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SCIENCES DU LANGAGE & LETTRES

ANALYSIS OF PERSUASIVE LINGUISTIC ELEMENTS ON PRODUCT DESCRIPTIONS: A STUDY OF SELECTED PRODUCTS ON JUMIA'S E-COMMERCE PLATFORM

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Abstract

The ability to write persuasive product descriptions is an important skill for online vendors. This study investigates the use of such persuasive linguistic elements in product descriptions on one of Africa's leading e-commerce platforms, Jumia. The study identifies and examines various linguistic strategies employed to influence consumer behavior and drive sales. Drawing on persuasion theories from O'Keefe (2015) and Aristotle (1926), it explores how product descriptions capture attention, generate interest, create desire and prompt the consumer to make a purchase. The analysis provides insights into the effectiveness of these descriptions in the context of e-commerce. Firstly, the analyses reveal that there is a high frequency of positive and descriptive language in Jumia's product descriptions. In addition, the analyses also show that product descriptions on Jumia contain elements of emotional appeals which aim to highlight how the products can enhance the consumer's life and also to create an emotional connection with potential buyers. Another key element identified on product descriptions on the Jumia platform in the analysis is the inclusion of detailed technical specifications in order to establish credibility and appeal to tech-savvy consumers who value precise information about the products advertised. The study further highlights explicit calls to action on product descriptions to encourage immediate purchasing decisions by potential consumers.

Keywords: persuasion, persuasion techniques, product descriptions, digital marketing.

Résumé

La capacité à rédiger des descriptions de produits persuasives est une compétence essentielle pour les vendeurs en ligne. Cette étude examine l'emploi des éléments linguistiques persuasifs dans les descriptions de produits de Jumia, l'une des principales plateformes de commerce électronique en Afrique. Elle identifie et analyse différentes stratégies linguistiques employées pour influencer le comportement des consommateurs et stimuler les ventes. En s'appuyant sur les théories de la persuasion d'O'Keefe (2015) et d'Aristote (1926), cette recherche explore comment les descriptions de produits captent l'attention, suscitent l'intérêt, créent le désir et incitent à l'action. L'analyse offre des éclairages sur l'efficacité de ces descriptions dans le contexte du e-commerce. Les résultats de l'étude révèlent une forte fréquence de langage positif et descriptif dans les descriptions de produits de Jumia. De plus, les analyses montrent que ces descriptions intègrent des appels émotionnels visant à mettre en valeur l'amélioration que le produit peut apporter à la vie du consommateur, ainsi qu'à établir un lien affectif avec les acheteurs potentiels. Un autre élément clé identifié dans les descriptions de produits sur Jumia est l'inclusion de spécifications techniques détaillées, destinées à renforcer la crédibilité et à séduire les consommateurs avertis, soucieux

d'obtenir des informations précises sur les produits. Enfin, l'étude souligne la présence d'appels à l'action dans les descriptions qui invitent les consommateurs potentiels faire un achat immédiat.

Mots-clés : persuasion, techniques de persuasion, descriptions des produits, commerce électronique.

Introduction

In the competitive world of e-commerce, persuasive linguistic elements play a crucial role in influencing consumer behavior and driving sales. Online shoppers rely heavily on product descriptions to make informed purchasing decisions, as they cannot physically interact with the products. Therefore, sellers must craft compelling and persuasive descriptions to attract potential buyers and convert them into customers. To achieve this, persuasive linguistic elements are essential in e-commerce because they help bridge the gap between the online shopping experience and the physical interaction with a product. By using these techniques, sellers can effectively communicate the benefits and features of their products, build trust with potential buyers and ultimately drive sales.

According to Antony (2014), persuasive linguistic elements are powerful tools in e-commerce which help sellers create compelling product descriptions that attract and convert customers. Other studies on persuasive discourse in e-commerce such as Gligbe (2021), also explain how language influences consumer behavior. In this study, Gligbe (ibid.) emphasises that the strategic use of subjective adjectives and complimentary language enhance the persuasive appeal of product descriptions. This is particularly true for African e-commerce markets like Jumia where cultural nuances influence buyer psychology.

