



Exploring the Impact of Communication Language, Language Style, and Interactivity on Presence and Purchase Intention: Moderating Effect of Environmental Language

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Abstract

Our daily lives are increasingly influenced by interactive digital media like social media's platforms and e-commerce websites. With a growing number of customers prefer online channels for shopping, language plays a critical role in articulating cognition and emotions. This study aims to examine the impact of communication language, language style, and interactive language on purchase intention, with social presence as a mediator and environmental language as a moderator. The research was conducted among customers in the Kingdom of Saudi Arabia (KSA) who engage in online shopping for clothing brands. Data was collected through structured questionnaires adopted from past research. SPSS and AMOS were used for data analysis. The results revealed that communication language, language style, and language interactivity positively influence social presence. Furthermore, there is a significant impact of social presence on intention purchase. The findings also confirmed the moderated mediational role of social presence and environmental language. This study contributes theoretically by viewing language through the lens of marketing, and offers practical implications for KSA-based online retailers aiming to strengthen their market position.

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Keywords: Communication Language, Language Style, Interactive Language, Environmental Language, Purchase Intention.

Introduction

In today's multicultural and digitally connected world, language serves as a key instrument in shaping customer behavior and perceptions, directly influencing their decision-making processes (Zimu, 2023). The interaction of businesses with their current and potential customers is constantly evolving due to the influence of the internet. Marketers now use language strategically to create interactive experiences, foster emotional engagement, and strengthen brand identity. These elements collectively influence customer decision-making at later stages (Hamizar et al., 2023). Therefore, it is very important for the organizations to understand the role of language to promote the products.

Brand narratives are experienced by customers through the vehicle of language. Language not only reflects the cultural values of the target audience but also transforms how messages are interpreted and

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constructed (Musonda & Siame, 2025). Language style holds importance as brands often cater to a diverse group of customers. In this context, language can range from cognitive to emotional, or informal to formal shaping customer responses to brand messages (Li & Wang, 2023). Therefore, in the process of brand communication, language style is considered a vital element. It plays a significant role in shaping perceived authenticity, brand tone, and brand personality, thereby influencing customer perceptions. A language style that is appropriate for the customer and compelling for the audience enhances message effectiveness, boosts customer engagement, and contributes to purchase intention (PI) (Jeong, Chung, & Kim, 2022).

Communication language refers to the choice of the actual language used by a brand to communicate or deliver its message to customers. In today's digital era, markets have become increasingly multilingual (William & Frank, 2024). Therefore, the choice of language becomes a crucial decision in promoting a product or service. Communicating in a language preferred by customers enhances their understanding and overall brand knowledge (Ren, Wang, & Luo, 2024). On the other hand, it reflects the organization's respect for the customer's values and identity. Messages delivered in a native or familiar language are often perceived by customers as more persuasive, emotionally resonant, and trustworthy (Kronrod, 2022). Thus, the likelihood of a favorable customer response increases. Therefore, communication language serves as a strategic factor in marketing, playing a key role in shaping customer perceptions.

The interaction between marketing messages and customers holds significant importance in the marketing context. Customer engagement is being redefined with the rise of AI-driven interfaces, social media, and other digital platforms (Ramya et al., 2025). Language interactivity in this complex marketing environment enables responsive, two-way communication. It play a significant role in designing the overall experience of the customer (Mirwan et al., 2023). In the context of online purchasing, interactive features such as feedback loops, personalized recommendations, and live chats engage customers with specific brands. Language interactivity not only enhances customer involvement and autonomy but also strengthens the relationship between customers and brands (Polimerou & Spais, 2025). In the past, most studies have examined interactivity through the lens of language dimensions and media richness; however, its specific impact within the context of marketing remains under explored and requires further investigation (Gusty et al., 2025).

Social presence (SP) is a significant factor that is influenced by the language (Anggraini & Zuraida, 2023). In marketing contexts, social presence will enhance trust and emotional connection between the brand and the customer. Perceived social presence improves when various language-related factors align with customer preferences (Dhakshitha & Kumari, 2025). Thus, social presence is very important factor to shape the customers' purchase choices.

Intention to purchase is the factor that is mostly used to predict actual customers' buying behavior (Yu, 2023). In the context of online business, the factors that develop purchase intention among individuals to improve the sales and profitability of the organization. It is very important to understand the antecedents of customer behavior (Wattoo et al., 2025). Among these, customers purchase intention is very vital factor that is impacted by the elements of price, brand reputation, brand quality and language. All these elements shape decision making ability of the consumers.

