

How to Cite (APA Style):

Hasyim, F. (2025). Persuasive language in multicultural social media marketing: A multimodal analysis of Tesla Asia's advertisements on X/Twitter posts. *EduLite: Journal of English Education, Literature, and Culture*, 10 (2), 672-692. <http://dx.doi.org/10.30659/e.10.2.672-692>

Persuasive language in multicultural social media marketing: A multimodal analysis of Tesla Asia's advertisements on X/Twitter posts

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Email: fuad.hasyim@uii.ac.id

Received:
08 July 2025

Revised:
19 August 2025

Accepted:
25 August 2025

Published:
28 August 2025

Abstract

Social media marketing is a vital component of contemporary marketing strategies. Companies have realized that utilizing persuasive language through social media enables them to connect with and engage broader audiences. This research aims to investigate the persuasive language employed by Tesla Asia in multicultural social media marketing. The research was qualitative, employing content analysis of a dataset comprising Tesla Asia's X (formerly Twitter) posts from April to June 2025. Tweets were categorized by persuasive technique based on Cialdini's framework and analyzed for cultural targeting using Hofstede's dimensions. Supplementary visual and compositional analysis was conducted to assess the interplay of image and text. The result presented that Tesla tailored its messaging and visual strategies to align with cultural values in each market, utilizing principles of Liking, Reciprocity, Social Proof, and Authority. By incorporating local references and appeals to the community, their content reflects values of respect and togetherness. An analysis of tweet engagement shows that culturally customized posts receive more likes and retweets, indicating stronger connections with specific audiences. This research provides insight into the cross-cultural adaptation of persuasive strategies on social media, underlining the importance of cultural sensitivity and localized strategies.

Keywords: *advertising; cultural dimension; persuasive language; social media marketing; Tesla Asia*

INTRODUCTION

Social media marketing has become an essential component of modern marketing strategies. As digital platforms continue to grow, businesses have found that social media offers unparalleled opportunities for reaching and engaging with audiences. This form of marketing involves creating and sharing content on social media networks to achieve marketing and branding goals. It encompasses activities like posting text and image updates, videos, and other content that drive audience engagement, as well as paid social media advertising (Purnomo, 2023). By investing in targeted advertising campaigns across platforms like Facebook, Instagram, LinkedIn, TikTok, and X, businesses can

effectively optimize their marketing efforts and maximize the impact of their messaging to drive desired outcomes.

The rise of social media began in the early 2000s through platforms such as MySpace and Facebook. However, it was not until the advent of Facebook, Twitter, and later Instagram and Snapchat that businesses started recognizing the marketing potential. Initially, social media was used primarily for personal communication, but with the expansion of user numbers, businesses began to grasp the potential for reaching extensive audiences (Joshi et al., 2025). The landscape of social media marketing has transformed from simple advertising and brand promotion to a more complex strategy involving customer interaction, brand management, and integrated marketing communications (Nalbant & Aydin, 2023). The nature of social media marketing continues to evolve as technology advances and consumer behavior changes, requiring marketers to adapt and innovate their strategies accordingly. As social media platforms continue to introduce new features and algorithms, marketers must stay informed and adjust their strategies in order to remain relevant in the ever-changing landscape.

Social media marketing offers numerous benefits for businesses. One of the primary advantages is its ability to reach a large audience. With billions of users worldwide, platforms like Facebook and Instagram provide businesses with access to a vast potential customer base (Lahtinen et al., 2023). Additionally, social media allows for highly targeted advertising. Platforms collect data on users' demographics, interests, and behaviors, enabling businesses to create targeted advertisements that reach specific groups of people (Gao et al., 2023). Moreover, social media marketing is cost-effective compared to traditional forms of advertising. Businesses can reach a larger audience with a smaller budget through targeted ads and sponsored posts (Witek-Hajduk et al., 2025). This allows for a higher return on investment and increased brand visibility in the digital space.

Tesla, Inc. is an American electric vehicle and clean energy company founded in July 2003 by Martin Eberhard and Marc Tarpenning. The name is a tribute to the inventor and electrical engineer Nikola Tesla (Hayes, 2025). Recently, Tesla has become renowned for its electric cars, internet provider, battery energy storage, solar panels, and related products and services. The company's mission is to accelerate the world's transition to sustainable energy (Anderson, 2025). Tesla has achieved significant milestones in automotive technology, particularly with its Model S, Model 3, Model X, and Model Y vehicles, as well as its Cybertruck (Voelcker, 2024).

McLaughlin (2023) emphasizes that Elon Musk, Tesla's CEO, is one of the major leaders of the company's marketing success. Musk's creative leadership and active involvement with the public have been important in developing the Tesla brand and generating excitement. His regular use of social media sites like Twitter to connect with customers and give company information has boosted Tesla's digital footprint. Twitter is especially important as it allows direct communication with users and quick information distribution.

