

## Review Article

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## Interpreting Creative Call to Action Messages in Advertising Discourse Using Requestive Strategies

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### ABSTRACT

Advertising is rapidly evolving in a number of different ways in light of globalization and contemporary consumption. This is a result of cultural shifts, behavioral changes, and advancements in communication technologies. The call to action (CTA) in advertising is essential to achieving the goals of communication campaigns. When creating CTA messaging for advertising campaigns, the request technique is essential for encouraging consumers to buy goods or use services. This study uses an interdisciplinary approach and qualitative research to examine call-to-action messages in advertising. It examines the methods of request tactics to send customers courteous and successful invitations. The chosen advertisements for analysis are innovative and exceptionally successful campaigns from renowned global corporations. In this study, the use of CTA discourse is looked at in the context of communication and interaction principles, as well as cultural and linguistic expressions and a specific type of nonverbal communication used in advertising. At the same time, it looks at and explains how language is used in advertising messages that are based on CTA elements. The research findings encompass a suggested framework for developing innovative CTAs. These illustrate the construction of CTAs to optimize persuasion and originality while also proposing techniques for implementing innovative CTA messaging in mass media. All of these recommendations enhance the formulation of effective CTAs in advertising campaigns, where innovation is transforming our approach to client engagement.

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**Received:** April 14, 2025; **Accepted:** April 24, 2025; **Published:** April 28, 2025

**Keywords:** Call to Action, Advertising Communication, Discourse, Requestive Strategies

### Introduction

In today's modern context, advertising, a tool for providing information about products, serves as a means of communication, influencing consumer behavior and emotions. Technology and social networks are rapidly spreading advertising messages. They are becoming more and more popular than ever [1]. To attract consumers' attention in a fiercely competitive environment, advertisers use traditional messages as well as apply creative strategies to promote shopping behavior through "calls to action" [2]. These messages are simply requests that cleverly combine linguistic, cultural, and psychological elements to enhance persuasion [3].

The process of interpretation in advertising is a necessary skill to understand the layers of meaning of a message. A "call-to-action" (CTA) message does not stop at asking consumers to take action but also carries cultural, social, and psychological values that the message creator wants to convey [4]. In this process, the use of requestive strategies plays an important role. Request strategies are simply direct calls to action and include indirect, polite, and subtle ways to make the message more persuasive and appropriate to the recipient's cultural context [5]. Recent studies have demonstrated that consumers' interpretation of the message, in addition to its content, determines the effectiveness of advertising messages [6]. These messages must often match the recipient's expectations and create a sense of urgency, which helps to motivate purchase behavior [7].

A prominent problem in current advertising research is how to optimize a "call-to-action" message so that it not only impresses but also persuades consumers to act in accordance with the advertiser's wishes. The request strategies used in advertising are often complex in nature, depending on the consumer's social and cultural context [8]. Any misunderstanding or misapplication of the request strategy can lead to a misconstrued as well as counterproductive message [9]. Furthermore, current research still struggles to explain how consumers interpret and respond to request messages in advertising [10]. While much research has concentrated on the effectiveness of request strategies, there has been limited attention to how cultural and social contextual factors influence consumers' interpretation processes [11]. This raises an urgent need for further research on the relationship between artistic interpretation and request strategies in advertising, especially in the creation of creative messages that call for action.

The paper proposes a qualitative research methodology with three research questions serve as the foundation for identifying the research results and discussing them using qualitative analysis techniques.

**RQ 1:** How do requestive strategies in advertising "call-to-action" messages influence consumers' interpretation and decision-making processes?

**RQ 2:** How do cultural and social contextual factors influence consumers' interpretation of advertising messages using creative request strategies?

**RQ 3:** How do differences in the application of direct and indirect request strategies affect the persuasiveness and effectiveness of "call-to-action" messages in advertising?

The methodology prioritizes qualitative data, employing innovative and effective advertising campaigns from leading worldwide companies as the primary data source. The study will incorporate discourse analysis, emphasizing the language employed in advertising, alongside interpretive methodologies that consider cultural and contextual elements. The research utilized diverse request strategies, such as mood derivable, performatives, hedged performatives, obligation statements, want statements, suggestory formulae, query preparation, strong hints, and subtle indications.