Awareness regarding environmental issues is increasing among individuals. As a result, customers are showing a preference for brands that are environmentally friendly and reflect sustainable values (Elmor et al., 2024). Integrating green messages such as minimizing environmental harm, using recyclable packaging, and adopting solar energy can positively influence purchase intention, enhance brand image, and foster trust among customers (Plotkina, Rabeson, & Bambauer-Sachse, 2025). There can be different forms of environmental language including promotion of ethical sourcing and carbon neutrality (Pan & Zhou, 2025). Brands can develop satisfaction among consumers by using such messages. Taken together, this research intent to examine the effect of language style, language interactivity and language communication on purchase intention through mediation of social presence in context of Saudi customers who are involved in shopping from online clothing brands. This research also seeks to find the moderating role of environmental language on the path of presence and purchase intention.

Literature and Hypotheses development

Social Presence (SP) and Purchase Intention (PI)

Literature has defined PI as inclination of customer towards a certain service or product on the basis of perception regarding product, attitude of the customers and different external factors (Lin & Shen, 2023). It is discussed as subjective activity impacting behavior of the customers. Studies have mentioned that PI in the context of online shopping is not different from offline shopping. The development of PI involves a number of processes from which a customer goes through including integration, attitude formation, perception and motivation (Ghosh, 2024). Intention to purchase shows the possibility that a customer will purchase a product in future.

Presently, virtual reality is improving rapidly and growth at fast pace. Presence is the sense of being available at any virtual or remote location through the interaction of computer and human (Tang et al., 2024). Studies on presence show that from the psychological point of view, there are two kinds of presence namely SP and physical presence (Salsabila & Dewi, 2024). Physical presence is referred as feeling of be at certain place whereas SP shows the feeling of be with others. In the context of offline shopping, SP and physical presence do not take place at the same time. But, in the virtual world can feel both physical and SP (Yin, Huang, & Ma, 2023).

There is a significant role of SP in satisfying customer experience. Customers while online shopping or using any virtual environment experience enjoyment as a result of social interaction (Chen, Chen, & Chen, 2023). Shopping environment will be effected positively when a customer is company by someone else. In this environment or atmosphere, customer will prioritize the factor of entertainment and sociability value of the shopping environment (Florea et al., 2025). The level of uncertainty is reduced and trust is developed as a result of SP. The factor of trust is very important in context of online shopping as the element of risk is very high there because of unfamiliar purchase situations (Li, Zhao, & Cheng, 2023). This connection develops assurance and warmth in the shopping experience of the individual increasing satisfaction and engagement. Sense of peer influence and community is fostered because of SP through social roof. Ultimately, it is highly likely that the individual will be involved in the purchase as they get emotionally involved and feel understood. Brands that successfully develop SP can improve intention to purchase, brand loyalty and customer relationships. The study by Chen et al. (2023) and Huang et al. (2023) mentioned that SP has significant effect on PI.

H1: *SP has positive effect on intention to purchase.*

Communication Language and Presence

In the context of marketing, communication with customer is done through language. Therefore, the language is perceived as tool to negotiate the level to which customers and organizations develop perception regarding information about services and goods (Gustiani, Ridhwan, & Yusri, 2022). The anxieties and doubts in the mind of the customers can be alleviated with the help of effective communication. Thus, cost of customer's consumptions decision can be reduced (Hardcastle, Vorster, & Brown, 2025). The communication for the sales of high level products can be divided into four different levels. In the 1st level communication is developed regarding product safety. In other words, information is provided to the customers regarding safety of the product as qualification and safety of product are vital part of customer safety. At the second level, communication is developed to attract the customers by demonstrating point of different of the products. The seller tries to motivate the customer and develop intention to buy the product within the target market by enhancing attractiveness of the product. The third level is regarding the sales service including detailed analysis to examine needs of the customers, after sales services and product information services (Huang, Leong, & Ismail, 2024). In the end, fourth level is regarding image of the product. Language is used to develop certain image in the mind of the customers.

In order to shape SP, communication plays very important role, specifically in the context of digital world (Oviedo & Tree, 2024). When an individual use interactive, expressive and clear message, the perceived presence is enhanced by developing sense of involvement and immediacy. Individuals and organizations, both can use emotional cues, humour and active voice while they are communicating to minimize the feeling of distance (Sung & Kim, 2018). Moreover, the relationship among customer and organization strengthen as a result of language that is being used to convey the message. Such language also conveys responsiveness, affirmation and empathy to the customer encouraging engagement. Cultural language should be the priority of the organization in order to develop consumption of the product. The more language being used by the organization is easily understood by the customer, more SP will be developed. In other words, high quality of communication will have greater effect on the SP (Huang et al., 2024). Likewise, the study of Si et al. (2023) and Song & Hollenbeck (2018) also revealed that high level of communication has positive significant effect on SP. Thus, we hypothesise that:

H2: *Communication language has positive effect on SP.*

Language style and sense of Presence

Literature has defined language style as selection of words by a certain group of individuals when they speak in certain conditions (Wahyudiantari, 2023). It is vital for individuals to show their ideas. Language style is used by people dependent upon to whom they are talking. Language style is also dependent upon where they speaking too. While using language, there are certain elements that are determined while communicating with others; the factors are broadly divided in terms of speakers and listeners (Ngulube & Kelechi, 2023). The speakers are generally discussed as spokesman, addressers and senders. On the other hand, listeners are broadly discussed as interpreters, addressers and receivers. Scholars mentioned that speech event, topics of conversations, message forms, setting and instruments are also important factors of

language style. The study by [Ginting, Rangkuti, & Yusuf \(2020\)](#) mentioned that language style is mechanism to convey the same information by using multiple expressions dependent upon various situations.