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Elon Musk, the CEO of Tesla, is highly active on X, where he regularly posts updates about Tesla and Starlink, addresses customer inquiries, and shares insights into upcoming projects. His tweets often attract significant media attention and can influence Tesla's stock price and public perception. Meanwhile, Tesla's official regional X account, Tesla Asia @Tesla_Asia, targets specific local markets, providing region-specific updates, news, and engagement. @Tesla_Asia focuses on Tesla's activities, announcements, and customer interactions in Asia, addressing the unique needs and interests of Asian customers by keeping them informed about regional developments, events, and new product availability.

As a result, X is a vital tool for Tesla to maintain direct communication with its consumers. It enables the organization to communicate information quickly, interact with customers, and manage public relations in real time. For Tesla Asia, this entails building a strong relationship with a fast-growing market and ensuring that customers in the region receive timely and relevant information.

Definition of Persuasive Language

Persuasive language is a critical aspect of communication aimed at influencing others' beliefs, attitudes, or behaviors. It is a powerful tool used to persuade others to take a certain action or adopt a particular point of view (Addimando, 2024). Persuasive language includes various techniques and strategies designed to convince an audience to adopt a particular viewpoint or take specific action. It is employed in numerous contexts, including advertising, political speeches, legal arguments, and everyday conversations.

Robert B. Cialdini (2016) identified six principles of persuasion: reciprocity, commitment and consistency, social proof, authority, liking, and scarcity. He proposed that these principles can influence decision-making in diverse scenarios. They are applicable in marketing, sales, negotiations, and daily interactions to sway others effectively. Moreover, these principles serve as a guide for understanding and employing persuasive language across different contexts.

Key principles in Cialdini's theory cover the following concepts.

Reciprocity

This principle exploits the human inclination to repay favors. When someone does a favor for us, we naturally feel compelled to return the gesture. This principle can be leveraged to influence others by first providing them with a small gift before making a request. In the context of persuasive communication, this involves offering something of value to the audience, which in turn increases their likelihood of accepting a subsequent request. For instance, provide a free trial before soliciting a subscription to a service or product. Schultz et al. (2018) classify this principle within the framework of social norms, specifically the norm of reciprocity, which can be employed to convince individuals to adopt certain behaviors.

Commitment and consistency

People often stick to their commitments to keep their beliefs and actions aligned. Persuasive language can take advantage of this tendency by promoting small

initial commitments that can eventually escalate to larger ones, possibly leading to lasting shifts in attitudes and behaviors. Fezzie et al. (2025) state that individuals might feel compelled to adhere to certain norms due to the social and psychological pressure to remain consistent with their previous commitments. This behavioral tendency is well-documented in persuasion psychology, particularly under Cialdini's principle of commitment and consistency, where social contexts magnify this pressure to maintain coherent actions and beliefs. This phenomenon is known as the "foot-in-the-door" technique. This technique is often used in marketing and persuasion strategies. The foot-in-the-door technique involves starting with a small request and then escalating to a larger one (Gleason, 2021).

Social proof

Persuasive language can create a sense of social validation and encourage conformity by highlighting the behavior or endorsements of others (Morady Moghaddam & Esmaeilpour, 2023). This is because people tend to follow the actions of others, especially when they are uncertain. Celebrity endorsement is considered the most efficient way to promote conformity in online consumption behavior (Zhang, 2022). This can be seen in testimonials, reviews, or endorsements that emphasize how many people have already taken a certain action or made a particular choice. By leveraging social proof, individuals can feel more comfortable and confident in aligning their behavior with the perceived majority.

Authority

People are more likely to be influenced by individuals perceived as experts or authoritative figures. The perceived credibility of the salesperson can significantly impact the buyer's decision-making process (Tsitskishvili, 2023). Thus, employing authoritative language or citing experts can enhance the persuasiveness of a message. This can be especially effective in influencing online consumption behavior when individuals trust and respect the authority figure being referenced. By appealing to authority, marketers can further encourage conformity and drive consumer decisions towards a desired outcome.

Liking

Individuals tend to be more easily persuaded by individuals they find likable. The liking principle can be effectively activated in persuasive language by establishing relationships, identifying shared interests, and using friendly, warm communication. These techniques significantly enhance brand likability and cultivate stronger consumer relationships (George et al., 2024). By building a positive relationship with consumers, marketers can increase the likelihood of them being influenced by the message being conveyed. This can lead to higher engagement and ultimately drive more conversions or sales.