For online retailers like Jumia, crafting persuasive product descriptions is essential to captivate potential buyers and drive sales. Adam and Bonhomme (2005) explain that persuasion operates through a combination of logical argumentation (logos), emotional appeal (pathos) and credibility (ethos). The interplay of these rhetorical strategies, as highlighted by Gligbe (2021), alongside classical persuasion models, ensure that product descriptions not only inform but also emotionally engage consumers to foster trust and urgency in a digital shopping environment devoid of physical interaction. In e-commerce, product descriptions often integrate these three dimensions to create a convincing narrative. For instance, a description may present factual specifications, evoke desire through sensory language, and reinforce trust through brand reputation. This multi-dimensional approach ensures that the message resonates with diverse consumer motivations.

Charaudeau (2008) and (Amossy, 2009) offer pertinent perspectives with regard to persuasive communication. Charaudeau (2008) expands on the notion of discursive strategies in persuasion where he highlights how language constructs reality for the consumer. In e-commerce, product descriptions do more than list features they create an imagined experience for the consumer. Charaudeau's framework suggests that effective descriptions employ proximization—a technique that brings the product closer to the consumer's lived experience by making abstract features tangible (Charaudeau, ibid.). Amossy (2009) further explores the concept of ethos. She argues that a seller's credibility is not merely established through explicit claims but also through stylistic choices, tone,

and linguistic precision. In online marketplaces like Jumia, where multiple vendors compete for attention, a well-crafted product description can differentiate a seller by projecting professionalism and reliability. For example, using precise terminology, avoiding hyperbole and incorporating customer testimonials can enhance perceived trustworthiness of a product (Amossy, 2009).

Breton (1996) also discusses the role of presupposition in persuasive language, where statements are framed in a way that assumes consumer agreement. Phrases like "As you know, our products are known for durability" subtly reinforce positive beliefs without direct assertion. Breton (1996) opines that this technique reduces resistance by positioning the claim as common knowledge rather than a debatable point. Ducrot (1984) introduces the concept of polyphony in discourse, where multiple voices (e.g., the seller, the brand, and past customers) contribute to persuasion. In e-commerce, polyphony manifests through blended narratives. These narratives could be a combination of expert opinions, user testimonials and brand messaging. According to Ducrot (1984), this multi-voiced approach reinforces credibility from different angles.

By understanding and utilising these techniques as explained by (Amossy, 2009), Antony (2014), Breton (1996) and Charaudeau (2008), sellers can enhance their product listings and improve their chances of success in the competitive online marketplace by inciting a potential buyer. Therefore, the power of words cannot be underestimated in the ever-evolving world of e-commerce.

I. Statement of the Problem

In the digital age, e-commerce has become a cornerstone of consumer behavior, with platforms like Jumia playing a critical role in retail across various regions. However, the sheer volume and variety of products available online present a significant challenge for both sellers and buyers. Sellers must effectively communicate the value and benefits of their products through text descriptions, while buyers rely heavily on these descriptions to make informed purchasing decisions (O'Keefe, 2015; Romanova & Smirnova, 2019). This dynamic shows the necessity of understanding and leveraging persuasive linguistic elements in product descriptions for several reasons: first of all, effective product descriptions can build consumer trust, helping them feel confident in their purchasing decisions (Johnson, 2023).

Again, sellers who master persuasive language can differentiate their products from competitors to gain a competitive edge in the crowded e-commerce market. Moreover, research has shown that well-crafted descriptions can lead to higher conversion rates since they more effectively address consumer needs, desires and concerns. This study focuses on these product descriptions by examining the persuasive techniques that characterise the descriptions on Jumia and how they are important in influencing consumer behavior. The study seeks, more specifically, to: identify and categorise the persuasive linguistic techniques used in selected product descriptions on Jumia and to evaluate the effectiveness of these techniques in influencing consumer purchasing decisions. These objectives are operationalised through the following research questions:

- What types of persuasive linguistic elements are most commonly used in product descriptions on Jumia?
- How do these persuasive linguistic techniques impact consumer purchasing behavior on Jumia?

