

Abstract

This study has investigated the factors that can influence or contribute to persuasiveness of advertisements on social media. Aristotle's persuasion theory is used as the theoretical framework for this study, therefore, three main elements from Aristotle's rhetorical theory will be analyzed, which are logos, ethos, and pathos. Questionnaires were used in order to collect data from people that frequently use social media platforms and are under the exposure of social media advertisements. The data is then analyzed based on three main constructs which represent the three elements from Aristotle's rhetorical theory, they are credibility, emotional bonding, and interactivity. The findings of this study have revealed that credibility is the most important factor when it comes to advertising on social media, and companies should prioritize improving brand image, resolving conflicts, improving customer service and improve communication channels. The study is then compared to previous and existing studies with Aristotle's rhetorical theory, and it has revealed that this finding is significant. The study concluded that Aristotle's rhetorical theory is a very useful tool to increase persuasiveness in terms of social media marketing.