Scarcity

Scarcity is a principle of influence that creates a sense of urgency or limited availability to boost the perceived value of a product or service. It is a marketing strategy that portrays products as scarce, influencing consumer perceptions of value and desirability. There are two types of scarcity: supply scarcity, which

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happens when a product's availability is limited by short supply, and demand scarcity, which occurs when a product is seen as popular and in high demand (Cheung et al., 2015). This fear of missing out (FOMO) can motivate people to act instantly. Using persuasive language that highlights the limited condition of an opportunity or resource can amplify its perceived worth and urgency, thereby creating a sense of immediacy that encourages customers to act promptly and make purchases more quickly.

Literature review

Multicultural marketing research has gained significant importance as cultural diversity continues to grow across most global markets. The field primarily examines how cultural identity influences consumption preferences and choice, with a central focus on understanding the intricacies of consumer multicultural identification both conceptually and empirically (Kipnis et al., 2019). Multicultural marketing refers to strategies designed to connect with diverse cultural groups by recognizing and catering to their unique preferences and behaviors. As Nurullah Berk et al. (2025) emphasize, such strategies improve engagement by aligning marketing messages with the cultural values and expectations of specific consumer communities. Thus, studying cultural identities and their relation to broader markets helps businesses tailor their products and marketing strategies to better resonate with diverse consumer groups, ultimately driving engagement and increasing sales.

Research has shown the significance of multicultural marketing to increase brand loyalty and customer engagement among various cultural demographics. By understanding and recognizing different cultural values and norms, companies can effectively reach and resonate with a wider range of consumers in today's global marketplace. The following literature review examines research on the effectiveness of multicultural marketing, highlighting key findings and their implications for marketers.

A study by Meng et al. (2023) found that effective multicultural marketing through product placement enhances brand exposure, customer interaction, and trust. Therefore, companies must carefully navigate cultural nuances to avoid offending local sentiments and build deeper emotional connections with diverse audiences. To do so, companies should conduct thorough research and collaborate with cultural experts when developing marketing strategies. Udeh et al. (2023) also found that success in multicultural markets depends on the thorough comprehension and effective utilization of local customs and technological advancements. Therefore, it is essential to customize marketing strategies to align with the socio-economic and cultural specifics of the target market.

Additionally, Demangeot et al. (2019) proposed a bridge metaphor for marketing to enhance multicultural engagement, identifying six interactive marketplace domains and a roadmap for marketing academia and practice. The findings displayed that marketers play a transformative role in reducing cultural tensions and promoting well-being through culturally sensitive marketing practices. Thus, a conceptual framework identifying interactive marketplace domains helps in achieving this goal. Licsandru & Cui (2020) found that advertisements featuring multiple ethnicities can evoke stronger feelings of

social inclusion among ethnic consumers compared to ads featuring only one ethnicity. This leads to more favorable attitudes toward the ad and an increased potential for purchase among ethnic consumers. Marketing strategies on social media have undergone significant changes over the past decade due to the evolving nature of digital platforms and user behavior. This section provides a summary of previous research on social media marketing strategies, highlighting key findings and insights from various studies.

A notable study by Guha et al. (2021) examined promotional strategies for Indian handicrafts on social media platforms, including Facebook, Twitter, Instagram, and YouTube. The research aimed to evaluate the impact of social media marketing activities (SMMA) on brand awareness, image, and equity. Findings revealed that SMMA significantly boosted brand awareness and image, subsequently affecting brand equity and consumer purchase intentions. The study highlights social media's role in increasing brand visibility and driving sales in traditional sectors.

Fan (2023) conducted a comprehensive review of different social media marketing strategies, focusing on their impact on boosting brand awareness and customer engagement. The study underscored the crucial role of creativity and innovation in harnessing the potential of social media platforms. Additionally, it investigates the obstacles that businesses encounter, such as navigating through the array of tools available and comprehending the advantages of various social networks. The review pinpointed several key strategies, including the utilization of podcasts, blogs, and engaging interactions on social media to effectively connect with specific target audiences.

Wu & Yang (2022) studied how libraries can utilize social media marketing techniques to promote collections to preadolescents. Their research involved experimenting with a Facebook page and conducting a survey to assess the impact of different marketing strategies, such as word-of-mouth, buzz, event, viral, and gamification marketing. The results indicated that word-of-mouth and gamification marketing were especially successful in capturing the interest of preadolescent users. This study illustrates the potential of customized social media strategies in engaging specific demographic segments.

Studies examining the relationship between ethnocultural identity and consumer behavior have revealed significant variations in how consumers from different ethnic backgrounds evaluate products and make purchasing decisions. A study conducted by Mokhlis (2012) compared three ethnic subcultures (Malays, Chinese, and Indians) and found that consumers employ different cultural dimensions when evaluating product attributes, with factors like image reference group influence, media, and post-sale services serving as key distinguishing elements across ethnic groups. Similarly, research in the Balkans demonstrated that Albanian consumers in Kosovo consider ethno-marketing activities highly important, particularly valuing company advertisements and promotions in their ethnic language, along with cultural symbols and information dissemination that reflects their cultural identity (Zeqiri, 2017).