2. Theoretical background, related literature and methodology of the study

2.1 Theoretical background and related literature

O’Keefe (2009 : 269) states that, “[i]n the context of mass media, persuasion is most commonly pursued through advertising – for consumer products and services ...”. Therefore, his theory of persuasion focuses on the mechanisms through which language can influence consumer behavior through persuasion. O’Keefe’s social-scientific theory of persuasion still guides scholars in understanding modern persuasion and its applications in new media. O’Keefe also discusses the concept of reactance. He explains that, reactance occurs when people feel that their freedom to choose is restricted. In product descriptions, avoiding overly aggressive or pushy language can help prevent consumer reactance and make the messages more persuasive.

Aristotle’s (1926) classical rhetorical theory offers a foundational framework for understanding the mechanisms of persuasion. In rhetoric, Aristotle conceptualises persuasion as a process grounded in three artistic proofs which are: ethos, pathos and logos. Ethos refers to the credibility and character of the speaker, which influences how the audience perceives the message. Pathos appeals to the emotions of the audience, aiming to generate affective responses that reinforce persuasive impact. Logos denotes logical reasoning and the use of evidence or argumentation to appeal to rational judgment. Thus, Aristotle’s model highlights that effective persuasion is not solely dependent on the content of the message but also on the strategic interplay between speaker credibility, emotional engagement and logical structure. This framework remains relevant in analysing persuasion especially in product descriptions given that, these texts are inherently persuasive in intent. Product descriptions typically aim to influence consumer attitudes and purchasing decisions through a calculated use of ethos, pathos, and logos.

Several studies have been carried out in the area of e-commerce and basically on how linguistic elements influence consumer behaviour. Garrett (2011), for example, emphasises the importance of user experience in digital environments. Effective product descriptions are a key component of this since they help to ensure that users can easily find, understand and be persuaded by the information presented. Zurawicki (2010) also explores how neuroscience insights can inform marketing strategies, particularly in the writing of persuasive product descriptions. This implies that, understanding how consumers process and respond to different types of linguistic stimuli can help refine the language used in product listings.

Veloso (2009) provides a practical guide to writing compelling web copy, including product descriptions. The guide offers strategies for grabbing attention, maintaining interest and prompting action, all of which are essential for effective e-commerce communication. Heath (2007) explores what makes ideas memorable and impactful, which is directly applicable to e-commerce. Bayan’s (2006) guide is a practical resource

for marketers which offers a vast array of words and phrases that can enhance the appeal of product descriptions. The book helps in identifying powerful language that can be used to highlight the benefits and features of products effectively. Cialdini's (2007) seminal work identifies six principles of persuasion which are as follows: reciprocity, commitment and consistency, social proof, authority, liking and scarcity. Applying these principles in product descriptions can significantly enhance their persuasive power, making them more likely to convert viewers into buyers. Siregar (2021) indicates that effective communication plays a critical role of in e-commerce. He therefore highlights the need for clear, persuasive product descriptions to capture the interest of online shoppers.

Assael (2004) focuses on the psychological processes behind consumer decisions and highlights the importance of understanding consumer needs and motivations. This understanding is crucial for creating product descriptions that resonate with potential buyers on Jumia by aligning product features with consumer desires. Lastly, Goddard (2002) provides a detailed analysis of how language is used in advertising to attract and persuade consumers. With regards to this diversified literature on some specific but highly professional elements on e-commerce, this research work is particularly relevant for understanding the specific linguistic techniques that can make product descriptions on Jumia more effective.

2.1 Methodology of the study

As earlier stated, data for this study comprises product descriptions on Jumia, a leading e-commerce platform in Africa. Through web scrapping, product descriptions were extracted from two product categories on the Jumia's website: home appliances and personal care. This enables analysis across different types of products. Each of the descriptions is made up of at least 200 words to facilitate the identification of underlying themes and patterns in the use of persuasive language. This involves reading through the descriptions to identify recurring themes that might not be immediately apparent through quantitative methods. The study compares the use of persuasive linguistic elements across different products selected to identify any variations. This helps understand if certain techniques are more prevalent or effective in specific categories.

3. Analyses and Results

This section presents the analysis of persuasive strategies employed in the product descriptions of five selected household electronics and appliances: the WEYON 5.1 Channel Bluetooth Speaker, the WEYON 43" FHD LED Digital Satellite TV, a 5L 900W Multifunctional Digital Rice Cooker, a Waterproof Refrigerator Digital Display Freezer Temperature Recorder and the GERMAN 8L Professional Fufu Pounding/Meat Grinder Machine.

