

AI-Driven Content in Crafting Persuasive Marketing Messages: A Linguistic Analysis of ChatGPT vs DeepSeek

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Abstract: This study explores the role of artificial intelligence (AI) in crafting persuasive marketing messages from a linguistic perspective. As digital marketing evolves, AI-powered tools like ChatGPT and DeepSeek are reshaping the way brands communicate with consumers by using advanced linguistic techniques. Through a detailed analysis of lexical choice, syntactic structures, rhetorical patterns, and discourse coherence, this research examines how AI-generated messages can effectively engage and influence consumers. By focusing on personalization, emotional appeal, and logical arguments, AI enhances message persuasiveness and consumer engagement. The study compares the generated content from ChatGPT and DeepSeek, evaluating their effectiveness in conveying targeted marketing messages. Findings reveal that AI-driven content can achieve high levels of precision and adaptability in language use, offering brands a powerful tool to optimize communication strategies. This research contributes to the understanding of AI's impact on marketing linguistics and offers valuable insights for both scholars and industry professionals seeking to integrate AI into their marketing practices.

Keywords: Artificial Intelligence, Marketing Linguistics, Persuasive Messaging, AI-driven Content

Introduction

In the rapidly evolving landscape of digital marketing, artificial intelligence (AI) has emerged as a transformative force, redefining how brands communicate with consumers. The integration of AI in marketing linguistics has enabled the creation of highly persuasive messages tailored to individual preferences, optimizing engagement and conversion rates (Kunizhev, 2021). As AI-driven content generation continues to advance, understanding its impact on marketing language and consumer psychology becomes essential for both scholars and industry practitioners. AI is not only reshaping marketing strategies but also altering the way linguistic techniques are applied to influence consumer behavior.

Marketing messages have long relied on linguistic structures that evoke emotions, establish credibility, and drive purchasing decisions. Traditional advertising methods focused on human intuition and creativity to craft compelling narratives. However, with the rise of AI, marketing linguistics has transitioned towards data-driven approaches, enabling real-time adaptation to consumer sentiment and preferences (Al-Badawi, 2024). AI-powered tools leverage natural language processing (NLP) and machine learning algorithms to analyze large-scale linguistic patterns, predict effective messaging strategies, and generate highly targeted advertisements (Srivastava & Srivastava, 2024). These advancements have introduced new paradigms in personalized marketing, where AI fine-tunes word choice, tone, and syntax to enhance message persuasiveness.

Despite these advancements, concerns remain regarding AI's ability to fully replicate human creativity and contextual nuance. While AI-generated content can optimize engagement by personalizing messages, it may lack the authenticity and emotional depth that human-created content naturally conveys (Mariani, Perez-Vega, & Wirtz, 2022). Furthermore, the ethical implications of AI-driven marketing are widely debated, with scholars questioning whether AI-generated messages manipulate consumer perceptions or simply enhance brand communication (Kronrod, 2022). Additionally, ongoing research explores whether AI-crafted marketing messages align with cultural sensitivities and diverse linguistic expectations (Lukose et al., 2025).

Several studies have explored the intersection of AI, linguistics, and brand communication, highlighting both opportunities and limitations. Bibliometric analyses suggest an increasing trend in AI-assisted marketing strategies, underscoring the need for further investigation into how AI constructs persuasive narratives and how these narratives impact consumer behavior (Lukose et al., 2025). Recent research has also assessed AI's role in influencer marketing (Joshi et al., 2022), digital brand communications (Arslan & Ghazal, 2024), and generative AI applications in advertising (Bulut & Arslan, 2024). While these studies provide valuable insights, a comprehensive linguistic analysis of AI-generated persuasive messages remains an underexplored area within the field.

This study aims to bridge this gap by analyzing how AI-driven marketing messages employ linguistic techniques to enhance persuasion. Specifically, this research investigates key strategies such as lexical choice, syntactic structures, rhetorical patterns, and discourse coherence to determine AI's effectiveness in crafting compelling narratives. Additionally, this study examines whether AI-generated content can achieve the same level of emotional resonance and cultural adaptability as human-created marketing materials. Ultimately, this research contributes to the broader discourse on AI's role in marketing linguistics, offering insights into the balance between algorithmic optimization and human-centered communication. The findings are expected to inform both academia and industry on the practical applications and limitations of AI in persuasive marketing.

Methodology

This study employs a qualitative research approach to analyze and compare the persuasive marketing messages generated by two prominent AI-driven platforms: ChatGPT and DeepSeek. The aim is to evaluate how these AI systems utilize linguistic techniques to craft persuasive messages, and whether their generated content aligns with human-created marketing messages in terms of effectiveness, emotional resonance, and cultural adaptability.