Recent research has challenged traditional assumptions about ethnic advertising effectiveness, particularly the belief that highly targeted mono-

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ethnic advertisements are most effective for reaching ethnic consumers. A qualitative study involving twenty-three ethnic millennials in the UK by Licsandru & Cui (2019) found that advertisements featuring only one ethnicity can lead to more negative consumer reactions compared to those that include multi-ethnic marketing. The multi-ethnic advertisements reduce the emphasis on ethnicity and the feeling of being specifically targeted and are perceived as more genuine efforts at ethnic representation. Similarly, research examining consumer-model racial congruence has provided evidence for the importance of inclusive representation, particularly for underrepresented groups. The study involving 120 female participants viewing perfume advertisements found that Black participants showed increased purchase intention and willingness to spend higher amounts when products were advertised with Black models, while consumer-model racial congruence was not supported for Caucasian participants (Forbes-Bell et al., 2020).

Previous scholarship has studied multicultural marketing from several perspectives. These works emphasize that culture and identity play central roles in shaping consumer engagement, and they provide valuable conceptual and practical frameworks. However, most focus on conceptual models, sector-specific contexts, or general advertising practice; few examine the direct application of persuasive language techniques by a global brand across diverse cultural markets. Moreover, while studies such as Licsandru & Cui (2019) or Meng (2023) highlight inclusivity and cultural adaptation, they do not analyze how concrete persuasive techniques, such as social proof, reciprocity, authority, or liking, are operationalized differently in Asia, focused digital campaigns.

This study addresses that gap by examining Tesla's Asia-focused X/Twitter marketing. Unlike prior research, it (1) identifies the exact persuasive techniques Tesla employs, (2) maps these techniques to the cultural values of marketing such as China, Korea, Japan, and Singapore, and (3) assesses their effectiveness using engagement metrics like likes and retweets. By bridging persuasion theory with cultural frameworks and social media analytics, this research contributes a novel, brand-specific account of how persuasive language can be optimized for multicultural digital marketing.

METHOD

The purpose of this study is to investigate how Tesla employs persuasive language and visual strategies in its Asia-focused X/Twitter advertisements, and to examine how these strategies align with different cultural values across Asian markets. The main objectives are (1) to identify the specific persuasive language technique used in Tesla's posts, (2) to analyze how these techniques are culturally adapted to different Asian markets, and (3) to assess their effectiveness through audience engagement metrics such as likes and retweets.

This study is qualitative in nature, utilizing multimodal analysis techniques to discover the expressive power of digital multimedia texts from Tesla Asia's X advertisements. The research method integrated Kress and Van Leeuwen's visual grammar framework to provide a comprehensive analysis of both textual and visual elements in the advertisements.

Multimodal analysis is an approach that examines multiple modes of communication, such as text, images, video, and audio, to understand how they operate together to create meaning. As Hou (2024) explained, these communicative resources interact interdependently, offering a more comprehensive understanding of message construction in media and discourse. This method is particularly relevant for analyzing social media content, where different modes are often combined to enhance persuasive impact. Multimodal analysis helped researchers to explore the interaction between linguistic and non-linguistic elements, providing a more holistic understanding of communication strategies. As Ogunwale et al. (2025) demonstrated, such analysis uncovers how visual, verbal, and cultural elements work in tandem to construct nuanced, context-specific meanings.

The primary data for the study were collected from tweets posted by Tesla Asia's official account on X social media, @Tesla_Asia, spanning a period of three months (April to June). The selected posts contained advertisements that aligned with the focus on persuasive marketing. Thus, the purposive sampling method was applied to ensure content diversity, including text, images, video, and interactive elements.

Tweets with high engagement were gathered, and associated visual content, including images and videos, was downloaded and methodically cataloged. The textual content from the tweets, as well as text embedded within the images or videos, was transcribed for an in-depth analysis. This methodical approach facilitated a detailed investigation of the advertisements' linguistic and visual components.

The analysis was conducted in two main phases, textual and visual, to examine persuasive language techniques, recurring themes, cultural nuances, and visual components in Tesla Asia's advertisement. Textual analysis involved identifying rhetorical strategies, themes, and cultural references, while visual analysis focuses on narrative, conceptual, interactive, and compositional meanings and images and videos using the Visual Grammar Framework by Kress and van Leeuwen (2020).

RESULTS AND DISCUSSION

The analysis of Tesla Asia's X/Twitter posts revealed four dominant persuasive techniques based on Cialdini's framework: Liking, social proof, authority, and reciprocity. These were adapted to resonate with cultural values in different Asian markets. For example, post targeting China emphasized urban pride and ecological responsibility; those for Korea highlighted community belonging and appreciation of owners; Japan-focused posts drew on aesthetic symbolism such as cherry blossoms; and Singapore posts underscored exclusivity and prestige. Engagement metrics suggest that culturally tailored messages generated higher interaction compared to generic global posts.