3.1 WEYON 5.1 Channel Bluetooth Speaker Home



The first output of 300 watts, an exciting audio experience. It's time to start the party. Improve your audio experience with 300 watts of continuous beats. Take your party to the next level. Double to enjoy more fun. Enjoy the DJ playback sound from the singing voice together through the five-wire connection. Automatically let your party automatically maintain your best condition, let the system automatically take over. Karaoke star, let the lead singer click a button to recognize the human voice. Almost any track can become a karaoke track. Change the song key to match your own key. AMANI Bluetooth, control with your mobile phone. Control the party remotely from your mobile device. Choose a track from the dance floor and add effects. Multijukebox, build playlists with your friends. You can connect up to 3 mobile devices via Bluetooth to create, manage and add to your playlist. Let your friends join the playlist. Automatic music playback, music playback for you. One can receive your playlist. Mobile device system. Easily send audio directly to your system. Bluetooth standby, wake up your audio on demand. Start the party immediately. Even if you send music to the sleep system via Bluetooth, the unit will wake up to start the party.

In the extract above, the language used in the description is highly positive and contains vibrant descriptions such as 'exciting audio experience', 'take your party to the next level' and 'improve your audio experience'. Such language aims to build excitement and convince the reader that this speaker system is an essential upgrade. In addition, the description of this product is rich with specific technical details: '300 watts', 'five-wire connection', 'Amani Bluetooth', 'Multijukebox'. By presenting these details, the product description establishes credibility and appeals to those who value advanced technology and specifications. Also, noteworthy are words and phrases used in the extract that play on emotions and desires. The mention of 'start the party', 'take your party to the next level' and 'wake up your audio on demand' elicit a sense of excitement and anticipation and make the product feel indispensable for any social gathering.

The description frequently highlights how the product will make the user's life easier and more enjoyable. Examples include 'control the party remotely from your mobile device', 'change the song key to match your own key' and 'Bluetooth standby, wake up your audio on demand'. These statements underscore the convenience and control offered by the speaker system and therefore appeals to those who value ease of use and practicality. Descriptions like 'build playlists with your friends' and 'let your friends join the playlist' create a sense of community and shared experience. This not only makes the product more appealing but also ties into the social aspects of music and parties, which can be highly persuasive for potential buyers.

By using phrases like 'premium acoustics' and 'fully immersive world', the text suggests that the product offers a high-end, exclusive experience, making the reader feel that they are getting something special and luxurious. The mention of 'automatically let your party automatically maintain your best condition' and 'the system automatically take

over' reassures the user that the product is easy to use and will handle complex tasks on its own, reducing potential user concerns about operation and setup. Each of these elements works together to create a persuasive narrative which aims to not only inform but also excite and convince the reader of the product's value.

3.2 WEYON 43" FHD LED Digital Satellite TV – HDMI



Analyzing original content with an advanced algorithm, Ultra Clean View gives you higher quality images with less distortion. Enjoy the clear picture. Enjoy FHD TV in Digital era. Once you see high definition of TV with vivid and crisp details, you'll never look back to standard definition or analog TVs. LED distributes the LED lights on the back of the panel, so that the backlight can be evenly transmitted to the entire screen, the brightness and color gamut are guaranteed, the backlight rendering image is more accurate, and the picture details are more delicate and realistic. D-LED technology allows you to go beyond the screen into a fully immersive world. The 1920*1080 high-definition resolution makes the image lifelike and restores natural and true colors, so you can enjoy a colorful viewing experience. Built in 2 pcs 8W Speaker, you can enjoy the premium feel of premium acoustics, and the Smart Volume, it will automatically adjusts program volume, eliminating the sudden sound fluctuations that typically occur when switching channels or when TV commercials are playing. This LED TV has 1 HDMI ports to accommodate a blu-ray player or FHD game console, 2 USB port for connecting your USB flash drive / hard drive to listen to music or view pictures, 1 earphone out and 1 coax out.

