marketing means, persuasion principle and theory

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## Языковые вариации в языке прямых трансляций электронной коммерции

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*Аннотация.* Электронная коммерция относится к коммерческой торговой деятельности, реализуемой через Интернет. Поэтому первый ключевой момент концепции электронной коммерции заключается в том, что она должна осуществляться через Интернет или информа-

ционные технологии, а второй ключевой момент – это участие в коммерческой деятельности. Несмотря на то что в разных странах и регионах могут быть различия в понимании или определении электронной коммерции, два вышеуказанных пункта остаются неизменными.

С развитием интернет-технологий и влиянием эпидемии COVID-19 прямые трансляции интернет-торговли, как новый метод маркетинга, были положительно восприняты потребителями. Однако стоит отметить, что различия в стилях речи ведущих во время прямого эфира также будут влиять на продажи товаров. Основываясь на теории убеждения и модели убеждения Аристотеля, выдвинутой Чалдини и другими, в данной работе в основном изучается взаимосвязь между средствами, используемыми в процессе маркетинговой деятельности в электронной коммерции, и продажами продукции. Исследование показывает, что для потребителей в процессе рекламы и маркетинга товаров шесть теорий убеждения, выдвинутых Чалдини, и риторика логоса, пафоса и этоса играют положительную роль в маркетинге товаров и способствуют повышению коэффициента конверсии покупки товаров.

*Ключевые слова:* интернет-торговля, маркетинговые средства, принцип и теория убеждения

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E-commerce refers to commercial trade activities conducted through the internet, so the first key point about the concept of e-commerce is that it must be done through the internet or information technology, and the second key point is to engage in commercial activities. Although there may be differences in the understanding or definition of e-commerce among countries or regions, the above two points remain unchanged.

Undoubtedly, no e-commerce can be done without verbal communication. Here we discuss the pragmatic aspect of the language of e-commerce.

Pragmatic presupposition is one of the pragmatic phenomena, which affects people's consumption behavior and expression in the marketing process. Pragmatic presupposition can be some information that the listener can infer from the discourse in a specific semantic environment, or some hidden information that both the speaker and the listener know in the discourse.

The major characteristics of pragmatic presupposition are as follows. It is one-way, subjective, implicit, appropriate; and it has commonality. The explanation of these characteristics in e-commerce marketing is that in the process of selling products, pragmatic presupposition in marketing discourse needs to be in line with social environment and marketing context, so that marketing discourse can be more in line with marketing process.

Some product information and marketing methods are hidden and unidirectional in the minds of sellers. In the marketing process according to the description of products in advertising slogans or promotional videos, or in live broadcast, the explanation of products by e-commerce anchors has a certain subjective color, depends on the subjective will of sellers, and lacks objective evaluation.

Pragmatic presupposition is widely used in e-commerce because of its unique pragmatic function, which can convey effective product information to consumers and enhance

the persuasiveness of advertisements. Pragmatic presupposition can further be subdivided into identity presupposition, demand presupposition, state presupposition, fact presupposition, effect presupposition and structure presupposition.

The language of modern day international e-commerce follows the general rules of persuasion suggested by Aristotle and developed by modern authors.

In the book *Influence: Persuasion Psychology* Dr. Robert B. Cialdini mentioned the six principles of persuasion, which are reciprocity, commitment, social proof, authority, liking and scarcity [Chen, Bai, Jing 2023].

First of all, reciprocity means giving a plum in return for a peach. To put it simply, the principle of reciprocity is based on people's habit of repaying their debts. When others give us some benefits, human beings are always thinking about returning gifts and repaying debts in order to give back to others as others treat themselves. Give each other a gift. This psychology is often used in marketing, for example, by providing coupons, commodity discounts, giving customers gifts or points, etc., to stimulate people's return psychology, so that they can get more customer information, such as e-mail, so that merchants can send advertising information, or this will also increase their willingness to buy.

Secondly, consistency and commitment is to match words with deeds. People usually want their behavior to be consistent with their previous commitments or values. Therefore, once we publicly promise something, we are more likely to realize and honor this promise (that is, to keep our words and deeds consistent). When our behavior is inconsistent with these commitments or values, we will feel uncomfortable and may take some effective measures to restore consistency. Therefore, by guiding people to make some promises, they can more effectively influence their follow-up behavior.