The paper additionally analyzes the data coding and utilizes a theoretical framework that includes thematic analysis, grounded theory, and content analysis to understand the results. This interdisciplinary approach amalgamates elements from linguistics, communication studies, and advertising. In the contemporary media environment, when consumers are perpetually inundated with extensive information from diverse sources, creating message motivate action from consumers is a major challenge for advertisers [2]. A deep understanding of how requestive strategies impact consumer interpretation and behavior will help improve advertising effectiveness and create better communication experiences between brands and customers. In addition, this research is important in clarifying the impact of culture and social context on how consumers perceive requestive messages. Advertisers need to grasp cultural diversity to optimize language strategies, thereby personalizing messages to each target audience. This study not only contributes to advertising theory but also provides practical value for marketers in designing more effective messages.

## Literature Review

### Key Concepts, Theories and Studies

#### The Art of Interpretation

The art of interpretation understands and decodes the meaning of a message or event through semantic, cultural, and emotional layers. Interpretation (decoding) goes beyond understanding the surface of the language and includes analyzing the underlying factors behind the message [12]. In advertising, the art of interpretation is the key to consumers understanding and responding positively to messages, especially calls to action (CTA) messages that use the request strategy [4].

According to Lakoff & Johnson's semantic theory, interpretation is the process of determining how a message fits with existing knowledge and stimulates a response from the recipient [6]. This art is especially important in advertising, where messages not only have surface meanings but also have hidden strategic goals. According to Searle, every speech act has a specific goal, and the correct interpretation of that act is the first step for consumers to perform the desired action [5].

Grice developed the concept of the "cooperative principle," which states that the speaker (message sender) and the listener (message receiver) in any conversation (communication) follow certain rules to maintain a common understanding [8]. This also applies to interpretation in advertising, where the message needs to be clear and coherent so that consumers can accurately grasp the meaning and act. Brown et al. underscored the significance of politeness and indirectness in conveying request messages, highlighting the intricate nature of the interpretation process and its requisite level of sophistication [7]. Furthermore, Fairclough contends that power and social ideology also influence the interpretive process, particularly in the context of advertising, where cultural values and beliefs can shape how consumers perceive messages [11].

#### Creative Call to Action Messages in Advertising

Advertising professionals understand "Call to Action" (CTA) as an advertiser's call to action, encouraging consumers to take specific actions like purchasing, registering, downloading, or participating in a service [4]. A creative CTA message goes beyond direct requests but also uses subtle linguistic and visual strategies to attract attention and motivate consumers to act in the desired direction [2].

Creative CTA messages combine the art of expression and persuasion skills in an advertising campaign. Lakoff & Johnson proposed that creative language carries surface meaning as well as conveys hidden emotions and cultural values [6]. It makes the message more persuasive. A successful CTA message must create an emotional connection with consumers, stimulating them to feel the need or motivation to take immediate action [1].

One of the elements that make CTA messages creative is the use of requestive strategies. Searle noted that one can make requests either directly or indirectly [5]. In advertising, indirect requests are often more persuasive because they do not create a sense of pressure but instead make a suggestion or a gentle invitation. emphasize the importance of politeness in CTA messages, particularly in different cultural contexts where strategies require adjustment to fit the social context [7].

Fairclough argues that advertising messages are means of communication tools as a tool to maintain and demonstrate power, especially in CTA messages, where advertisers can use linguistic and visual elements to manipulate consumer behavior [11]. This requires creativity in designing messages so that they can be both persuasive and maintain authenticity and empathy with consumers.

In addition, Grice, with the cooperative principle, emphasized that messages need to be coherent and clear so that consumers can easily understand and act [8]. The arrangement and linking of the message with visual and audio elements, along with the choice of words, contribute to the creativity of CTA messages, resulting in a comprehensive and engaging advertising experience. In addition, Cook's research has also shown that creativity in advertising messages, especially CTAs, needs to be in sync with brand strategy and marketing goals [3]. A CTA message that is inconsistent with the brand image or does not connect with customer expectations can lead to counterproductive results. Digital media can boost creativity in CTA. According to Novak & Hoffman, digital advertising allows advertisers to create interactive CTA messages [2]. It helps consumers receive information and participate in the communication process, creating deeper interaction and engagement. Creative "call to action" messages in advertising are a powerful tool for advertisers to promote consumer behavior. In addition to direct requests, the message conveys subtlety by combining language, images, and cultural elements, creating a strong impact and motivating consumers to follow the advertiser's wishes.

A specific type of communication is known as advertising discourse. It uses language and images to persuade consumers to accept a message as well as motivate them to act in accordance with the advertiser's wishes [3]. This discourse conveys information and builds a relationship between the product and the consumer through the use of persuasive and creative language strategies [11]. It includes a combination of language, images, sounds, and cultural elements to achieve communication goals [4].