This section presents the analysis of persuasive language techniques used by Tesla Asia's X marketing, with a focus on how these techniques are adapted to resonate with different cultural audiences across China, Korea, Japan, Singapore, and the global market. The findings are interpreted using

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Cialdini's principle and incorporate insights from visual grammar theory by Kress & van Leeuwen and are supplemented with comparative insights from relevant case studies and academic literature. The results suggest a strong correlation between visual design elements and consumer behavior in various cultural contexts.

Overview of persuasive language techniques

A content analysis of ten tweets posted by Tesla Asia between April and June 2025 reveals that Tesla strategically employs various principles of persuasion to engage audiences, build brand affinity, and promote its products and values. Among the six principles identified by Cialdini, Reciprocity, Authority, Consistency, Liking, Scarcity, and Social Proof, the principle of Liking was most frequently utilized (5 out of 10 tweets), followed by Social Proof, Scarcity, and Authority (each appearing once). These techniques are embedded within short, visually oriented tweets often accompanied by images or videos. The marketing language tends to be minimalist, emotionally appealing, and sometimes specific location.

Table 1. Distribution of Cialdini’s Persuasive language principle

Principle of persuasion	Frequency
Liking	5
Social Proof	1
Scarcity	1
Authority	1
Reciprocity	1

The diversity in persuasive techniques reflects Tesla's ability to tailor its messages to suit context, audience, and campaign objective.

Liking: emotional resonance through aesthetics and symbolism

Tesla frequently uses emotionally appealing visuals and themes to foster a sense of liking and connection with its audience. In five of the analyzed tweets, elements such as cherry blooms, Mother's Day messages, springtime imagery, and sound customization were employed to convey positive emotions. For example, in Japan, Tesla used images of cherry blossoms alongside Tesla vehicles to symbolize renewal and harmony between nature and technology.



Figure 1. Tesla Asia’s tweet on the Japanese cherry blossom

According to Kress and van Leeuwen's visual grammar framework, images construct meaning through formal compositional elements such as salience, framing, and social distance, which guide viewers' interpretations and emotional responses (2020). In the analyzed images, high salience is achieved through vibrant color combinations (bright colors of blossoms), which immediately draw the viewer's attention and evoke emotional warmth and renewal.

The use of centered framing further contributes to a sense of visual stability and focus, often placing the natural elements (such as blooming trees) in harmony with human-made objects. Additionally, medium-distance shots are employed to establish a relatable proximity, fostering a sense of gentle observation rather than disturbance. This compositional choice suggests an emotional tone that resonates with the Japanese aesthetic sensibility of *mono no aware*, the transient beauty of nature, and the cultural emphasis on seasonal cycles and balance between the natural and artificial (Chen & Cheng, 2024).

Social proof: leveraging community and shared values

One tweet directed at Korean audiences thanked owners for contributing to the transition to sustainable energy. This approach leverages the principle of social proof, where individuals are influenced by the actions or beliefs of others. This tweet received over 93 likes and 743 retweets within the two weeks of being posted. By publicly acknowledging its customers, Tesla positions them as part of a larger movement, encouraging new users to join. This strategy resonates well with collectivist cultures like South Korea, where community identity and shared goals are highly valued (Yoon & Lee, 2019).

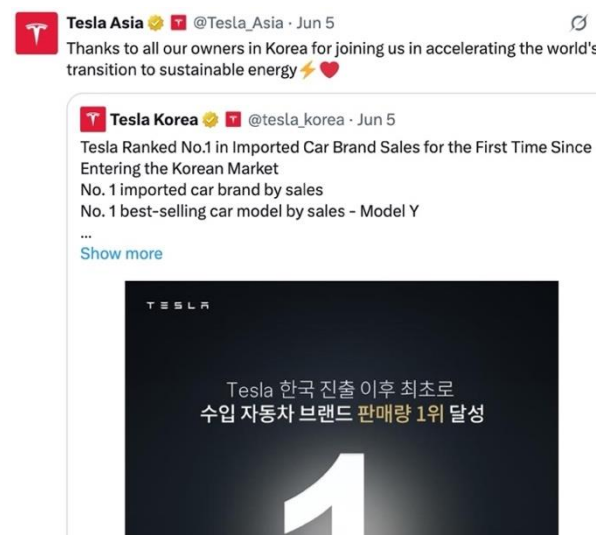


Figure 2. Tesla Asia Tweet on Tesla Rank in Korean Imported Car

Scarcity: emphasizing exclusivity and newness

In Singapore, Tesla marked the inaugural delivery of its Model Y with a visually attractive campaign that includes red bows on the car and limited and prominent celebratory text, "Congrats to our new owners!" The phrase itself

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suggests exclusivity and limited availability, leveraging the scarcity principle, a well-established concept in consumer psychology that implies individuals place higher value on items perceived as rare or time-sensitive (Cialdini, 2016). By framing the event as a unique milestone, Tesla taps into consumers' fear of missing out (FOMO), heightening emotional engagement and purchase agency.



