

SELLING WITH WORDS: ANALYZING STREET VENDORS' COMMUNICATION IN LAHORE

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Abstract

Language plays a key role in the way the world is perceived. Similarly, it plays a pivotal role in the field of advertising. Traditional advertising on the mass media makes use of words and images, however the vendors selling goods in the markets utilize linguistic choices to attract the customers. The current study provides insight into ways in which strategic language use can drive sales and engage with customers in more potent ways. This study views how vendors of both Anarkali and Liberty markets, Lahore, influence the purchases and consumption behavior of people through the strategic use of language. The present study chalks out the verbal and non-verbal lexical units of communication vendors use to attract old and new customers in a comprehensive ethnographic approach. Drawing from the Elaboration Likelihood Model and Speech Act Theory, subtle variations in communication styles adjusted to different customer profiles and market contexts are brought out. The findings show that the detailed descriptions of products, assurance about quality, and competitive pricing strategies are grossly reliant on the vendors of Anarkali Market, following the central route of ELM (Elaboration Likelihood Model). The reverse can be said of the sellers at Liberty Market, as they use much emotional appeal, flattery, humor, and personalized interaction to get close to their customers; that is, peripheral route tactics of ELM aimed at making the shopping experience an enjoyable and pleasurable. Cultural references and adaptive communication according to demographics are added to these strategies. The current research on the linguistic tactics of street vendors makes a valuable contribution to the in-depth understanding of grassroots marketing techniques and consumer behavior within informal markets. This work, therefore, places a very strong emphasis on the role of context in effective communications and has some potential implications for training programs designed to improve small-scale entrepreneurs' sales abilities.

Keywords: Linguistic strategies, marketing communication, informal economy, consumer behavior, Elaboration Likelihood Model, Speech Act Theory.

1. Introduction

Effective linguistic strategies are more likely to result in a more persuasive communication that will further lead to higher chances of increased sales and effectively engaged customers (Kotler & Keller, 2012). Considering street vendors, in which personal interactions characterize the transaction scenario, this role becomes even more salient. The vendor relies on his communicative ability to woo customers, bargain with them for a specific price, and create rapport. The choice of words, tone of voice, and body expression amplifies the persuasiveness of such interaction. Effective sales pitch makes a difference between closing out a good sale and lost opportunity (Solomon 2014). Street vendors form one of the most significant portions of the informal economy, mainly in the developing world. Usually, they operate in highly competitive environments where linguistic skills are crucial to survival and success. The cultural and social

exchange between them and their clients is rich, thus constituting a rather exciting setting for studying linguistic strategies.

Anarkali Bazaar is one of the oldest bazaars in Lahore, known for its traditional goods, food stalls, and street life. The market caters to all customers, from locals to visitors and tourists. It will have a wide variety of products, particularly garments, accessories, and handicrafts. The atmosphere in Anarkali Market is never silent, as the vendors calling out to passersby, haggling over prices, and displaying merchandise in bright, conspicuous arrays set the scene. Liberty Market on the other hand, it is a relatively modern shopping area of Lahore, catering to a very diversified customer base with many local and branded products on offer. The market is famous for its upper-class shops, trendy boutiques, and large number of food outlets. It attracts quite a different type of consumer as compared to Anarkali Market, including basically middle and upper classes who often look for better quality and branded goods.

1.1. Research Question

What are the sales-enhancing linguistic strategies that street vendors in Anarkali and Liberty Market use, and how are the strategies different from one another?

1.2. Verbal and Non-Verbal Communication

Verbal sales strategies would include, but not be limited to, the use of persuasive language, storytelling, rhetorical questions, and personalization. For instance, storytelling might be used to create an emotional reaction in the customer to that product, thus making it more memorable and desirable; see, for example (Gilliam and Zabab, 2013). Whereas non-verbal ones might include eye contact, appropriate gestures, and positive facial expressions underpinning the perceived sincerity and competence of a salesperson; for example (Leigh & Summers, 2002). These communication strategies thus significantly influence consumer behavior. Effective verbal and non-verbal communication would engender customer satisfaction, trust, and purchase intentions (McFarland, Challagalla, & Shervani, 2006).