According to Searle's theory of speech acts (1975), each speech act in advertising has a specific goal, and advertising discourse is the tool to help convey these goals in the form of appeals, suggestions, or requests [5]. Lakoff & Johnson argued that advertising messages often use cultural metaphors and images to create positive associations during the communication process [6]. Thus, they enhance consumers' ability to receive the message. Grice introduced the cooperative principle in dialogue [8]. The author argued that an effective advertising message should be clear, coherent, and appropriate to the communication context. Advertising discourse aims not only to sell but also to build brands and promote cultural and social values [1].

Brown et al. asserted that politeness elements in advertising language play an important role in maintaining positive relationships between brands and customers [7]. Cook also highlighted that advertisers use language to influence consumer actions [3]. Advertisers are reflecting the shaping of advertising discourse through power and social ideology. In the digital context, Novak & Hoffman argued that today's advertising discourse in digital mass media is changing from one-way persuasion (from brand to consumers) to two-way interaction between brands and consumers [2].

### **Requestive Strategies**

Communication uses requestive strategies to elicit a goal or response from the recipient, typically in the form of action or agreement [5]. In various communication contexts, especially in advertising and persuasion, request strategies are considered a flexible linguistic method of making offers or requests directly or indirectly [7]. Request techniques can be classified into two main types: direct requests and indirect requests. Searle asserts that direct requests tend to use linguistic structures such as commands, illustrated by phrases [5]. This helps the listener understand the message clearly. However, direct requests can feel imposing and inappropriate in some cultural or social contexts. Conversely, indirect requests tend to be more courteous, highlighting the social dynamics and the relationship between the speaker and the listener [7]. Grice contended that the employment of indirect requests frequently adheres to the cooperative principle in communication [8]. They help customers understand the advertising message in a certain context and thus help them respond to the information with greater authenticity. Furthermore, culture and social context play an important role in determining the communication method required in the CTA. Fairclough emphasizes the influence of cultural and social factors on the choice of the required tactics [11]. Social sensitivities influence the use of language and the formulation of effective communication tactics. Requesting techniques facilitate the development of effective calls to action without being offensive to consumers [2]. Subliminal and nuanced communications, rich in metaphors and cultural connotations, create an impact on customers. They cultivate beneficial partnerships between brands and consumers. Thus, they improve the effectiveness of marketing campaigns.

### **Discourse Analysis**

Discourse analysis is a broad field encompassing several approaches for investigating language use in social contexts [13]. Instead of a single, universally accepted method, it includes multiple frameworks and methodologies tailored for certain research questions and data sources. The initial phase of the process typically involves delineating the research topic, its parameters, and its objectives. This may encompass examining power dynamics, identity construction, persuasive strategies, or

ideological portrayals. Data collection proceeds by employing sources such as conversations, locations, news articles, social media posts, or multimodal content. It is important to ensure consistency in analysis by transcribing and cleaning data after collection. In practice, there are many different analytical strategies, including qualitative methods such as thematic analysis, critical discourse analysis, and conversation analysis, as well as quantitative methods such as corpus linguistics and content analysis. The final stage of discourse analysis is the process of evaluating the findings within the research framework, clearly interpreting them, and considering any biases. Analyzing a political speech may involve evaluating rhetorical strategies via critical discourse analysis or measuring keyword frequency through quantitative methods. The choice of method depends on the study's objectives, data type, and theoretical framework, requiring clarity and rationale in methodological decisions.

James Paul Gee identifies 27 tools for speech analysis, categorized into four main groups [14]. Gee enumerates these tools as follows.

The first unit, Language and Context, includes tools that examine the relationship between language and its environment. These instruments analyze deixis, latent contextual relevance, and framing perspectives. They also analyze subject selection, intonation, and the method of transforming familiar language into unexpected forms for deeper examination. The second unit, Saying, Doing, and Designing, explores the functions of language beyond mere vocabulary. It encompasses instruments capable of distinguishing between activities based on language, lexical selections, syntactic constructions, and thematic aspects of speech. This examines the rationale behind specific language selections and the organization of content into broader segments. The third unit, Building Things in the World, emphasizes the significance of language in constructing meaning, identities, and relationships. They analyze the mutual influence of language and context, the process of meaning assignment, and the evolution of activities, identities, and relationships through discourse. Additionally, it examines power dynamics, cohesion, and the ways in which discourse structures knowledge systems. The fourth unit, Theoretical Tools, underscores sophisticated conceptual frameworks. They analyze the contextual dependence of meaning, the impact of sociolinguistic differences on identity development, and the intertextual connections across texts.