Figure 3. Tesla Asia tweeted to congratulate the new owner.

Visually, the use of eye-level camera angles and medium-distance shots creates a balanced perspective that emphasizes the vehicles while maintaining contextual clarity, allowing viewers to easily imagine themselves as part of the scene. This technique helps to create a sense of immersion and connection with the product, ultimately leading to increased sales. This technique aligns with Kress and van Leeuwen's (2020) visual grammar, which suggests that such angles promote identification and a sense of equality between the viewer and the subject. The red bows serve not only as festive elements but also as high-salience visual markers, bright, central, and symbolically rich, drawing immediate attention and associating the cars with celebratory significance and prestige. Such elements are widely recognized in consumer research as part of ritualistic marketing practices that enhance emotional resonance and perceived value (Weinberger, 2015). Together, these compositional choices combine rhetorical and visual strategies to elevate the perceived status of Tesla's product, reinforcing both exclusivity and desirability in a culturally resonant, emotionally charged manner.

Authority: Establishing Trust Through Expertise

Tesla highlighted its safety credentials through a tweet stating it received a five-star overall safety rating: "Five-star Overall Safety Rating ★★★★★." While this post lacked visual content, the textual emphasis on certification serves as

an indication of authority. This can help establish trust with consumers. Safety ratings are a strong trust-building mechanism, especially in markets where reliability and performance are key purchase drivers. This type of messaging has broad applicability across both individualistic and collectivist cultures.

Reciprocity: offering value before requesting action

In one tweet, Tesla promotes eco-conscious driving through the tagline 'Drive Green 🌿', a phrase that implicitly frames Tesla ownership as a pro-environment act. This message appeals to green consumer values, wherein ecological awareness and a desire to reduce environmental harm significantly influence purchasing choices (Siddhpuria, 2025). By positioning its product as a sustainable choice, Tesla aligns itself with the growing expectation that corporations demonstrate environmental responsibility, a cornerstone of modern Corporate Social Responsibility (CSR) frameworks. As Abubakar et al. (2022) note, CSR and green behavior strategies have become essential tools for firms seeking long-term market differentiation and stakeholder trust. This helps Tesla to attract environmentally conscious consumers and gain a competitive advantage in the market. Such associations foster consumer goodwill and emotional investment, as buyers feel they are contributing to a broader environmental cause.



Figure 4. Tesla Asia tweeted on the pro-environment act

The accompanying image, featuring a Tesla vehicle driving through a lush, natural landscape, visually reinforces the brand's sustainability narrative. This composition suggests technological-nature harmony, a theme increasingly prominent in eco-branding strategies, where innovation is portrayed not in opposition to nature but as an enabler of its preservation (Hartmann & Apaolaza-Ibañez, 2012). Through this aesthetic choice, the image taps into the affective dimensions of environmental messaging, using visual symbolism to

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evoke feelings of serenity, responsibility, and progress. By combining eco-verbal cues with nature-rich visuals, Tesla effectively integrates rhetorical and semiotic strategies that enhance its brand identity as both innovative and environmentally conscious.

Cultural targeting of persuasion strategies

Tesla Asia's X contents are not only convincing in their style but also customized to meet the cultural expectations and preferences of distinct regional audiences. Table 2 summarizes the primary persuasive techniques identified in the dataset, their corresponding cultural segmentation, and their alignment with theoretical frameworks.

Table 2. Persuasive technique and cultural alignment in Tesla Asia marketing

Persuasive principle	Example tweet	Target culture	Cultural alignment
Liking	“New Model Y meets the cyber cityscape...”	China	Appeals to urban pride and high-tech national imagery
Reciprocity	“Drive green🌿”	China	Reflects shared environmental responsibility
Social proof	“Thanks to all our owners in Korea...”	Korea	Emphasizes group membership and relational identity
Authority	“Five-star Overall Safety Rating★★★★★”	Global	Offers objective evidence and appeals to rational trust
Liking	“Cherry Blossom & Tesla.”	Japan	Harmony in Japanese culture
Social Proof & Scarcity	“Congrats to our new owners! New Model Y – First delivery in Singapore.”	Singapore	Emphasizes peer recognition and exclusivity

Tesla’s social media marketing demonstrates a strategic application of Hofstede’s cultural dimensions (2010), particularly in its approach to cultural segmentation across Asian markets. This framework identifies key dimensions, such as individualism vs. collectivism, uncertainty avoidance, and power distance, that shape how people perceive and respond to messaging. For example, in collectivist cultures like China and South Korea, persuasive communication is more effective when it emphasizes group harmony, social belonging, and shared success. These culturally resonant values align with the communal orientations prevalent in these societies (Gauthier et al., 2020). In these markets, Tesla’s promotional content often highlights community-oriented themes such as eco-conscious citizenship, family-oriented benefits, and national innovation, resonating with cultural values that prioritize collective well-being over individual gain.