1.3. Ethnography, Linguistic Choices and Street Vendors

Ethnographic approaches involve immersion into observation and interaction within a community to deliver a coherent accumulation of data regarding minute details of communication (Hammersley & Atkinson, 2007). Ethnographic studies on street vending have shown that cultural norms are critical influences in the choice of linguistic strategies. Klotz (2012) studied street vendors selling around Mexico City Cyclists' Square and claimed that various verbal and non-verbal strategies attract customers; these involved elements of humor, flattery, and individualized attention, deeply rooted in the local culture and social dynamics of the marketplace.

A similar category of persuasive techniques was found in a study by Hansen (2015) targeting vendors in markets in Ghana where vendors are found to utilize many diversified persuasive techniques, which involve the invocation of local proverbs, showing respect through language use, and appealing to community values. Vendors would, for instance, modify their communication style according to different types of customer profiles based on perceived customer preferences and characteristics (Cross & Morales, 2007). Therefore, this adaptability underscores the importance of context in understanding the use of linguistic strategies in real-world settings.

Beharu, (2018) describe how the street vendors, linguistically allure customers for increasing sales. Vendors have been found using persuasive language, appealing to pathos, and

repetitive slogans to capture attention. The use of dialects in a sustainable way and the ability to code-switch between Urdu and Punjabi enhance the effectiveness of this communication. Alkanova (2013) take the example of street vendors in Lahore for their study on code-switching. They discovered through observation that frequent code-switching between Urdu, Punjabi, and sometimes English added to the customer in flux. Iqbal et al. (2019) investigated the effects of linguistic diversity on sales strategies in the Anarkali Market. Through focused group discussions and interviews it was found that vendors switch between multiple languages, such as Urdu, Punjabi, and English, with immense frequency to maintain the linguistic taste of their customer base.

Aggarwal (2024) focused on emotional appeal in the vendor-customer interaction process. Similarly, Malik et al. (2016) discussed street vendors at Anarkali and Liberty Markets and the stories they tell customers. Following a structured interview along with participant observation methods, the researchers found out that storytelling is indeed a widespread strategy used by them. The vendors share anecdotes related to their products or personal experience, which, apart from the element of entertainment, builds a narrative around the product and makes them more attractive.

Saeed et al. (2018) focused their study on the use of humor by street vendors while conducting business with customers at Liberty Market. Khan and Ali, (2021) examined the role of non-verbal aspects, like gestures and facial expressions, amongst street vendors at Liberty Market. Butt et al. 2020 studied the application of visual aids, such as colorful displays and attractive signage, on sales strategies adopted by street vendors in Lahore. Aslam et al. (2021) examine the different sets of bargaining techniques that street vendors use in Anarkali and Liberty Markets. It was suggested how different styles of negotiation cater to changing expectations and preferences among customers. Nadeem et al. 2019 assessed the function of personalized interactions inside the marketing strategies of street vendors in Liberty Market Lahore. It was found that the vendors who put in the time and effort to learn their customers' tastes and thus personalize their pitches did better as they created loyalty and repeat business.

The above-mentioned works focus on the roles of linguistic strategies, persuasive emotional appeals, storytelling, non-verbal communication, and visual aids in enhancing vendor-customer interaction and promoting sales.

1.4. Speech Act Theory and Its Role in Sales Communication

The Speech Act Theory, developed by philosopher J.L. Austin in (1962) and expanded upon by John Searle in (1969), attempts to explain the results of language, which is a medium not only for information but also for action. According to the principle, utterances are classified into three categories: illocutionary acts, (meaning the act of saying something); illocutionary acts, (referring to the intent or purpose behind the uttered words); and perlocutionary acts, which (describe the actual effect of the words on the listener). Speech Act Theory points out that by saying something an act is performed and so they are called as speech acts. Some of the types of speech acts are Persuasive Speech Acts where words used by vendors to assertively persuade or convince the customer about the value and benefits of their products. For example, "This is our best-seller" or "Limited stock available" aims at making the buyer realize how popular it is by putting him in a situation of urgency and desirability (Klotz, 2012; Hansen, 2015). Commissive Speech Acts where a speaker promises or commits, such as "If you buy two, I'll give you a discount," which can build trust and trigger buying decisions (Ahmed et al., 2021; Aslam et al.,