Third, consensus and social proof refers to herd mentality. People tend to imitate the behavior of others, especially when they think these people are similar to themselves or trustworthy. This herd mentality is very useful in marketing. Social proof can be defined as people always observing what others are doing. For example, if a coffee shop is always crowded with people, people may try it when they pass by it one day. Or by showing the positive comments of other customers or buying in large quantities, to enhance the attractiveness of products. This is the embodiment of the principle of social identity.

Fourth, authority refers to celebrity effect, star effect and so on. People are usually more likely to believe and accept information or suggestions from authoritative sources. Therefore, using the image or endorsement of an authoritative person can convey information more effectively and influence the behavior of others. This principle is based on human's respect and trust for professional knowledge, status and power. In social psychology, the principle of authority is a key factor of influence, which explains why people give up their own judgment in some cases and choose to listen to the guidance of authoritative people. People usually trust the opinions of doctors, lawyers, professors and other professionals because they have professional knowledge and skills in specific fields. In addition, individuals with high social status or certain power, such as government leaders and corporate executives, are often considered authoritative in their speeches and decisions.

Fifth, liking, that is, love me, love my dog. The principle of preference means that people are more inclined to accept and trust the opinions and requests of those they like or have common preferences. People are more easily persuaded by the people they like. Establishing a good relationship with others, such as finding common ground, showing

sincere concern or providing personalized service, can increase others' goodwill towards us and thus enhance our influence. When we establish a positive emotional connection with others, we are more likely to accept their influence. This emotional connection can be established in many ways, such as common interests, experiences or mutual help and support. The principle of preference is ubiquitous in our daily life. Understanding and applying this principle, be it in personal relationship or in business environment, helps build trust and influence.

Finally, scarcity, that is, people usually say that things are rare, and scarcity means that products will be more attractive when their availability is limited. People often think that what is scarce or limited is more valuable. Therefore, by emphasizing the scarcity of something, such as limited distribution, exclusive offers or upcoming activities, people's desire to buy can be stimulated and they can make decisions faster. If we are told that this is the "last" or "special offer" is about to expire, we are more likely to buy it. In short, consumers are afraid of missing out on goods they like and have not yet bought, and fear is a powerful motivation to encourage them to take action quickly.

After this book was published and read by many people, they found that these six principles are also applicable to commodity marketing on the Internet. Next, the present research will further explain Cialdini's six persuasion principles by analyzing the behavior of China e-commerce anchor Li Jiaqi in the process of e-commerce live marketing.

The principle of reciprocity is particularly evident in Li Jiaqi's live broadcast. He positioned himself to help consumers buy the most desirable things with the least money. Moreover, he often provides coupons, time-limited discounts or gifts, so that the audience can feel the additional benefits of buying products. This reciprocal way not only stimulates the audience's desire to buy, but also increases their trust and goodwill towards Li Jiaqi, thus improving the purchase conversion rate. In addition, the preference principle is also a principle that Li Jiaqi used well in the live broadcast. Through humorous language, friendly and natural interaction, and his iconic language "Oh my god!", "All girls!" won the audience's love and trust. The establishment of this preference relationship makes the audience more willing to accept his recommendation and buy the products he recommended.

The principle of commitment and consistency also played a role in Li Jiaqi's live broadcast. Li Jiaqi often recommends products to the audience in the live broadcast, shows the effect after using the products, and promises the quality and effect of the products. Through long-term performance, it has also established a high degree of trust, and people believe in his promise more, and keep the behavior consistent with his recommendation after purchase, such as giving praise or buying again. This is also related to the principle of social identity. In the live broadcast, he often quotes the evaluation or purchase behavior of other consumers to show the popularity of products. This demonstration of social identity makes it easier for the audience to be convinced that buying this product is a popular and correct choice.

The principle of authority has also been reflected in his live broadcast. As a well-known e-commerce anchor, Li Jiaqi's professional knowledge and rich experience make him authoritative in recommending products. In his live broadcast, various well-known stars will also be invited to introduce and publicize the products, so people are often more inclined to trust his judgment and suggestions, which makes it easier to be persuaded to buy products.