Equally, Tesla’s global campaigns, including those targeted at more individualistic cultures, tend to rely on rational appeals, emphasizing safety ratings, engineering excellence, and cutting-edge technology, messages that align with self-enhancement and personal efficacy values prevalent in Western contexts (Shavitt, 2025). By navigating these cultural distinctions, Tesla

demonstrates not only an awareness of cross-cultural consumer psychology but also a commitment to localized branding that respects the socio-cultural fabric of its target audiences. In this way, Tesla's marketing approach reflects an advanced understanding of cultural congruence, the alignment between message content and audience values, leading to increased message effectiveness, brand engagement, and consumer trust across diverse demographic segments in Asia (Chang et al., 2019).

In China, Tesla emphasizes themes of nature integration and eco-friendliness, reflecting the country's growing emphasis on sustainability and harmony with the environment. For example, a tweet featuring lush green landscapes and a natural setting, "Drive green 🌿" (May 30, 2025), aligns Tesla with ecological responsibility. Such appeals resonate strongly in collectivist societies where shared responsibility and environmental stewardship are culturally significant (Hofstede et al., 2010; Kipnis et al., 2019). Additionally, Tesla integrates family-centric themes, such as celebrating Mother's Day (May 11, 2025), which resonates deeply with Chinese cultural values that prioritize familial bonds and emotional connections (X. Liu & Bai, 2022). By framing itself as a brand that supports both environmental and familial well-being, Tesla reinforces its image as socially responsible, consistent with the Demangeot et al.'s (2019) argument that marketplace well-being requires cultural visibility and inclusivity.

In Japan, Tesla Asia X post leverages seasonal motifs like cherry blossoms and springtime imagery (April 5, 2025), which are culturally ingrained as symbols of renewal, beauty, and impermanence. This strategy aligns with Hofstede's (2010) cultural dimension of long-term orientation, as cherry blossoms embody continuity and cyclical change. The minimalist design of Tesla's Japanese visuals also reflects the national cultural appreciation for simplicity and elegance (Kashish Goel, 2024), reinforcing Tesla's innovative yet aesthetically aligned brand identity.

In South Korea, Tesla emphasizes social proof by acknowledging its owners (June 5, 2025), as part of a collective movement toward sustainable energy. This aligns with brand community social responsibility (BCSR) and its effects on collectivist values, brand loyalty, community commitment, and collective self-esteem (Zhou et al., 2023). It highlights how BCSR strengthens membership and fosters brand community identity. By showcasing customer participation, Tesla encourages new users to perceive ownership not just as an individual choice but as part of a broader communal effort toward sustainability. This echoes Demangeot et al.'s (2019) framework of cultural navigability and reinforces Guha et al.'s (2021) findings on how community-focused digital marketing enhances consumer engagement.

In Singapore, Tesla employs strategies centered around authority and scarcity. Tweets like No. 8, which celebrate the "First Delivery" of the Model Y (May 8, 2025), leverage the principle of scarcity to create a sense of exclusivity and urgency, a tactic supported by Cialdini's (2016) persuasion principle. The inclusion of safety ratings appeals to Singapore's individualistic culture, where rational evaluation and reliability guide purchase decisions (du Plessis, 2023; Y. Liu et al., 2023; Yao & Ngai, 2022). These tactics position Tesla as a trustworthy and

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premium brand, catering to the market's preference for high-quality, authoritative products.

Effectiveness of Tesla Asia's social media strategies

An in-depth analysis of Tesla Asia's Twitter posts reveals a strong correlation between the principle of Liking and high customer engagement across key Asian markets. In particular, tweets that incorporate emotional appeal, aesthetic visuals, and culturally resonant themes consistently outperform those relying solely on rational appeals such as safety ratings or technical specifications. These posts include emotionally charged messaging, culturally symbolic visuals, and timely references to local festivals and traditions. For example, emotionally charged messaging is evident in posts that directly thank Tesla owners in South Korea, creating a sense of belonging and gratitude that resonates strongly in collectivist cultures. Recent work by () demonstrates that emotionally framed messages on social media foster stronger relational bonds and drive higher consumer engagement, particularly in markets with collectivist orientations (du Plessis, 2023; Y. Liu et al., 2023; Yao & Ngai, 2022).