2021). Similarly Expressive Speech Acts are the acts where the vendors use language to express emotions or sentiments, such as thanking or appreciating, which would have a positive impact on the shopping experience and create customer loyalty (Hussain et al., 2018; Saeed et al., 2018). Applying Speech Act Theory to sales communication underscores the fact that street vendors execute an excellent number of speech acts in their language to influence customer behavior in buying and increasing sales.

To sum up, the exploration of linguistic strategies reveals the crucial impact they have on consumer behavior in informal market settings. Through various theoretical frameworks, such as Speech Act Theory and the Elaboration Likelihood Model, a comprehensive understanding emerges of how street vendors effectively use verbal and non-verbal cues. The adaptability and cultural sensitivity of vendors in customizing their communication to suit diverse customer profiles are evident. Synthesizing insights from multiple case studies and theoretical perspectives, this foundation emphasizes the necessity for a detailed examination of vendor communication strategies in Lahore's Anarkali and Liberty Markets.

2. Data Collection & Methodology

Data collection for this study involved both participant observation and semi-structured interviews to obtain a thorough understanding of vendor communication strategies. To complement the observations, semi-structured interviews are conducted with vendors from diverse demographics. Audio recordings of the interviews provided a detailed record, capturing the subtleties of vendor responses and enriching the qualitative data for comprehensive analysis. The study is delimited in a few ways as it focuses on small street vendors in two specific markets in Lahore, excluding larger brands and formal retail environments. Additionally, the research is geographically limited to Lahore only and the findings may not be generalizable to other regions or countries with different cultural and economic contexts. Furthermore, the study only analyzed verbal and non-verbal linguistic strategies, excluding other marketing and sales techniques such as digital marketing or visual merchandising, to maintain a focused examination of face-to-face interactions.

2.1. Research Framework

This study uses the Elaboration Likelihood Model as its framework and Speech Act Theory as the supporting tool. The former explains the processing of persuasive messages through central and peripheral routes. At the same time, the latter discloses language functionally used in such acts as persuading, promising, or requesting issues very relevant to street vendors' activities. An ethnographic approach was thus adopted for an in-depth understanding of the linguistic strategies employed by street vendors in two of the most famous markets of Lahore: Anarkali Market and Liberty Market. Central Route is the thoughtful and careful consideration of the arguments provided. It is usually activated if the audience is motivated and able to process the information. Persuasion through the central route results in permanent attitude change since the applied arguments are logical and fact-based. For instance, a vendor describing in detail why and how a product is of superior quality and durability would use the central route (Petty & Cacioppo, 1986). Peripheral Route comprises superficial cues, which are not mentally effortful. It is activated in a situation when the audience is not motivated or is incapable of processing the information at a deeper level. The peripheral route brings about transitory attitude change. Examples of peripheral cues include the physical attractiveness of the speaker, speaking humor, etc., or using emotional

appeals. For example, if a vendor were to adopt a friendly and outgoing attitude to make a good impression, he would be using the peripheral route.

2.2. Categories of Analysis

These two models are adapted and the analysis is structured into the four categories. Each category is examined through the lens of these theoretical models, followed by specific instances from each market, referred to as M1 (Liberty Market) and M2 (Anarkali Market).

Category A: Modes of Address,

Category B: Detailed Product Information,

Category C: Reasonable Arguments (supported by facts)

Category D: Emotional and Social Cues.

2.3. Data Analysis and Findings

By meticulously transcribing and analyzing the data, recurring themes and patterns are identified. The strategies were categorized into modes of address, detailed product information, reasonable arguments supported by facts, and emotional and social cues. This approach provided a comprehensive understanding of how vendors tailor their communication to effectively engage with customers in diverse market contexts.