Critical Discourse Analysis (CDA) uses language as a social practice. It both reflects and perpetuates power dynamics, ideologies, and assumptions. Rather than simply outlining linguistic features, CDA aims to reveal hidden meanings, ideological biases, and power relations within texts by "denaturalizing" language. A fundamental technique in CDA is lexical analysis, which scrutinizes word selection, connotations, and structural dichotomies to uncover latent discourses. It also examines omissions and excessive usage of particular terms to underscore emphasis or persuade. Transitivity analysis elucidates the framing of actions, the attribution of agency, and the marginalization of individuals, but nominalization may obfuscate accountability. Presupposition analysis discerns implicit assumptions. Conversely, modal analysis evaluates the level of confidence conveyed in a text. CDA encompasses multimodal examination, acknowledging the influence of visual, auditory, and other non-verbal components in meaning construction. The data selection in CDA is predominantly qualitative. It concentrates on a select few fundamental texts that exemplify prevailing mental models [15].

### **The Impact of Requestive Strategies in Advertising “Call to Action” Messages on Consumers’ Interpretation and Decision-Making Processes**

Advertising, particularly in CTA messages, relies heavily on request strategies to encourage consumers to take specific actions. These strategies not only influence how consumers interpret the message but also determine the extent to which they act on the ad’s request. Factors such as the manner of the request, culture, and social context all play a role in determining the effectiveness of request strategies in advertising. One of the greatest effects of request strategies is their ability to shape consumers’ understanding of the advertising message. According to Searle, direct requests can provide clarity and immediacy in the delivery of messages [5]. For examples, “Buy today!” or “Sign up now!” frequently prompt consumers to take action as they comprehend the request clearly. However, consumers may perceive these direct requests as excessively pushy, resulting in negative reactions [7].

In contrast, indirect requests tend to strike a more subtle and polite tone than direct requests in advertising messages. They make consumers feel more comfortable receiving the information. Grice suggests that indirect requests, such as “You can try this product today” or “Why not join us?” tend to reduce consumer pressure [8]. They therefore increase the likelihood that consumers will act on the request. However, the use of indirect requests in practice can also lead to misunderstandings or misinterpretations of the message’s intent. This is especially true when consumers fail to grasp the main objective of the advertisement.

Culture plays an important role in advertising strategy. It influences how consumers respond to request strategies. Hofstede et al. emphasized in their study that consumers in different cultures will perceive and influence request messages differently when they interact with CTA [16]. In cultures that value politeness and subtlety in communication, like collectivist cultures, indirect requests may be more effective than those in Japan or China. In contrast, in countries such as the United States, where consumers value directness and transparency, direct requests tend to be more effective in motivating consumer action [1].

In addition, psychological factors and social context also play important roles in the interpretation of request messages. Belch & Belch assert that consumers under time pressure or lacking information are more susceptible to direct requests because they have less time to consider and evaluate the message [4]. Conversely, in situations where consumers have more time and information, they tend to respond more positively to indirect requests because they feel free and uncoerced [3].

Novak & Hoffman reveal the importance of tailoring request strategies to the specific context of digital advertising. Consumers will receive messages across a variety of platforms [2]. Direct requests are often more effective due to their brevity and immediate accessibility. However, indirect requests can be more effective when used in long-term campaigns where interaction and engagement with consumers are the primary goals [11]. Last but not least, request strategies can also influence consumers’ decisions to act through creativity in language and imagery. According to Lakoff & Johnson, the use of metaphors and creative wording in requests can arouse curiosity and motivate consumers to act, especially in advertising campaigns targeting young and creative audiences [6].

### **The Impact of Cultural and Social Contextual Factors on Consumers’ Interpretation of Advertising Messages using Creative Request Strategies**

Cultural and social factors play an important role in influencing how consumers interpret advertising messages, especially when advertisers use creative solicitation strategies. In fact, cultural differences, ideologies, and social norms can create different lenses through which consumers perceive and respond to different advertising messages [16]. This is also true in the context of globalization. Global markets are where multinational advertising campaigns take place. They face the enormous challenge of adapting messages to local markets (culture, art). Another important factor is the difference in power and respect in communication between cultures. According to Hofstede et al., high power distance countries such as China, Japan, and South Korea tend to emphasize respect and politeness in communication [16]. These societies prefer indirect, gentle, and suggestive request strategies over direct, coercive strategies. For example, consumers are more likely to accept an indirect advertising message such as “Find out what’s interesting” than a direct message such as “Buy now!” [7]. In contrast, in low-power-distance countries, for examples the United States and European countries, consumers are more accustomed to direct, straightforward communication. Grice asserted that consumers tend to value clear and specific request messages in these contexts, as they can easily understand and respond without feeling pressured [8]. Using direct request strategies, such as “Sign up now for a discount,” is often more effective than indirect messages in a Western cultural context.