Language style plays important role while shaping SP among individuals, especially in the context of digital and online world ([Nani, 2024](#)). According to [Jiménez-Ortega et al. \(2022\)](#), language is one of the important predictor of SP. When a marketer used personalized and informal language while communicating with customer, an emotional and warmth connection is developed. As a result, authentic and immersive expressions are created among participants, thereby improving sense of presence. Language style shapes the individuals emotions, developing engagement and authenticity among them. As a result, presence is influenced by language style ([Bell et al., 2024](#)). The connection and immersion is enhanced as a result of vivid, personalized and informal language.

In the perspective of virtual world, programmers can design the language to interact with potential and actual customers. The study of [Lan et al. \(2024\)](#) showed that digital tools with tailored communication skills impacts the engagement and SP. The language style chosen by marketer create important role in developing human warmth and psychological closeness ([Liu et al., 2020](#)).

H3: Language style has positive effect on SP.

Language Interactivity and Presence

Interactive language is referred as language that is used to maintain and build social relationships ([Verga & Kotz, 2013](#)). In the context of digital world, interactivity shows two way relationships among sender and reader. Since last three decades, scholars have researchers have mentioned different types of language interactivity including human to computer, human to context and human to human ([Uppoor et al., 2022](#)).

Real time interaction is one of the main features of online live broadcasting among marketer and consumer. Precisely, marketers who are livestreaming their products works as a guide who provide complete details of the products to the customers ([Sun, Gao, & Geng, 2021](#)). As a result, decision to purchase the product or use a certain service is developed because if two-way interaction ([Mero, 2018](#)).

SP is significantly enhanced because of interactive language by fostering personal connection, and a sense of involvement and immediacy among communicators ([Oviedo & Tree, 2024](#)). When interactive language is used by the individuals such as acknowledging contribution of others, giving feedback, using personal pronouns and asking questions, an atmosphere of face to face conversational interaction is created. Because of this language, psychological distance is reduced making participant feel valued, and heard during process of communication ([Lal, Dwivedi, & Haag, 2023](#)). The factor of interactive language has significant effect on the presence. Feeling of SP within the individual is generated creating two way communication among the users. The level of involvement of the user is also positively affected by the development of presence among the users. In order to engage the customers on the long run basis, both presence and interactivity are vital in the context of digital world ([Li, Mao, & Zhou, 2021](#)). Resultantly, it is more likely that customers will sustain, contribute and engage in communication with the passage of time. Therefore, it is crucial to integrate interactive language in communication settings to develop SP within the individuals ([Xia, Wang, & Huang, 2024](#)).

H4: language interactivity has positive effect on SP.

Mediating Role of Presence; Between Communication Language - Purchase Intention; Language style - Purchase Intention; Interactivity - Purchase Intention

Presence enhances relational and immersive experience of the customers in the online settings. When communication language is emotionally engaging, interactive and personalized, sense of presence is increased making customer involved in any product and connected psychologically as well ([Pan, Pan, & Zhang, 2024](#)). As a result of this heightened presence the level of perceived authenticity, emotional bonding and trust among the customer is fostered that impacts the behavior and intentions. Therefore, it is more likely that customers will develop favorable PI towards the certain brand. In other words, customers are encouraged to make favorable purchase decision because of effective communication language. The studies of [Li et al. \(2021\)](#) discussed the role of presence as mediator in their studies, qualifies it to be discussed as mediator in this study. Thus, we hypothesize that:

H5: Presence mediates between communication language and PI.

Literature has discussed mediating role of presence in past ([Li et al., 2021](#)). Factor of presence transforms the experience of customer into more immersive and engaging interaction ([Hudson et al., 2019](#)). When a relatable, warm and conversational language style is used by a certain brand, it develops and improves social sense of presence. Therefore, customer get psychologically involved and emotionally connected. Moreover, attentiveness, comfort and trust is created influencing decision making ability of the customers. Behavior of the customer is shaped with the help of presence turning style of language into meaning full connection that makes connection real improving PI ([Liu et al., 2020](#)).