Category A: Modes of Address

Modes of address involve the manner in which vendors communicate with customers, including politeness, directness, and adaptability to customer demographics. In Liberty Market (M1), vendors often used polite and formal language to create a sophisticated and respectful atmosphere. For example, they addressed customers with phrases like "Madam, ye color to app pe bht suit kr rha hai," which helps to set a courteous tone. Another instance includes a vendor saying, "Sir, ye ghari apki personality ko chaar chand lga dy gi," blending politeness with a subtle compliment to engage the customer positively. Additionally, Liberty Market vendors frequently used flattery to appeal to the affluent customer base, enhancing their shopping experience. For instance, a vendor might say, "Sister apki pasand waqai bht achi hai ly lein jora ab kahi hath sy na nikl jaye," using flattery to create a pleasant and persuasive interaction.

In contrast, vendors in Anarkali Market (M2) adopted a more casual and sometimes humorous approach, addressing customers with local dialects and cultural references. This approach helps in creating a friendly and relatable interaction. For example, a vendor might say, "Baji, yeh suit aap par bohot acha lagega," using a casual tone to connect with the customer. Another vendor might greet a customer with, "Bhai jaan, aap ke liye special discount kr rha hun khareed lein," using familiarity and warmth to foster a welcoming atmosphere. Additionally, Anarkali vendors often used familiar cultural terms and references to establish rapport and trust with a diverse range of customers. For example, they might say, "Yeh design bilkul antique hai rare piece hai," to invoke a sense of cultural heritage and uniqueness in their products.

Category B: Detailed Product Information

Detailed product information involves providing comprehensive and factual details about products, including features, quality, and comparisons with other products. In Liberty Market (M1), vendors often highlight the superior quality and exclusivity of their products. For example, a vendor explained, "This fabric is imported and has a higher thread count, ensuring durability and comfort." Another vendor detailed, "These shoes are made with genuine leather and offer orthotic support, making them both stylish and comfortable." Additionally, Liberty Market vendors often compared their products with other high-end brands to justify the premium prices. For instance, a vendor might say, "Other well-known brands have expressed interest in producing these shoes

under contract, although I'm unable to disclose their names," to emphasize the quality and desirability of their products.

In Anarkali Market (M2), vendors emphasized product details to assure customers of the quality and value of their offerings. For example, a vendor might say, "Yeh kapra 100% pure silk ka bana hua hai, apki tasali k liye isy is ring mai s guzar k dikhata hun itni qeemat mai koi ni dy ga," providing factual and quality assurance. Another vendor highlighted the craftsmanship involved by saying, "Is suit par khaas kundan ka kaam hai, jo hamare khas karigaron ne banaya hai." Anarkali vendors also frequently highlighted how their prices were lower than competitors, appealing to budget-conscious customers. For instance, a vendor might say, "Humare yahan jo rates hain woh market se 20% kam hain kyunki hum seedha manufacturer se khareedte hain," showcasing their competitive pricing advantage.

Category C: Reasonable Arguments (Supported by Facts)

Reasonable arguments supported by facts involve using logical and evidence-based arguments to persuade customers, relying on factual information and structured reasoning. In Liberty Market (M1), vendors often provided logical reasons to trust and purchase their products. For example, a vendor argued, "Our products come with a one-year warranty, ensuring you get the best value for your money." Another vendor stated, "This device uses the latest technology, which is backed by numerous positive reviews from industry experts." Liberty Market vendors frequently used structured arguments to highlight the benefits and value of their products, such as, "Our organic skincare products are crafted with natural ingredients sourced locally, ensuring purity and effectiveness without harmful chemicals."