Looking at the language used in the above extract, it is as descriptive and positive as we noted in the description of the Channel Bluetooth Speaker (discussed above). In the case of this product, expressions such as 'higher quality images', 'vivid and crisp details' and 'lifelike and restores natural and true colors' all work to paint a vivid picture of the TV's capabilities and convince the reader of its superior quality. This description is also rich in technical details. Specific terms like 'Ultra Clean View', 'FHD', 'LED lights', 'D-LED technology' and '1920*1080 high-definition resolution' establish a certain credibility of the product and appeal to tech-savvy consumers who appreciate and understand these features. Moreover, the description makes bold claims that play on the reader's emotions and desires. For example, it says, 'Once you see high definition of TV with vivid and crisp details, you'll never look back to standard definition or analog TVs'. This suggests a transformative experience that will make the reader feel they are making a leap into the future.

Another persuasive tactic is the appeal to practical benefits. Phrases like 'enjoy the clear picture', 'premium feel of premium acoustics' and 'Smart Volume' emphasize the practical, everyday advantages of owning this TV. This makes the reader feel that their life will be significantly improved by this purchase. The description also conveys a sense of exclusivity and luxury. Using terms like 'premium acoustics' and 'fully immersive world'

suggest a high-end, exclusive experience that can make the consumer feel special and privileged.

In addition, the product description provides a detailed list of features, like the number of HDMI and USB ports, to address practical concerns and convince the reader of the TV's versatility and compatibility with other devices. Finally, the description incorporates a bit of anticipatory guidance with the mention of 'Smart Volume' that 'automatically adjusts program volume, eliminating the sudden sound fluctuations. This reassures the reader that the product is user-friendly and intelligent, addressing common pain points. Each of these elements is carefully chosen to persuade the reader on both emotional and logical levels, ensuring they feel informed, excited, and ready to make a purchase.

3.3 5L - 900W - Multifunctional Digital Rice Cooker – Black



This is the right equipment for cooking. You will cook your rice to the right texture and softness with this ultra modern digital rice cooker. It has a large LED screen for menus and settings. The capacity is 5 Liter and it operates on 220 Voltage with 900W power. The anti-condensation lid prevents

condensate water dripping onto the rice thereby retaining original taste and flavor. It also has a preset programs for your rice, soup/porridge, steam, cake or yogurt. Order this product from Jumia Online and have it delivered to you at your doorstep.

The text above which describes a multifunctional digital rice cooker uses enthusiastic and positive language like 'right texture and softness' and 'ultra-modern'. According to Gligbe (2021), this type of language is designed to create a positive image of a given product in the reader's mind and convince them that this rice cooker is a must-have. Specific features and specifications like 'large LED screen', '5 Liter capacity', '220 Voltage with 900W power' and 'anti-condensation lid' help to build credibility and appeal to the reader's desire for advanced and reliable technology. These details assure the potential buyer that the product is of high-quality. To play on the desires and emotions of potential buyers, this product description contains expressions such as 'right equipment for cooking', 'retain original taste and flavor' and 'preset programs for your rice, soup/porridge, steam, cake or yogurt'. These descriptions suggest to potential buyers that this rice cooker will help them achieve perfect results effortlessly and enjoy their dishes.

The description text of the above product also emphasises how the rice cooker will improve the user's cooking experience with statements like 'cook your rice to the right texture and softness' and 'preset programs for your rice, soup/porridge, steam, cake or yogurt'. This aspect focuses on practicality and ease of use makes the product seem like a convenient addition to the reader's kitchen. In addition, the text highlights benefits of the advertised rice cooker that extend beyond basic functionality. It uses implied comparison 'no more failed rice' without negative competitor mentions.

The text ends with a direct and compelling call to action in the following sentence: ‘Order this product from Jumia Online and have it delivered to you at your doorstep’. This clear instruction makes it easy for the reader to take the next step and purchase the product. Moreover, it reduces any hesitation preventing him or her from acting promptly. By highlighting the convenience of online ordering and home delivery (‘have it delivered to you at your doorstep’), the text reassures the reader that purchasing the product is easy and hassle-free. This can be particularly persuasive for busy individuals who value convenience.