Thus, we hypothesize that:

H6: *Presence mediates among language style and PI.*

The relationship between language interactivity and PI is mediated by presence and emotional connection is created between customer and brand. Two way exchanges between customer and organization are created through interactive language such as conversational tone, questions, and personalised responses developing sense of involvement for the customers (Roseni & Muho, 2024). The feeling of presence is strengthened by this interactivity making customers feel connected to the brand. So, PI is positively influenced as relevance is developed because of heightened presence. Therefore, presence bridges the relationship among interactive language and PI, by playing mediating role. The studies of Weisberg, Te'eni, & Arman (2011) and Li et al. (2021) also revealed mediating effect of presence in their studies. So, we hypothesised that:

H7: *Presence mediates between Language infectivity and PI.*

Moderating Role of Environmental Language and its impact on Purchase intention

Environmental language in the form of sustainable cues, green messaging and eco-labels enhance sense of arousal and presence among the customers. Both these factors develop environmental knowledge among the customer and build trust (Ashraf, Arslan, & Murtaza, 2025). The online PI is strengthened by these emotional and cognitive factors. Customers PI is significantly affected and improved because of environmental cues such as green ads and eco-labels. Moreover, these environmental language elements also impact the perception of customers by promoting sustainable products, influencing PIs.

In other words, environmental language shapes the perception of the consumer during process of communication. when a language shows environmental awareness, sustainability and eco-friendly values, it improve cognitive connection towards the brand or organization (Smith, Briggs, & Pothier, 2018). Therefore, presence is strengthened that later boost the probability to purchase, so, environmental language has the ability to weaken or strengthen the relationship among presence and PI. The research by Lee, Bae, & Kim (2020) reported positive effect of environmental language on PIs. Moreover, In past, study by Huang et al. (2024) revealed moderating role of environmental language in their studies. So, it is hypothesized that:

H8: *Environmental language has positive effect on PI.*

H9: *Environmental language moderates the path of presence and PI.*

Based on the above discussion, the following model has been proposed (Figure 1).

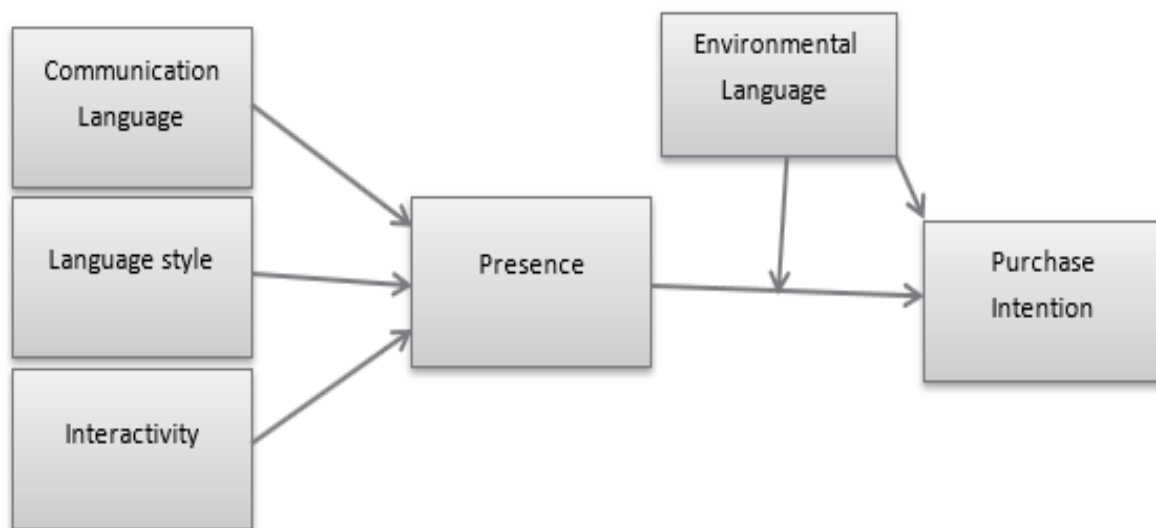


Figure 1: *Hypothesised Model.*

Methods

Procedures

For the collection of data, a survey methodology was adopted. The target population was online shoppers based in KSA who are involved in clothing shopping. The researcher used a panel of experts in the relevant field for the initial assessment of the survey instruments. Consequently, a refined questionnaire was distributed to the respondents. A total of 300 questionnaires were distributed, after applying data cleaning methodologies, which identified corrupt and missing values, 250 questionnaires were analysed.

Measures

The researcher organized the questionnaire by dividing it into three sections. In the first section, the questions were related to the respondents' demographic characteristics, the other section was related to the language-related constructs, and the last section was composed of the questions related to the PI.

To measure the communication language scale was 5 items adapted by Herzallah, Ayyash, & Ahmad (2022). For the measurement of presence, the scale was of 6 items adopted by Ning Shen & Khalifa (2008) and 5-point Likert scale was used ranging 1- strong disagree to 5 strongly agreed. For the measurement of language style, four items scale was adapted by Jakic, Wagner, & Meyer (2017), having good reliability and validity. Interactivity was measured by 3 items scale adapted by Jakic et al. (2017) having good reliability and validity in previous research. Environmental language was measured by four-item scale, while PI was measured by Barber et al. (2012). Internal consistency was proved with α values of 0.85 for communication language, 0.86 for interactivity, 0.82 for language style, 0.80 for presence, 0.86 for environmental language and 0.79 for PI.