In Anarkali Market (M2), vendors emphasized the quality and uniqueness of their products using logical persuasion. For example, a vendor might say, "Here in Anarkali Market, our handcrafted jewelry stands out because we prioritize quality over quantity; we have been selling these for the past 25 years—everyone knows about our shop." Another vendor highlighted the natural benefits of their products by saying, "Our herbal product promotes health naturally, ensuring it enhances well-being without any adverse effects." Anarkali vendors often used tangible evidence to support their claims, such as product origin and material composition. For instance, a vendor might say, "Yeh product international standards ke mutabiq hai, aap kahin bhi test karwa sakte hain," providing evidence-based assurance of the product's quality.

Category D: Emotional and Social Cues

Emotional and social cues involve using strategies that appeal to customers' emotions and social connections, such as storytelling, humor, and social proof. In Liberty Market (M1), vendors often used humor to create a light-hearted and enjoyable shopping experience. For example, a vendor might say, "If you buy this, you might become our favorite customer! Just kidding, but it's really that good," to engage customers playfully. Another vendor shared a story, "One of our customers wore this dress to a wedding and received numerous compliments. As a result, she brought four more customers with her," illustrating its popularity through social proof. Liberty Market vendors often mentioned other satisfied customers to build credibility and trust. For instance, "This perfume is very popular; many of our clients have loved its unique scent," leveraging social proof to enhance the product's appeal.

In Anarkali Market (M2), vendors frequently shared personal stories or cultural anecdotes to evoke emotions and establish connections with customers. For example, a vendor might say, "Yeh wahi jewelry hai jo nawab pehna krty thy special events pr," to create a sense of heritage and exclusivity. Another vendor used emotional appeals by saying, "Yeh product hamare karigaron ki mehnat ka

natija hai, jo aap sab ki muhabbat or support se hi zinda hai," to generate empathy and support from customers. Anarkali vendors often used emotional storytelling to create a memorable and compelling sales pitch. For instance, "Mere walid bhi yahi kaam karte the, aur unki mehnat se hi yeh dukaan chali aa rahi hai," highlighting the personal and emotional investment in their business to resonate with customers on a deeper level.

2.4. Comparative Analysis of Linguistic Strategies in Liberty and Anarkali Markets

The table below offers a detailed comparative analysis of the linguistic strategies used by street vendors in Liberty Market (M1) and Anarkali Market (M2). These strategies are categorized into modes of address, detailed product information, reasonable arguments supported by facts, and emotional and social cues. The analysis is grounded in extensive observations and interviews conducted in both markets, providing insights into the effectiveness of each strategy within its specific market context.

Overall, the comparative analysis reveals that while both markets employ a range of linguistic strategies to engage customers and drive sales, the approaches differ significantly in style and focus. Liberty Market's strategies are more aligned with formal and structured communication, appealing to an affluent customer base with an emphasis on quality and exclusivity. Anarkali Market's strategies, on the other hand, are more informal and emotionally driven, catering to a broader and more diverse audience with an emphasis on cultural relevance and affordability. These differences underscore the importance of tailoring communication strategies to specific market contexts to maximize their effectiveness.

Table 1

Effectiveness of Market-wise Categories with Strategies and Examples

Category	Strategy	Example	Market	Effectiveness
Modes of Address	Politeness	"Madam, ye color to app pe bht suit kr rha hai"	M1 (Liberty)	High
	Complementing	"Sir, ye ghari apki personality ko chaar chand lga dy gi,		
	Flattery	"Sister apki pasand waqai bht achi hai ly lein jora ab kahi hath sy na nikl jaye."		
	Casual & Humorous	"Baji, yeh suit aap par bohot acha lagega."	M2 (Anarkali)	High
	Familiarity	"Bhai jaan, aap ke liye special discount kr rha hun khareed lein,"		
	Cultural References	"Yeh design bilkul antique hai rare piece hai"		Moderate
Detailed Product Information	Product Quality Descriptions	"This fabric is imported and has a higher thread count, ensuring durability and comfort."	M1 (Liberty)	High