Also, describing the rice cooker as ‘ultra-modern’ adds an element of luxury and exclusivity, suggesting that the product is not just practical but also stylish and contemporary. It is a way to make the user feel that they are making a modern and sophisticated choice. By combining these persuasive tactics, the text effectively informs, excites, and convinces the reader of the value and benefits of the rice cooker and encourages them to make a reliable purchase.

3.4 *Waterproof Refrigerator Digital Display Freezer Size Value Record Hanging Refrigerator Temperature*



Waterproof Refrigerator Digital Display Freezer Size Value Record Hanging Refrigerator Temperature
 FEATURE: 1. The maximum/minimum temperature value is displayed on the screen. 2. Bracket or hook, new high quality, large screen design, simple and generous shape. 3. High precision: multi-

function, low energy consumption, high stability, high precision, and rapid temperature measurement. 4. The measuring range is greatly increased, the stability is high, and the temperature memory and temperature maintaining function are provided. SPECIFICATION: Product Name: Electronic Temperature model: CR2032 button *IPCS (included) Appearance material: ABS Temperature range: -20~50° Measurement error: ± 1 ° Refresh rate: 10S Working principle: resistance temperature measurement Waterproof structure: grade IPX3 Product weight: 50g Product gross weight: 70g Product size: 87*61*25MM OPERATING INSTRUCTIONS: 1. Press the button on the switch or turn off the instrument. 2. Celsius/Fahrenheit: Press the Celsius/Fahrenheit button to switch between Celsius and Fahrenheit. 3. CLR: Press the button to clear/reset the MIN / reading. REPLACEMENT: Replace the when the display is slightly unstable or the display resolution disappears. Use the CR2032, which is located under the cover on the back of the instrument. PACKAGE INCLUDES: 1*

As in the case of the first two products discussed, the description of this product uses positive and specific descriptions too (‘high quality’, ‘large screen design’ and ‘simple and generous shape’). The inclusion of technical specifications like ‘CR2032 button’, ‘temperature range: -20~50°’, ‘measurement error: ± 1 °’ and ‘refresh rate: 10S’ is also very notable in this description. This, once again, gives credibility and appeals to those who appreciate detailed information and reliability in a product.

In addition to this, the text also highlights several practical benefits, such as 'high precision', 'multi-function', 'low energy consumption', 'high stability' and 'rapid temperature measurement'. Emphasising these features is a subtle way to appeal to the reader's desire for efficiency and reliability. The use of the statements like 'bracket or hook', 'easy to switch between Celsius and Fahrenheit' and 'simple button operation' suggest that the product is user-friendly and easy to set up and use, which can be highly persuasive for potential buyers looking for convenience. To reassure the reader of the product's durability and reliability, which are key selling points for any electronic device, the description includes details like 'high stability', 'temperature memory and temperature maintaining function' and 'waterproof structure: grade IPX3'.

Furthermore, the text includes clear operating instructions and replacement guidance, making it easy for the reader to understand how to use and maintain the product. This practical information can encourage the reader to feel confident in purchasing the product. The emphasis on the product's practical uses, such as accurately measuring temperature and maintaining stability, appeals to readers who prioritize functionality and utility in their purchases. By weaving these persuasive elements together, the text effectively convinces the reader of the product's value, practicality and ease of use. This therefore makes the product to be an appealing choice for those in need of a reliable temperature measurement device.

3.5 *GERMAN - Powerful Durable Professional Fufu Pounding / Meat Grinder Machine 8L Silver*



This is a quality FUFU Blender made in GERMANY. It is a multi-functional blender that is used for pounding fufu, grinding palm nut and also used to blend all sort of food elements. This blender is designed to suit you fufu needs. For your fufu or palm nut needs this is what you need, makes work easy and efficient, say goodbye to blisters, and cuts. An ideal gift item for a loved one, friend or family.. Using

commercial 1000W - 8000W motor, internal thickened pure copper wire group and thickened copper bearing, widened silicon steel sheet, ensuring strong power, high reliability and faster heat dissipation... Unique double-speed switching mode, slow twisting, fast meat, double-speed switching is faster and more efficient. The whole machine is made of 3 layers of stainless steel, strong stainless steel inner layer, anti-scratch anti-corrosion layers and high temperature resistant inner surface layer. The top of the cover is made of transparent cup to facilitate the observation of the ingredients to prevent the food from splashing. 6L large capacity bucket easily meets burgers, meatballs, patties, sausages and other meat mixtures. Order now on JUMIA Ghana and have it delivered at your doorstep anywhere in Ghana.