In addition, the social context (social class, education level, economic status, etc.) also affects the interpretation of advertising messages. In a study by Fairclough, the author emphasized that when CTA communication takes place in societies with strong class divisions, advertisers often adapt advertising language to serve different social groups [11]. For example, in advertising for high-end consumers, indirect request strategies with soft, sophisticated language such as “Let us help you enjoy the high life” will create a sense of luxury and class. Conversely, advertising targeting working-class customers typically prioritizes direct and practical request messages to align with their perceptions and emotions. Cultural factors influence consumers’ perceptions of creative elements in request strategies. Cook in his research emphasized that in many cultures, creativity in advertising language, including the use of metaphors, wordplay, and inspirational images, can increase the appeal of the request message and thus increase the effectiveness of the CTA message [3]. However, creativity does not always bring positive or expected results in CTAs. According to Lakoff & Johnson, cultural differences can make it difficult for consumers to understand the advertiser’s message, especially when the images or metaphors in the advertisement are unfamiliar to the consumer or contrary to the consumer’s culture [6]. This leads to counterproductive effects. Consumers may turn away from the brand. When discussing the factors influencing CTA, Kotler & Keller asserted that other factors, such as the development of technology and social media, also significantly alter how consumers interpret request messages [1]. Consumers in developed countries with strong digital technology tend to receive more advertising messages through digital media platforms. In this context, direct appeal strategies often have an immediate impact. Conversely, indirect appeal strategies may not have the same impact as direct ones. Advertising messages overflow with information [2].

## **The Difference of the Direct and Indirect Request Strategies Affects the Persuasiveness and Effectiveness of “Call to Action” Messages in Advertising**

In fact, the use of direct and indirect strategies greatly affects the persuasiveness and effectiveness of calls to action (CTA) messages. The choice between these two strategies depends on many factors, including the target audience, culture, and social context. Each direct or indirect CTA approach has its own advantages and disadvantages. They affect how consumers respond to advertising messages when interacting with the product. Direct strategies often aim to communicate clearly, concisely, and immediately to consumers. According to Searle, direct CTAs such as “Buy Now” or “Sign Up Today” help consumers identify what they need to do as well as encourage them to take immediate action [5]. Advertising campaigns using direct CTAs are especially effective at targeting busy consumers. Because consumers often have limited time or patience. Direct CTA requests are more persuasive because they simplify the decision-making process [4]. The authors also found that in situations where consumers value transparency and speed of interaction, direct requests are used to help advertisers build trust and confidence in them. However, a disadvantage of the direct CTA request strategy is that it can cause a sense of pressure on the consumers, forcing the listener to act immediately. This can make them feel uncomfortable or refuse to act. According to Brown et al., cultures that value politeness and tact, such as those in East Asia, may view direct requests as tactless [7]. Therefore, they reduce the persuasiveness of the message. Consumers in these cultures value respect and suggestibility, which makes them more responsive to indirect messages.

Indirect requests are often more polite and gentle in advertising communications. They allow consumers to feel less pressured, and thus they can have more freedom in making purchase decisions. According to research by Lakoff & Johnson, indirect requests such as “Would you like to try this product?” or “Why not join today?” often provide more space and options for consumers to think and decide for themselves [6]. This can lead to more lasting persuasion because consumers feel free when acting voluntarily, rather than being pressured. Cook demonstrated that in advertising communications aimed at younger or middle-class consumers, indirect strategies are often more effective [3]. Because they tend to appreciate sophistication and creativity in communication language. However, indirect requests also pose some challenges. However, indirect CTAs can pose risks, such as making the communication message ambiguous and confusing. This is especially true for consumers who are unfamiliar with indirect forms of request [11]. As a result, indirect CTA can reduce the effectiveness of advertising messages, especially in campaigns that require immediate action, such as purchasing a promotional item or participating in a time-limited event. Furthermore, indirect CTA requests can be overlooked or misunderstood in case consumers are in information overload [2]. Emphasize that which request strategy to use depends on the goals of the advertising campaign and the specific audience to get better results in advertising [1]. For short-term campaigns or products or services that require a quick response, direct requests are often more effective. In contrast, in long-term campaigns where customer engagement and relationship building are prioritized, indirect appeals can help maintain consumer loyalty and engagement.