This pattern indicates that Tesla Asia has effectively adapted its digital communication strategy to resonate with the cultural values and emotional sensibilities of its target audiences, especially in high-context societies such as Japan and China. This aligns with Chen's (2019) finding that symbolic and emotionally rich content is essential for influencing brand perception and consumer behavior.

For example, the tweet "*Cherry Blossom & Tesla* 🌸" shared during Japan's Hanami season received over 3000 likes and 312 retweets, which makes it one of the platform's top-performing posts. This campaign cleverly integrates seasonal aesthetics and cultural tradition, aligning with Japan's appreciation for natural beauty and the transience of life (*mono no aware*), a theme central to Japanese visual culture (Chen & Cheng, 2024). Tesla Asia's visual composition, featuring a sleek white vehicle juxtaposed against the soft pink hues of blooming Sakura, visually reinforced the message of harmony between innovation and nature. The aesthetic framing, combined with minimal text, allowed the imagery itself to convey the brand's alignment with Japanese values of simplicity, elegance, and environmental consciousness.

Another emotionally engaging campaign is "*Happy Mother's Day* 🌸❤️🌸," which garnered 2300 likes and 281 retweets. The image featured a personalized message displayed on a car's infotainment system, celebrating maternal love, a core value in Chinese culture (Wang, 2019). By integrating a heartfelt message within the context of a modern electric vehicle, Tesla subtly positioned itself as part of life's meaningful moments. Additionally, the elevated camera angle and blurred background further emphasized the personalized experience, enhancing the emotional appeal of the brand. Similarly, "*At Gigafactory Shanghai, treated wastewater is recycled...*" though informational, reached high engagement (2200 likes, 311 retweets), suggesting environmental responsibility messaging may also strongly resonate in Chinese markets. In contrast, tweets using the Authority principle, such as "Five-star Overall Safety Rating ★★★★★," achieved respectable but lower engagement (1200 likes,

132 retweets), indicating a more moderate appeal, like among globally rational consumers.

The findings affirm that cultural tailoring enhances engagement. Messages combining environmental awareness, emotional appeal, and urban pride show high engagement. The emphasis on Reciprocity and Liking aligns with collectivist and family-oriented values. On the other hand, posts leveraging seasonal aesthetics and subtle emotionality suggest an alignment with Japanese cultural appreciation for nature and subtlety. Meanwhile, a tweet thanking owners employed Social Proof, reinforcing collectivism and community validation. Although it had lower engagement (743 likes, 93 retweets), it remains consistent with Korean relational marketing strategies. Finally, the Scarcity-based message performed moderately (1600 likes, 126 retweets), possibly reflecting competitive consumer culture and status signaling. These findings are consistent with Hofstede's (2010) insights into collectivist culture's preference for emotionally resonant and community-oriented communication.

Overall, Tesla Asia's strategy exemplifies a glocalized approach, maintaining a consistent global brand while adapting messaging to regional cultural and emotional contexts. This approach not only increases visibility but also strengthens customer loyalty and brand sentiment, key factors for long-term market success in Asia's competitive EV landscape.

CONCLUSION

Tesla Asia's social media strategy demonstrates a varied application of persuasive communication, particularly the principle of Liking, tailored to suit regional cultural preferences. Campaigns that employ seasonal motifs, family values, and symbolic visuals consistently generate higher engagement, demonstrating the power of emotionally resonant and culturally relevant content.

The analysis of Tesla Asia's Twitter marketing reveals a varied use of persuasive language techniques aligned with Cialdini's framework and informed by cultural context. By tailoring content to regional preferences and values, Tesla exemplifies how global brands can effectively communicate with diverse audiences. This research contributes to the growing body of knowledge on cross-cultural digital marketing and highlights the need for culturally intelligent communication strategies.

Future research will utilize longitudinal analysis to evaluate how engagement evolves over time amid changes in cultural and political contexts. Comparative platform studies (TikTok vs. X) could explore how persuasive language varies by medium and audience. Sentiment analysis of user comments would deepen understanding of affective response beyond quantitative metrics. Additionally, expanding the dataset to include user demographics and feedback could refine the understanding of consumer reception and identity alignment in a multicultural context.

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AUTHOR STATEMENT

The research is authored solely by **Fuad Hasyim**. Therefore, the entire process is managed by him. It involves research planning, collecting and analyzing data, writing a paper manuscript, proofreading the draft, and formatting to align with the publisher's guidelines.

ACKNOWLEDGEMENTS

Gratitude is extended to those who supported this research. Special acknowledgment goes to colleagues and mentors for their valuable insights and encouragement. Lastly, heartfelt thanks are given to all participants whose contributions were vital to this study.

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Conflict of Interest Statement: The authors declare that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.

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