In the description above, a favorable image of the product is created with words like 'quality', 'durable', 'efficient' and 'easy'. These descriptors are designed to suggest that the product is a reliable and high-quality option. Again, by including specifics like '1000W

- 8000W motor', 'thickened pure copper wire group' and '3 layers of stainless steel', it serves to establish credibility and appeal to those who appreciate detailed and technical information. This is an assurance to potential buyers that the product is robust and well-constructed. The text also highlights practical benefits like 'makes work easy and efficient', 'say goodbye to blisters and cuts' and 'facilitate the observation of the ingredients'. By emphasising how the product can improve the user's experience, it appeals to their desire for convenience and ease of use.

By the use of phrases such as 'an ideal gift item for a loved one, friend or family', the text taps into the emotional side of purchasing, suggesting the product is not only useful but also thoughtful and caring. This can be highly persuasive for buyers who value making thoughtful gifts. In addition to the emotional appeal, a sense of indispensability is created with statements like 'designed to suit you fufu needs' and 'meets burgers, meatballs, patties, sausages and other meat mixtures' highlight the versatility and practical applications of the product. This makes it seem useful for a variety of culinary tasks, which can be very appealing.

Particularly notable in this product description is the repeated mention of the product's high-quality components. For example, 'pure copper wire group' and 'high temperature resistant inner surface layer' are some qualities of the components of the rice cooker. This adds an element of luxury and suggests that the product is a premium choice that stands out from ordinary kitchen appliances. The mention of features like 'high reliability', 'faster heat dissipation' and 'anti-scratch anti-corrosion layers' reassures the reader of the product's durability and long-lasting performance. These are usually key factors in making a purchase decision.

The product description ends with a straightforward and compelling call to action: 'Order now on JUMIA Ghana and have it delivered at your doorstep anywhere in Ghana'. The text explicitly invites the reader to make a purchase and eliminates uncertainty by reassuring the buyers of seamless delivery. By using these persuasive elements, the text effectively informs, excites and convinces the reader of the product's value, practicality and premium quality to make it an appealing choice for potential buyers.

Conclusion

The above analyses of five selected products (Weyon Channel Bluetooth Speaker Home, Weyon 43" FHD LED Digital Satellite TV – HDMI, 5L - 900W - Multifunctional Digital Rice Cooker, Waterproof Refrigerator Digital Display Freezer Size Value Record Hanging Refrigerator Temperature and German – Powerful Durable Professional Fufu Pounding / Meat Grinder Machine 8L Silver) on Jumia reveal that positive and descriptive language is a cornerstone of effective product descriptions. This type of language helps to immediately capture the consumer's attention and create a favorable impression which automatically leads to an increased number of product purchases. It leverages the power of visualization and allows potential buyers to imagine the product in their lives and ultimately increasing the likelihood of purchase. Also, incorporating detailed technical specifications is a critical persuasive element in product descriptions (Heath & Heath, 2007). This kind of information not only enhances the

credibility of the product but also appeals to tech-savvy consumers who value detailed and accurate information. These elements help build trust and demonstrate the product's reliability and performance capabilities, which can be decisive factors for consumers when making a purchase decision.

As noted by Johnson (2023), the product descriptions discussed identified emotional appeals to the potential buyer and an emphasis on practical benefits of the product to significantly drive consumer engagement and purchasing behavior. By addressing both emotional and practical needs, product descriptions can effectively persuade potential buyers that the product will enhance their lifestyle or meet their specific requirements, thus pushing them closer to a purchase.

In summary, effective product descriptions on e-commerce sites like Jumia rely heavily on a combination of positive and descriptive language, detailed technical information, and emotional and practical appeals. These elements work together to create a compelling narrative that captures the consumer's interest, builds trust, and encourages a purchase (Flergin, 2014). Understanding and utilising these persuasive linguistic techniques can significantly enhance the effectiveness of product descriptions, leading to higher conversion rates and customer satisfaction.

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