Data Collection

The primary data for this study consists of marketing messages generated through text campaigns produced by ChatGPT and DeepSeek. A set of predefined product or service scenarios will be used to prompt both AI systems to generate persuasive marketing messages. These scenarios will cover a wide range of industries, including retail, technology, and services, to capture diverse linguistic approaches in different sectors.

A total of 10 distinct campaigns will be created for each platform, ensuring that both ChatGPT and DeepSeek generate an equal number of marketing messages for comparison. These messages will be selected for their representativeness of common advertising techniques, such as emotional appeal, credibility establishment, and urgency. The generated messages will be kept consistent in terms of length, format, and target audience demographics to allow for a fair analysis.

In line with Creswell (2014), qualitative research aims to understand phenomena in their natural context, which is highly relevant in this study as we aim to understand how AI-generated messages influence consumer perceptions in digital marketing. Creswell emphasizes that qualitative data collection should allow for rich, detailed insights into the phenomenon under investigation (Creswell, 2014, p. 4).

Data Analysis

The collected marketing messages will be analyzed using a combination of linguistic and rhetorical frameworks. The analysis will focus on several key aspects:

1. **Lexical Choice:** Examining the specific vocabulary used in the generated messages, including the use of emotive words, persuasive terms, and calls to action.
2. **Syntactic Structures:** Analyzing the sentence structure, including the complexity of the sentences, the use of active versus passive voice, and the overall flow of the message.
3. **Rhetorical Patterns:** Identifying the rhetorical devices employed, such as ethos (credibility), pathos (emotion), and logos (logic), as well as other persuasive techniques like repetition, contrast, and rhetorical questions.
4. **Discourse Coherence:** Assessing how well the message flows, the logical connection between different parts of the message, and the consistency of tone throughout.

Silverman (2013) suggests that qualitative research requires a systematic approach to analyze textual data, particularly when the aim is to uncover underlying patterns and themes. In this study, the content analysis will focus on key rhetorical and linguistic elements present in the generated messages (Silverman, 2013, p. 2).

Each of these aspects will be examined to determine how effectively the AI-generated messages align with established linguistic theories of persuasion. In this context, the analysis will not only involve examining linguistic features but also interpreting how those features influence the overall persuasive effect of the messages.

Ethical Considerations

Given that the study involves the analysis of AI-generated content, no human participants will be directly involved. Therefore, no ethical approval for human or animal subjects is required. However, transparency in the use of AI systems is crucial, and this study will disclose all relevant details about the AI platforms used (ChatGPT and DeepSeek), as well as any data related to the AI's training models.

Limitations

It is important to note that this study focuses solely on the comparison between two AI platforms (ChatGPT and DeepSeek) and their generated persuasive marketing messages. While the findings may provide valuable insights into AI-driven marketing linguistics, the scope of the study does not extend to other AI tools or human-created content, which may differ in terms of creativity and emotional depth.

The study will also acknowledge the limitations inherent in using AI-generated content, such as potential biases in language models and the lack of genuine human context, which may affect the interpretation of the messages' persuasiveness.

Result and Discussion

Result

In this section, we present and analyze the persuasive marketing messages generated by ChatGPT and DeepSeek using the same prompt: "Craft a compelling and persuasive advertising text to promote car rental services, focusing on the benefits and convenience of renting a car." Here, the results of content generated from both of ai tools:

Generated result from ChatGPT AI:

"Looking for a smooth and hassle-free ride? Rent a car with us today and experience the freedom to go wherever you want, whenever you want. Whether it's a weekend getaway, a business trip, or just running errands, our fleet of well-maintained vehicles has something for every need and budget.


With easy booking, flexible rental terms, and no hidden fees, you'll enjoy peace of mind as you drive in comfort. Plus, our 24/7 customer support ensures you're never alone on the road. Don't worry about expensive taxis or ride-sharing—renting a car gives you complete control over your journey.


Take the wheel of your adventure—book your rental car today!"


Generated result from DeepSeek AI


"Tired of relying on crowded buses, expensive rideshares, or inconvenient schedules? Take control of your journey with [Your Company Name] Car Rentals! Whether you're exploring a new city, embarking on a road trip, or simply need a reliable ride for the day, we've got you covered.


Why Choose Us?