Results

Demographic analysis

For the analysis of data respondents' demographic information (Table 1) play a significant role, it provide the necessary information that can help to understand the philosophy, hidden trends, patterns and behavior of the data set. In current study, 66.4% respondents were male and 33.6% were female. 23.2% were of the age between 17 to 23 years. 16.8% were of the age between 23 to 29 years. 20.4% respondents were between 29 to 35 years. 14.8% respondents were of the age between 35 to 41 years. 10.4% respondents were of the age between 41 to 47 years. While, 14.4% were of the age above 47 years. As far as the education level of the respondents is concerned, 43.2 % were undergraduates, 34.0% were graduates and 22.8% respondents were having post graduate degree.

Table1: Demographics.

Variable	Characteristics	Number	Percentage
Gender	Male	166	66.4%
	Female	84	33.6%
Age	17–23 years	58	23.2%
	23– 29 years	42	16.8%
	29– 35 years	51	20.4%
	35– 41years	37	14.8%
	41– 47 years	26	10.4%
	> 47 years	36	14.4%
Education	Undergraduate	108	43.2%
	Graduate	85	34.0%
	Post graduate	57	22.8%

Table 2 demonstrate the assessment of measurement model prior to the testing of hypothesized relationships CFA was conducted. Measurement model was evaluated by the CFA. Six latent variables were analyzed using AMOS. To assess the parsimony and goodness of fit, CFI, SRMR, IFI and TLI were examined. These indices were insensitive to sample size and stable (Anderson & Gerbing, 1988). Initially the measurement model was not a good fit model when all the items loaded on single factor. But the indicator improved when six factors CFA was conducted.

Table 2: Model Fit.

	SRMR	IFI	CFI	NFI	GFI	TLI
Single factor	0.05	0.76	0.68	0.76	0.77	0.58
Six factor	0.02	0.89	0.90	0.88	0.91	0.90

The improvement in the model fit indices is evident by the table above. The values of SRMR, IFI, CFI, NFI, GFI and TLI are in the good range.

Factor Loadings and consistency

With the help of Confirmatory factor analysis researcher measured the values of factor loadings. Factor loading explain the extent to which one item is contributing towards change in latent variable.

It is evident from the Table 3 that all the items of the factors have factor loading greater than 0.60 (Jackson, 2003). The reliability of the construct ranges from 0.83 to 0.89 that exceeds from 0.70 as recommended by Nunnally (1978). For the testing of convergent validity researcher examined the values of AVE (Average Variances Extracted). Convergent validity was established as all the factor loadings are significant at $p < 0.001$ and AVE values are more than 0.50 (Fornell & Larcker, 1981).

Table 3: Factor Loading and Reliability.

	Items	Loading	CR	AVE	α
Communication Language (CL)	CL1	.745	0.88	0.59	0.85
	CL2	.702			
	CL3	.883			
	CL4	.761			
	CL5	.741			
Language Style (LST)	LST1	.752	0.86	0.59	0.82
	LST2	.751			
	LST3	.814			
	LST4	.772			
Interaction (INT)	INT1	.818	0.88	0.66	0.86
	INT2	.825			
	INT3	.832			
Environmental Language (EL)	EL1	.835	0.89	0.68	0.86
	EL2	.755			
	EL3	.809			
	EL4	.887			
Presence (PR)	PR1	.764	0.89	0.59	0.80
	PR2	.827			
	PR3	.627			
	PR4	.781			
	PR5	.884			
	PR6	.693			
Purchase Intention (PI)	PI1	.790	0.83	0.55	0.79
	PI2	.683			
	PI3	.696			
	PI4	.781			

Discriminant Validity

The Table 4 shows the values of the squared correlation and the AVEs.

Table 4: Discriminant Validity.

	1	2	3	4	5	6
CL	0.59					
PRS	.40**	0.59				
EL	.41**	.40**	0.68			
INT	.43**	.36**	.60**	0.66		
LST	.57**	.37**	.43**	.42**	0.59	
PI	.43**	.41**	.61**	.40**	.40**	0.55

** Significant at $p < 0.01$

Table 4 above illustrates that all the values at the diagonal are greater than the values of squared correlation. Consequently, the discriminant validity has been established.

Model Testing

After the establishment of construct reliability and the discriminant validity for the testing of hypothesized model SEM in AMOS was performed. All the hypothesized relationships were tested. Figure 2 *** $P < 0.001$ ** $P < 0.01$ * $P < 0.05$, Model is a best fit model with the value of NFI, GFI, CFI and CMIN support the model fitness. Above Table 5 demonstrate that communication language positively significantly effects

the presence with P-value 0.000, ($\beta = .36$, $p < .001$). Information is provided to the customers regarding safety of the product as qualification and safety of product are vital part of customer safety. At the second level, communication is developed to attract the customers by demonstrating point of different of the products. Language style positively significantly effects the presence with ($\beta = .21$, $p < .01$). The study by [Ginting et al. \(2020\)](#) mentioned that language style is mechanism to convey the same information by using multiple expressions dependent upon various situations. Interactions positively significantly effects the presence with ($\beta = .19$, $p < .01$). Real time interaction is a significant component of online live broadcasting among marketer and consumer. It has tendency to develop process of effective consumer choice that is different from traditional online shopping. Precisely, marketers who are livestreaming their products works as a guide who provide complete details of the products to the customers ([Sun et al., 2021](#)).