Category	Strategy	Example	Market	Effectiveness
	Comparative Analysis	"Unlike other brands, our jewelry is made with 24-karat gold, which ensures longevity and luster."		Moderate
	Quality Assurance	"Yeh kapra 100% pure silk ka bana hua hai, jo logon ne haath se buna hai."	M2 (Anarkali)	High
	Craftsmanship Highlight	"Is suit par khaas kundan ka kaam hai, jo hamare local artisans ne banaya hai."		
	Price Comparisons	"Humare yahan jo rates hain woh market se 20% kam hain kyunki hum seedha manufacturer se khareedte hain."		
Reasonable Arguments Supported by Facts	Warranty Assurance	This fabric is imported and has a higher thread count, ensuring durability and comfort,	M1 (Liberty)	High
	Medical reasoning	"These shoes are made with genuine leather and offer orthotic support, making them both stylish and comfortable."		
	Logical Persuasion	Other well-known brands have expressed interest in producing these shoes under contract, although I'm unable to disclose their names."		Moderate
	Natural Benefits	"Yeh kapra 100% pure silk ka bana hua hai apki tasali k liye isy is ring mai s guzar k dikhata hun itni qeemat mai koi ni dy ga"	M2 (Anarkali)	High
	Craftsmanship Highlight	"Is suit par khaas kundan ka kaam hai, jo hamare khas karigaron ne banaya hai,"		
	Evidence-Based Claims	"Our organic skincare products are crafted with natural ingredients sourced locally, ensuring purity and		

Category	Strategy	Example	Market	Effectiveness
		effectiveness without harmful chemicals."		
Emotional and Social Cues	Humor	"If you buy this, you might become our favorite customer! Just kidding, but it's really that good."	M1 (Liberty)	High
	Social Proof	'One of our customers wore this dress to a wedding and received numerous compliments. As a result, she brought four more customers with her,' illustrating its popularity through social proof."		Moderate
	Customer Testimonials	"This perfume is very popular; many of our clients have loved its unique scent."		High
	Cultural Reference	"Yeh wahi jewelry hai jo nawab pehna krty thy special events pr" to evoke emotions and establish a connection.	M2 (Anarkali)	High
	Emotional Appeals	"Yeh product hamare karigaron ki mehnat ka natija hai, jo apki mohabbat support se hi zinda hai."		
	Storytelling	"Mere walid bhi yahi kaam karte the, aur unki mehnat se hi yeh dukaan chali aa rahi hai."		

3. Conclusion

The current study has meticulously analyzed the linguistic strategies employed by street vendors in Anarkali and Liberty Markets while communicating with customers. The detailed examination of these markets reveals the intricacies of street vendor communication, offering a rich tapestry of verbal and non-verbal interactions that are both fascinating and complex. Vendors in these markets are not merely selling products; they are engaging in a sophisticated dance of words and gestures designed to persuade and connect with their customers on multiple levels. The study shows how vendors in Liberty Market employ a formal and polished style, using polite language and subtle flattery to appeal to an affluent and discerning customer base. In contrast, vendors in Anarkali Market adopt a more relaxed and culturally resonant approach, utilizing local dialects, humor, and emotional storytelling to engage a diverse and bustling clientele. Furthermore,