The six, the scarcity principle is also a common strategy in Li Jiaqi's live broadcast. He often emphasizes the limited distribution or tight inventory of some products, creating a sense of urgency and prompting the audience to place an order as soon as possible. This emphasis on scarcity has increased the attractiveness of products and improved the purchase conversion rate.

To sum up, the success of Li Jiaqi's e-commerce live broadcast is largely due to his clever use of these six persuasion principles, which interact with each other, making the audience more willing to believe his recommendation and take purchase behavior, thus improving the purchase conversion rate of products.

Apparently, no study of pragmatic aspects of communication can overlook the basic principles set by Aristotle, believed that a good and convincing article includes three demands: spiritual ethos, pathos and logos. These three persuasions mean occupy an important position in his rhetoric and are widely used in speeches and various persuasion activities. These three persuasion methods are also used in the process of e-commerce marketing activities.

Ethos in persuasion means focus on the speaker's personal quality and credibility. A speaker with good moral character and reputation is more likely to win the trust and respect of the audience, which is more likely to convince them. For example, a person who dresses formally and behaves professionally is more convincing for certain audiences than a person who dresses casually. And the speaker's background, reputation, achievements and professional skills can form the basis of his moral persuasion. When the audience thinks the speaker is a trustworthy person, they are more likely to accept his views and suggestions.

Pathos focuses on the emotional connection between the speaker and the audience. Aristotle emphasized that the speaker should arouse the audience's resonance and identity by touching their emotions. When the speaker's words can move the hearts of the audience and arouse their emotional resonance, the audience is more likely to be persuaded.

Logos means depends on the rationality of information and argument. Logical persuasion is inseparable from the sufficiency of arguments and the rigor of argumentation, such as statistical data, charts and scientific research, which will make the audience accept the speaker's point of view on the basis of rational thinking.

Advertising language is different from other literary languages. It must be able to catch the attention of the audience, impress people, create an image of the product properly, and persuade consumers to buy it [Torto 2020]. Next, the author analyzes the slogan "Fear of shanghuo/heatiness, drink Wang Laoji" of China herbal tea brand as an example:

As for ethos, Wang Laoji brand was founded in 1828 with a long history. Its authentic secret recipe and promise of never changing its name conveyed an impression of reliability and stability to consumers. It has gained deep trust of the consumers. Through the long-term market existence and the construction of his own brand image, Wang Laoji has established an authoritative and reliable image. Therefore, when consumers hear this advertisement, they not only see a product, but also see a trustworthy brand endorsement.

In addition, the brand also uses pathos, which triggers the emotional reaction of consumers by referring to the general concern of "fear of shanghuo/heatiness". In China culture, "getting angry" is a common health problem, advertising language successfully

aroused the emotional resonance of consumers, as almost everyone has experienced the discomfort of shanghuo/heatiness. Therefore, by resonating with consumers' concerns, this advertisement has aroused their resonance with this health problem and their interest and demand for products.

Finally, logos is also reflected in this advertising language. The slogan "Drink Wang Laoji" provides a concrete solution, implying the effectiveness of the product. Advertising language is short and concise, without redundant modifiers, which directly points out the main functions of the product and the needs of consumers, so that consumers can understand and remember it in a short time.

The logic here is that if you are worried about getting angry, then you should choose Wang Laoji because it can help people alleviate this problem. This direct connection provides consumers with straightforward reasons for buying. Advertising language is short and concise, without redundant modifiers, which directly points out the main functions of the product and the needs of consumers, so that consumers can understand and remember it in a short time. The word "drink" in advertising language is a clear action instruction, which tells consumers what to do, that is, drink Wang Laoji to solve the problem of getting angry. This direct instruction helps to motivate consumers to take action.

To sum up, this simple advertising language skillfully combines the three persuasion principles of ethos, pathos and logos, which effectively attracts consumers' attention and urges them to take action.

Therefore, by analyzing the marketing activities of e-commerce live broadcast in Li Jiaqi and the advertising language of Wang Laoji, a brand of herbal tea in China, it can be concluded that in the marketing process of products, marketers often use some persuasion logic and persuasion theory to carry out auxiliary marketing of products. Therefore, in the actual product sales, we should combine these theories to promote products, attract consumers' attention, impress people, establish brand image and self-image characteristics, and finally convert them into product purchase rate.

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