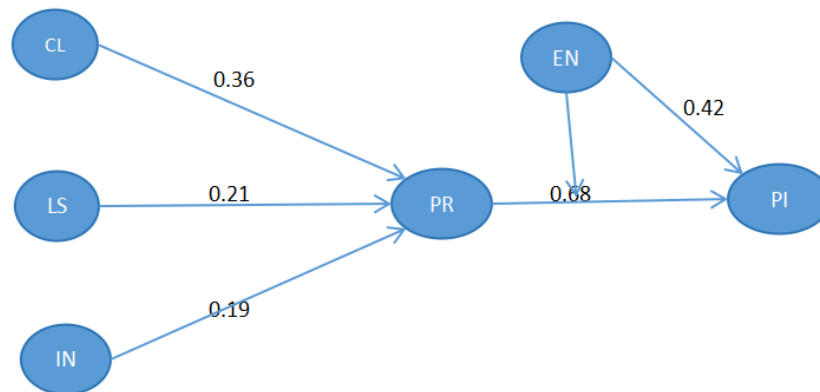


Figure 2: Structural Model.

Table 5: Model Test.

Hypothesis	coefficients	Fit indices
CML----->PR	0.36***	
INT -----> PR	0.19**	
LST-----> PR	0.21**	
PR ----->PI	0.68***	
ENL----->PI	0.42***	
CML---PR→PI	0.245*	
INT---PR→PI	0.129*	
LST---PR→PI	0.142*	
Goodness of Fit		
CFI		0.90
TLI		0.89
GFI		0.91
CMIN		0.03
NFI		0.93

As per the results mentioned in [Table 5](#), presence positively significantly effects the purchase intention with ($\beta = .68$, $p < .001$). Customers while shopping online or using any virtual environment experience enjoyment as a result of social interaction. Shopping environment will be effected positively when a customer is company by someone else. In this environment or atmosphere, customer will prioritize the factor of entertainment and sociability value of the shopping environment. The level of uncertainty is reduced and trust is developed as a result of SP. The factor of trust is very important in context of online shopping as the element of risk is very high there because of unfamiliar purchase situations ([Chen et al., 2023](#)). Environmental language positively significantly effects the purchase intention ($\beta = .42$, $p < .001$). Presence significantly mediates the relationship between communication language and the purchase intention with ($\beta = .2450$, $p < .05$). Behavior of the customer is shaped with the help of presence turning style of language into meaning-full connection that makes connection real improving purchase intention. Presence positively significantly mediational relationship between purchase intention and interaction ($\beta = .129$, $p < .05$). Presence positively significant mediational relationship between language style and the purchase intention ($\beta = .142$, $p < .05$).

Moderation Analysis

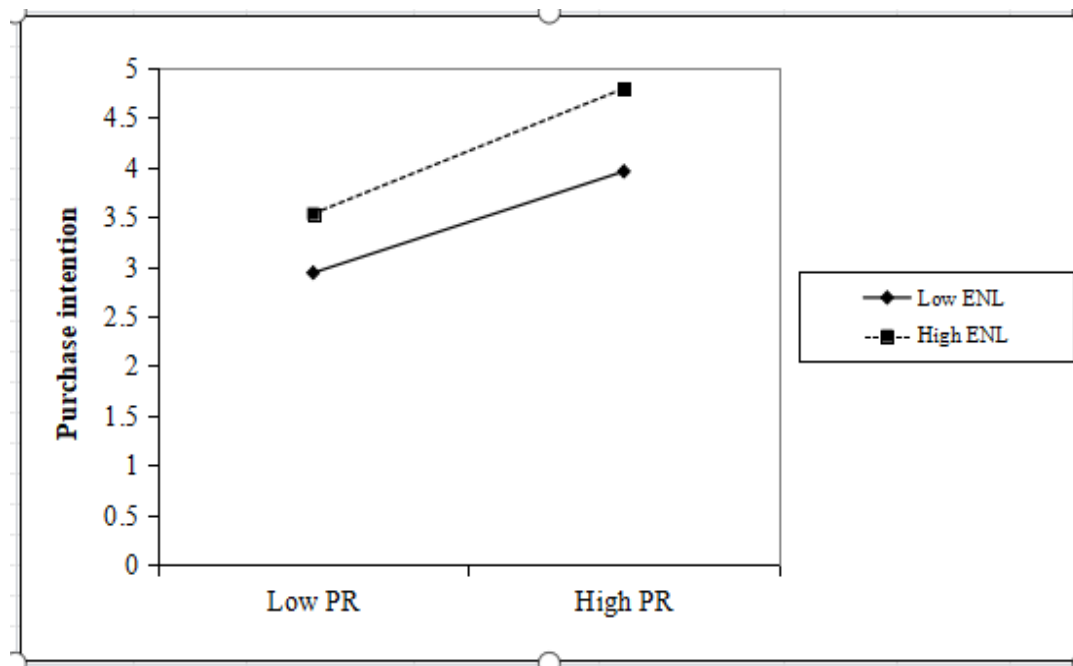
For the testing of moderation of environmental language on the effect of presence and purchase intention, researcher used the process macros of [Preacher, Rucker, & Hayes \(2007\)](#). The following are the results in [Table 6](#).