## **Finding and Discussion**

Based on the research questions, it is possible to confirm the relationships between the components in CTA:

**RQ 1:** Request strategies (direct and indirect) have an impact on

consumers’ interpretation of messages (understanding, emotional association). As a result, this strategy will contribute to determining consumers’ actions. The advertising campaign for the energy drink “Number 1” of the Tan Hiep Phat brand has the CTA “Open the Cap and Win Gold”. This is a typical example of a Vietnamese company’s CTA using both direct and indirect request strategies in CTA to influence consumers’ cognition, emotion and behavior. Unlike traditional advertising, instead of just urging consumers to buy the product, the CTA in this advertising campaign created an engaging marketing environment, promoting consumers’ participation in the brand’s marketing process in a natural way. As a result, it promoted actions that benefited the brand. In this CTA, the indirect request strategy focused on potential rewards for customers instead of directly asking consumers to buy the drink. The campaign emphasized that winners receive valuable prizes in terms of both material and spiritual value (luck and prosperity), such as gold, cash or motorbikes. In this way, it has encouraged more people to participate and subtly called on others to participate in the purchase. Or simply they are aware of the brand in the beverage market in Vietnam. This approach takes advantage of the curiosity and aspiration of consumers. It motivates them to buy the product not only for their own needs but they buy the product with the hope of winning, luck, prosperity, without directly stating “Buy now to win” or “Buy now to become rich”. In addition to the indirect request strategy for the marketing campaign, the direct request strategy appears in Tan Hiep Phat’s advertisements and promotional materials with clearer CTAs, such as “open the lid and you have a chance to win gold” or “Hurry up, join now for a chance to win”. These messages are more direct. They guide consumer behavior to immediate actions such as buying the product and checking under the bottle cap for a chance to win gold and redeeming valuable prizes. The campaign also uses social media as well as digital platforms to reinforce these calls to action. They ensure that the CTA is repeated frequently to encourage consumers to share their participation experiences.

The interpretation of the message “Open the Cap and Win Gold” has influenced consumers’ recognition and emotional engagement with the Number 1 energy drink brand. In terms of brand recognition, this CTA message is simple, direct and easy to grasp. Consumers immediately recognize that buying a drink brings them luck with the chance to win valuable prizes. Rather than focusing on the ingredients or features of the product, the campaign emphasizes the excitement consumers feel when they win (get lucky and win a valuable prize). This makes the product appealing to a wide range of customers. In terms of the emotional connection between consumers and brands, the opportunity to win big prizes creates a sense of excitement, anticipation, and suspense. This motivates consumers to continue interacting with the brand. In addition, winners who receive rewards tend to share their success stories with others. This reinforces the feeling of being able to succeed and prosper from purchasing Number 1 products, making participating in the purchase rewarding.

As a result, the advertising campaign significantly impacts consumer behavior by boosting purchase motivation as well as increasing engagement and strengthening consumer loyalty to the brand. Seeing others win convinces potential buyers that they too have a chance to succeed. They drive sales. The viral nature of the campaign, supported by social media, turns consumers into brand advocates as they share their experiences. Furthermore, by consistently running such promotions, Tan Hiep Phat reinforces consumer loyalty, ensuring that customers remain engaged with the brand after a single purchase.

**RQ 2:** Cultural factors and social context have an impact on how consumers interpret creative request strategies. Designers rely on consumer culture and advertising context to choose request strategies. Determine consumer actions and advertising effectiveness. The call to action (CTA) “Đi Để Trở Về” (Go to Return) of the Biti’s Hunter brand is also one of the successful CTAs based on exploiting cultural factors. It shows the influence of culture and social context on the required strategies in advertising. The brand has insight into consumer culture and adjusted the message to suit users’ needs. Biti’s has promoted customer behavior and improved advertising effectiveness. The message “Đi Để Trở Về” has become one of the most impactful CTAs in marketing in Vietnam. Biti’s is a famous brand in Vietnam and some international markets. Biti’s has incorporated cultural and social meanings into CTAs to shape and motivate consumers to interpret and respond positively to its campaigns.