the research emphasizes the adaptability and ingenuity of these street vendors in tailoring their communication strategies to suit their specific market contexts. It underscores the critical role of cultural and social understanding in effective marketing, showing how vendors leverage their deep knowledge of local customs, preferences, and social dynamics to enhance their sales techniques. The key findings include that Vendors in Anarkali Market predominantly use strategies aligned with the central route of the Elaboration Likelihood Model (ELM). These strategies involve providing detailed product descriptions, quality explanations, and price comparisons to build credibility and trust with customers. For instance, vendors elaborate on the craftsmanship of handicrafts, often highlighting the intricate work and traditional techniques involved in creating these items. They might say, "Yeh kaam hamare karigar ne haath se kiya hai, isme badi mehnat lagi hai," emphasizing the labor and skill involved. Similarly, when discussing textiles, vendors focus on the material composition and origin, such as, "Yeh kapra 100% pure silk ka bana hai, imported fabric hai jo market mein aur kahin nahi milega.". Many vendors in Anarkali Market incorporate cultural references and local proverbs into their sales pitches. This practice helps establish a connection with customers by referencing shared knowledge or values, making their communication more relatable and persuasive. For example, a vendor might say, "Yeh wahi jewelry hai jo hamare purkhon se chali aa rahi hai," invoking a sense of heritage and continuity. Another might use a proverb like, "Sasta roye baar baar, mehnga roye ek baar," to convey the idea that investing in quality products will save money in the long run. These cultural references not only make the interaction more engaging but also reinforce the vendor's credibility and the perceived value of the product. The communication style of Anarkali vendors is highly adaptable, depending on the background and preferences of their clientele. For knowledgeable customers who seek detailed information, vendors provide comprehensive explanations about the product's features, quality, and benefits. They might discuss the durability of a fabric, the health benefits of a herbal product, or the uniqueness of a handcrafted item in great detail. For example, "Is herbal tea mein sirf organic ingredients hain jo directly farms se liye gaye hain. Yeh aapki health ke liye bohot acha hai." For casual shoppers or those who seem more interested in the shopping experience itself, vendors may employ more emotional appeals and relational dynamics. They might use humor, personal stories, or social proof to create a friendly and welcoming atmosphere. A vendor might say, "Baji, yeh suit pehen ke aap bilkul filmy heroine lagengi," using humor and flattery to appeal to the customer's sense of style. By adapting their communication style to match the customer's needs and preferences, vendors can effectively influence purchasing decisions and enhance customer satisfaction.

Vendors in Liberty Market predominantly utilize strategies associated with the peripheral route of the Elaboration Likelihood Model (ELM). These strategies focus on creating an enjoyable and emotionally engaging shopping experience rather than overwhelming customers with detailed product information. By leveraging emotional appeals, social cues, and personalized interactions, vendors effectively capture the attention and interest of their customers. For instance, a vendor might use a warm greeting like, "Welcome, Madam! Aapko dekh kar bohot khushi hui," to make the customer feel valued and special right from the start. Flattery and humor play a significant role in the communication strategies of Liberty Market vendors. They frequently compliment customers' choices and make light-hearted, humorous comments to create a friendly and engaging environment. For example, a vendor might say, "Sir, yeh shirt pehan kar to aap bilkul film star lagenge," combining flattery with humor to make the customer feel good about their purchase. This approach helps to build rapport, making the shopping experience more pleasant and

enjoyable. By creating a positive emotional connection, vendors can enhance customer satisfaction and increase the likelihood of a sale. Despite relying heavily on peripheral cues, Liberty Market vendors still ensure that they provide detailed information about product quality and origin to meet the high expectations of their affluent customers. This dual approach balances emotional engagement with factual assurance, giving customers confidence in their purchases. For instance, a vendor might say, "Yeh jacket 100% genuine leather ka bana hua hai, Italy se import kiya gaya hai," to emphasize the high quality and exclusivity of the product. By combining emotional appeals with solid information about product attributes, vendors can cater to the sophisticated tastes of their clientele while maintaining credibility and trust. Overall, the strategies used by vendors in Liberty Market illustrate a keen understanding of their customer base, employing a mix of peripheral cues and quality assurances to create a compelling and satisfying shopping experience. This blend of emotional engagement and detailed product information helps vendors effectively appeal to the desires and expectations of their affluent customers, ensuring both immediate sales and long-term customer loyalty.

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Appendix – A

Interview Questions

1. Please can you tell me your name and how long you have worked here?
Have you done any other work besides this?
2. How do you treat customers when they come to you? Do you joke around with them or stay serious?
3. What is the most common customers' reaction to your way of dealing? Do people get angry or like it? What is your overall experience?
4. Do you ever share personal experiences or add a bit of cultural flair to your dealings?
5. At Liberty Market, one has both local and tourist customers. Do you treat me any differently?
If a customer is indecisive about buying, how would you respond to them?
6. Who gives the better deal, people in Anarkali Market or Liberty Market?