Table 6: Moderation.

Independent variable	Moderator EL	Effect	LLCI	ULCI
Presence	Low value	0.2277***	0.1341	0.3213
	High value	0.4605***	0.3332	0.5879

*** Significant at $p < 0.001$

Environmental language positively moderates the relationship between presence and purchase intention [Figure 3](#). Environmental language shapes the perception of the consumer during process of communication. When a language shows environmental awareness, sustainability and eco-friendly values, it improves cognitive connection towards the brand or organization. At low value of moderator the effect is significance at 0.001, similarly at high value of moderator effect is significant and positive. The significance can be examined by the direction of the values of LLCI and the ULCI; both limits are in the same direction and does not contain any zero. Thus the environmental language positively significantly moderates the relationship of presence and the purchase intention.

**Figure 3:** Moderation Graph.

Discussion

In the current digital era, customers increasingly prefer online platforms for purchasing. It is therefore essential to examine the factors that influence their online purchase intentions. This study was conducted to investigate the effects of communication language, language style, interactive language, and SP on purchase intention, specifically among KSA-based customers shopping from online clothing brands. The research further examined the mediating role of SP and the moderating effect of environmental language. The findings revealed that communication language has a positive and significant impact on SP. The study of [Huang et al. \(2024\)](#) revealed same findings in their study. These findings highlight the significance of communication language in the context of digital transactions and online clothing purchases. Respondents indicated that a sense of human interaction is fostered when online retailers use conversational, engaging, and clear language in promotional content. This enhances perceptions of SP, making shoppers feel confident, supported, and connected. Such perceptions arise when customers feel they are interacting with a real person rather than a machine. In the case of online clothing shopping, customers often seek assistance regarding style, fabric, and fit. Respondents emphasized that personalized communication plays a key role in building trust. Additionally, a stronger sense of connection is felt when language aligns with cultural context, ultimately enhancing satisfaction and the overall shopping experience.

The results of the study revealed that language style has a significant impact on SP among Saudi-based online clothing shoppers. This indicates that customers in KSA place importance on the language style used during online shopping experiences. They prefer interfaces that are emotionally expressive, conversational, and friendly, considering these elements vital for effective online interaction. Some respondents highlighted that engaging and informal communication during online shopping enhances their sense of SP. These findings suggest that language style can simulate the feel of face-to-face interaction, thereby fostering a stronger sense of connection in online shopping environments.

In online clothing shopping, the absence of physical interaction shifts customer reliance toward language style for engagement. Customers based in KSA prefer language that is personal in tone such as expressive or suggestive descriptions of products to create a socially rich experience. The study's findings indicate that various language styles contribute to building elements of trust. Therefore, language style plays a critical role in developing SP among Saudi online shoppers, enhancing their sense of connection and involvement in the absence of face-to-face communication. The finding of the present study is similar to the results of [Lan et al. \(2024\)](#) in past.

The findings of this research demonstrated that language interactivity has a positive impact on SP. Respondents expressed that an interactive language style—characterized by adaptive communication, personalized responses, and timely feedback—is a vital element in building connections between brands and customers. They further noted that tailored messaging and the availability of live chat during shopping contribute to a more socially engaging experience. KSA-based customers perceive interactive language as a key driver of real-time interactions. As a result of this responsiveness, respondents reported feeling socially present during digital transactions. Many also emphasized the need for reassurance and guidance, for which interactive language plays a crucial role. This form of communication facilitates efficient information exchange while fulfilling both social and emotional needs, thereby enriching the overall customer experience. In past, [Xia et al. \(2024\)](#) also presented similar findings in their study as well.

The results also confirmed moderating effect of environmental language on the path of SP and purchase intention ([Huang et al., 2024](#)). The direct effect of environmental language on purchase intention was also statistically supported in this study. These findings suggest that environmental language enhances the relationship between SP and customer purchase intention within the online shopping context. Respondents indicated that environmental language cues—such as usage scenarios and ambience—contribute to a more positive shopping experience. Emotional responses are heightened when the environmental language is engaging. Several customers mentioned their awareness of environmental issues and expressed a preference for brands that use environmentally friendly language and messaging. Consequently, the relationship between SP and purchase intention becomes significantly stronger.