To interpret “Đi Để Trở Về” thoroughly, it is necessary to start with the cultural values and social dynamics of Vietnam, which influence how consumers perceive and emotionally connect with the message. Vietnamese society emphasizes family, tradition, and emotional bonds among family loved members. This makes the concept of coming home deeply significant and broadly relatable. Unlike Western countries that often emphasize independence and self-discovery, Biti’s appeal resonates with the communal, collective, and familial ideals of Vietnam. The path is both personal and deeply intertwined with relationships with loved ones. This explains why the campaign, specifically launched during the Lunar New Year (the Tet holiday), provokes intense emotional responses. It reflects the ideas of reunion and homecoming.

In the context of Vietnam’s society, the CTA message “Go to Return” reflects the desire of young Vietnamese people to bond and connect with their family members. They are people who, for different reasons, are increasingly looking for new experiences, working abroad, or simply traveling and exploring opportunities away from home. However, it reassures them that no matter how far they go, their homeland is still where they belong. The advertising campaign with this CTA was born at a time when the trend of youth travel was booming. Many young Vietnamese people from poor rural areas of Vietnam go to study and work in big cities or abroad. Biti’s has established a profound emotional and spiritual connection by associating its message with memories and personal adventures. It is not only footwear but also a symbol of adventure and emotional reconnection for youth separated from home and family.

Biti’s advertising designers have integrated both direct and indirect request strategies to suit the consumer culture as well as the advertising context in Vietnam. For the indirect strategy, the CTA uses the phrase “Đi Để Trở Về,” which is brief but highly effective. It does not directly ask consumers to buy shoes clearly. Instead, it tells a user story with content that resonates with the emotions of the target consumers (target audiences). Through the technique of introducing a real-life journey of young people, this advertising campaign encourages consumers to see Biti’s Hunter shoes as a “companion” in their adventures. Through the technique of introducing a real-life journey of young people, this advertising campaign encourages consumers to see Biti’s Hunter shoes as a “companion” in their adventures. A companion on every road (whether up the mountain or down the sea, in the countryside or in the city, domestically or internationally...)

This storytelling approach makes the message personal and relatable to the consumer’s emotions. It increases the consumer’s

emotional attachment to the brand. On the other hand, in some of its social and digital media campaigns, Biti’s incorporates direct strategic CTAs, such as “Choose a travel companion today” or “Ready to go far from home to return?” These very specific and clear messages prompt consumers to take immediate action, such as visiting our online store, joining the campaign challenge, or buying shoes for their next trip. Biti’s direct CTAs are especially effective in online marketing and e-commerce promotions. They drive higher conversion rates among consumers.

Using an advertising strategy with the CTA “Go to Return” plays an important role in shaping and motivating consumer behavior. As a result, it helps maximize advertising effectiveness. Moreover, CTA helps promote users’ purchasing motivation. The brand cleverly integrates emotional stories, Biti’s convinces consumers that buying its products is not simply buying shoes, but it also conveys a deeper message about consumers’ meaningful experiences and memories. This creates a stronger emotional appeal, encouraging purchases based on emotional value instead of just functional needs. The value of Biti’s shoes is enhanced by content that touches consumers’ emotions. Last but not least, direct CTA is integrated into social media challenges, music videos and storytelling campaigns, inspiring customers to share their own journey stories. As a result, it increases user engagement and interaction with the brand. At the same time, it contributes to building user loyalty to the brand. Biti’s has created a deep emotional connection with consumers through a communication method that is consistent with Vietnamese cultural values and the aspirations of young people. The campaign has reinforced Biti’s position as a brand that understands and develops with its target customers. Through the CTA “Đi Để Trở Về”, Biti’s Hunter transcends its role as a footwear brand and becomes a cultural symbol of exploration, nostalgia and attachment of youth.

**RQ 3:** The difference between direct and indirect strategies has an impact on the level of persuasion and effectiveness of CTA messages. The analysis results show that it is possible to identify “Call to Action” (CTA) messages divided into two types of request strategies: 1/ Direct request strategy: Using direct, clear language. 2/ Indirect request strategy: Use suggestive, leading language. Some CTAs are in the form of verbal language or supported by visual language (art and design). A high level of use of metaphor and figurative language will bring high efficiency to the indirect request strategy.