The findings of the present study confirmed the mediating role of SP. These findings are in-line with the findings of [Li et al. \(2021\)](#) who also demonstrated mediating role of SP in their study as well. The findings suggest that language-related factors play a significant role in stimulating purchase intention among KSA-based online clothing shoppers. Moreover, these language elements enhance the customer's sense of SP. Customers who encounter stylistic, engaging, and interactive language during online shopping are more likely to experience social connection. This sense of presence increases feelings of comfort and trust, which in turn influence purchase intention. Several respondents noted that clothing brands consistently acknowledge their queries and needs. Similarly, the language used by these brands is perceived as customer-focused and clear, helping to establish a friendly connection with the brand. As a result of such language styles, the shopping experience becomes more personal and engaging. Collectively, these factors strengthen SP, which in turn enhances the purchase intention of both potential and actual buyers. Therefore, the results statistically confirm that language-based factors such as interactive language, communication language, and language style contribute to SP, ultimately leading to increased purchase intention.

Limitations and Future directions

Similar to many empirical studies, the present research also has certain limitations. Firstly, the data was analyzed using AMOS. It is recommended that future studies consider using PROCESS MACROS or Smart PLS 4, as these are more recent and advanced tools for statistical analysis. Secondly, the current study collected data from online clothing shoppers based in KSA. Future research may consider gathering data from respondents in other geographical regions, such as Indonesia or Malaysia. These countries feature multicultural and diverse populations, which may offer valuable and comparative insights.

Thirdly, this study employed a five-point Likert scale for data collection. It is suggested that upcoming studies use a seven-point Likert scale, as it offers respondents a wider range of options to express their views more precisely. Lastly, the present research included social presence as the mediating variable. Future studies are encouraged to incorporate other marketing-related mediators within the proposed framework to deepen the understanding of factors influencing purchase intention.

Theoretical and Managerial Contribution

This study offers both theoretical and managerial contributions to the body of knowledge. From a theoretical standpoint, it adds value by examining the roles of interactive language, language style, and communication language within a unified framework—an approach rarely explored in previous research. Furthermore, while most existing studies have examined language from a sociological perspective, this research uniquely addresses language as a marketing tool to influence purchase intention. Additionally, the

study contributes by introducing the moderating role of environmental language. While prior literature has primarily treated environmental language as an independent variable, this research highlights its moderating influence—an important theoretical advancement. On the managerial side, policymakers and practitioners in the KSA-based online shopping industry can utilize these findings to enhance customer engagement strategies. By applying effective language-based communication, online retailers can potentially increase customer satisfaction, drive purchase intentions, and ultimately improve both sales performance and market share.

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Appendix: Questionnaire

Variable	Items	References
Communication Language	<ol style="list-style-type: none"> 1. I trust the e-commerce websites provided in the English language. 2. I feel relaxed reading online purchases provided by e-Commerce websites in the English language 3. Using the English language in e-Commerce websites reflects some aspects of my country's culture. 4. I cannot understand the language of international e-Commerce websites 5. My problem with international e-Commerce websites in foreign countries is the language 	Herzallah et al. (2022)
Language Style	<ol style="list-style-type: none"> 1. The brand's language style during this shopping was informal...formal 2. There is a good fit between the brand's language and its product/service category 3. It is logical that this product/service provider uses such a language style 4. It is appropriate that this product/service provider uses such a language style 	Jakic et al. (2017)
Social Presence	<ol style="list-style-type: none"> 1. I know the purpose of this online forum. 2. People in this online forum understand each other. 3. I understand the others opinions. 4. The others understand what I mean. 5. My thoughts are clear to the others. 6. The other individuals' thoughts are clear to me. 	Ning Shen & Khalifa (2008)
Purchase intention	<p>"I would consider purchasing this product", "I intend to try this product", "I plan on buying this product" "I am interested in tasting this product".</p> <p>4 items scale used by</p>	Barber et al. (2012)
Language Interactivity	<ol style="list-style-type: none"> 1. The brand exerted much energy to communicate with customers on equal terms 2. The brand strives toward communicating with customers on equal terms 3. The brand did its best when communicating with customers 	Jakic et al. (2017)
Environmental Language adapted by Landry and Bourhis Defined as linguistic landscape	<p>Product descriptions and labels on online shopping websites highlight eco-friendly features using terms like "sustainable," "recyclable," or "organic."</p> <p>Promotional banners and pop-ups on e-commerce sites use language that encourages environmentally responsible shopping (e.g., "Go Green," "Shop Sustainable").</p> <p>Marketing emails or notifications from online stores contain environmentally friendly messages or promote green initiatives (e.g., carbon-neutral delivery, eco-packaging).</p>	Landry & Bourhis (1997)