The Impact of Direct and Indirect Request Strategies on CTA Effectiveness. The distinction between direct and indirect request strategies significantly influences the persuasiveness and effectiveness of CTA messages in advertising. A notable example is Apple’s “Shot on iPhone” campaign, which demonstrates how these two approaches shape consumer response. The direct request strategy employs clear and explicit language, prompting immediate action. For example, Apple occasionally reinforces its campaign with CTAs such as “Join the #ShotOniPhone community” or “Capture your best moments with iPhone,” directly guiding consumers toward content creation, social engagement, or product purchase. In contrast, the indirect request strategy relies on suggestive and leading language, subtly influencing consumers without explicit commands. “Shot on iPhone” exemplifies this by showcasing stunning user-generated photos and videos, allowing the product’s capabilities to speak for themselves. This approach avoids direct calls to purchase and instead inspires trust in the camera’s quality, leveraging emotional and aspirational appeal. CTAs can be expressed through verbal language or enhanced by visual elements such as art and design. Apple’s campaign, for



instance, integrates minimalist aesthetics, high-quality imagery, and real user contributions to reinforce its message. A high level of metaphor and figurative language such as storytelling through visuals further strengthens the indirect request strategy, making it more engaging and effective in influencing consumer perception and action.

Various factors influence the reception and effectiveness of advertising strategies: 1/ Cultural factors are the values, norms, and beliefs of consumers in each culture (e.g., collectivist vs. individualist culture). Environmental factors shape the social context and creative strategy. Creative strategy will depend on the social context in a specific cultural environment. 2/ Social context factors, such as the online versus offline environment, time of day, and media platform, influence the advertising situation. 3/ Creative strategy refers to the degree of novelty and unique approach in the advertising message.

Through the metaphor strategies used in CTA, the process of interpreting the advertising message goes through the following touch points (in the consumer's mind): 1/ Understanding the message is the degree of clarity with which consumers comprehend the CTA message. 2/ Emotional associations are the emotions that the CTA evokes in consumers. 3/ Credibility assessment: the credibility of the message and the brand. 4/ Action intention refers to the consumer's willingness to carry out the requested action. Drives customer behavior. 5/ Actual behavior refers to the degree to which consumers truly adhere to the call [17-23].

To evaluate the results of the CTA, it is necessary to consider the following key criteria: 1/ Conversion rates or the message's recall level serve as a measure of the persuasiveness of the message. Proportional to advertising effectiveness. 2/ Advertising effectiveness encompasses both short-term factors, such as sales volume and clicks. We can recognize and quantify these short-term effects, while long-term effects have the potential to boost brand recognition. However, these effects are difficult to recognize and measure, often have long-term hidden impacts, demonstrate sustainability in brand positioning, and contribute to creating customer loyalty to the advertised product or brand.

The aforementioned arguments confirm the existence of diverse approaches to advertising. Therefore, it is not appropriate to apply a single approach to all advertising situations. Instead, the choice of a request strategy must be based on careful research on the target audience, culture, social context, etc. Advertisers need to be flexible in applying the required strategies to create a difference and attract the attention of consumers.

## Conclusion

This study, utilizing a qualitative research technique and an interdisciplinary perspective, has elucidated the complex interplay among language, culture, consumer behavior, and the efficacy of advertising campaigns. The study establishes that request methods, both direct and indirect, substantially influence consumers' understanding of advertising messages. Direct requests are defined in clear and precise language, especially for consumers in cultures that value honesty and openness. Certain cultural contexts may perceive direct requests as insensitive or countercultural. This can impact a brand's advertising communication strategies and sales effectiveness. On the other hand, indirect questions that use leading and suggestive language foster a sense of ease and autonomy, allowing customers to make judgments about what to buy without feeling under duress. These tactics are particularly effective in cultures that value politeness and nuance. Cultural and

social contextual factors significantly influence buyers' perception of creative appeal strategies. Cultural differences, ideologies, and social norms serve as frameworks that shape consumers' perceptions and responses to advertising messages. High power distance cultures favor indirect and nuanced persuasive techniques, while low power distance cultures choose clear and plain communication. Furthermore, social contextual factors such as social class, educational achievement, and economic status influence the interpretation of advertising messages, necessitating the adaptation of advertising language to suit various social groups. The research illustrates that the selection of direct versus indirect request tactics markedly affects the persuasiveness and efficacy of call-to-action messages. Research shows that direct appeals encourage users to respond quickly, while indirect appeals foster trust and enhance emotional connection. The efficacy of each method depends on several elements, including cultural values, environmental conditions, and the level of creativity and uniqueness in the advertising message. This research underscores the importance of a nuanced and context-aware approach to crafting effective call-to-action messages in advertising. It augments advertising theory by providing practical utility for marketers to develop more impactful messages. Advertisers must rigorously assess the cultural context, target audience, and specific goals of the campaign while formulating and implementing solicitation strategies. By understanding the intricate relationship between language, culture, and consumer behavior, advertisers may create persuasive and effective advertising messages that enhance customer engagement and foster brand loyalty.

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