 *Freedom to Explore: Go wherever you want, whenever you want. No more waiting for taxis or sticking to rigid public transport timetables. Your adventure, your rules!*

 *Convenience at Your Fingertips: With multiple pickup locations and easy online booking, renting a car has never been easier. Reserve your ride in minutes and hit the road hassle-free.*

 *Affordable Rates: Enjoy competitive pricing with no hidden fees. We believe in transparent pricing so you can budget with confidence.*

 *Wide Range of Vehicles: From compact cars for city driving to spacious SUVs for family trips, we have the perfect vehicle to suit your needs.*

 *Fuel Efficiency: Our fleet includes modern, fuel-efficient cars to save you money at the pump and reduce your carbon footprint.*


 *24/7 Roadside Assistance: Travel with peace of mind knowing that help is just a phone call away, no matter where you are.*

Special Offer: First-time customers enjoy 10% off their rental! Use code FREEDOM10 at checkout.

Book Now and Experience the Ultimate Convenience!

Don't let transportation woes hold you back. Rent with [Your Company Name] today and discover the freedom, flexibility, and convenience of having your own wheels. Your journey starts here!

[Book Now] | [Call Us] | [Visit Us]

[Your Company Name] – Driving Your Adventures, One Mile at a Time. 

ChatGPT's Marketing Message

ChatGPT's generated message emphasizes the ease, convenience, and flexibility of renting a car. Key features include:

1. **Simplicity and Freedom:** The message begins by appealing to the desire for a smooth, hassle-free ride, with phrases like "experience the freedom to go wherever you want, whenever you want." This sets a tone of personal freedom and convenience, suggesting that renting a car removes restrictions typically associated with public transportation or ride-sharing services.
2. **Emotional Appeal:** The message employs subtle emotional triggers, such as the comfort and peace of mind ("enjoy peace of mind as you drive in comfort"). This is reinforced by the mention of 24/7 customer support, adding a layer of reassurance for customers.
3. **Practical Benefits:** The text highlights the straightforward booking process, flexible rental terms, and transparency by emphasizing "no hidden fees." This positions the service as reliable and stress-free, appealing to customers looking for ease and transparency.
4. **Urgency and Call to Action:** The closing lines ("Take the wheel of your adventure—book your rental car today!") encourage immediate action, reinforcing the message's persuasive power.

While ChatGPT's message is clear and functional, it maintains a relatively neutral tone, focusing on the practical aspects of car rental rather than enhancing the emotional engagement.

DeepSeek's Marketing Message

DeepSeek's generated message is notably more structured, using bullet points to break down the benefits clearly and offering several emotional appeals and incentives:

1. **Direct Appeal to Pain Points:** The message opens with a direct challenge to common transportation issues, such as crowded buses and expensive rideshares. Phrases like "Tired of relying on crowded buses, expensive rideshares, or inconvenient schedules?" immediately connect with potential customers' frustrations, positioning the car rental service as a solution.
2. **Clear Value Proposition:** DeepSeek's message strongly emphasizes "freedom to explore" and "convenience at your fingertips," reinforcing the personal empowerment that renting a car provides. The direct mention of avoiding taxis and rigid schedules enhances the message's appeal to those who value flexibility.
3. **Structured Benefits and Features:** The inclusion of specific, easy-to-read features such as "affordable rates," "wide range of vehicles," and "24/7 roadside assistance" helps establish the service's credibility and reliability. This is likely to appeal to consumers who prioritize transparency and a well-rounded service offering.
4. **Emotional and Incentive-Driven Appeals:** DeepSeek uses emotive language ("Your adventure, your rules") and offers an explicit promotional discount ("First-time customers enjoy 10% off"), which adds an immediate incentive for customers to engage. The inclusion of symbols like the car icon and star adds a playful tone that further enhances emotional appeal.
5. **Clear Call to Action:** Similar to ChatGPT's message, DeepSeek ends with a clear invitation to act, but it goes further by incorporating multiple actionable options ("[Book Now] | [Call

Us] | [Visit Us]"). This provides flexibility in how the consumer can proceed, which may increase the chances of conversion.

Comparative Analysis

Both AI platforms produced effective marketing messages, but there are distinct differences in their approach:

- **Tone and Emotional Appeal:** DeepSeek's message uses more emotive language and visual cues, appealing to both rational and emotional aspects of the consumer's decision-making process. The inclusion of discounts and emphasis on customer empowerment creates a more engaging tone. In contrast, ChatGPT's message is straightforward, with a focus on practical, logistical aspects rather than emotional engagement.
- **Structure and Clarity:** DeepSeek uses a well-organized, bulleted format that makes the message easy to digest. This clear structure may enhance consumer comprehension and persuade potential clients through easy-to-read, well-structured information. ChatGPT's message, while cohesive, could benefit from a clearer breakdown of benefits to facilitate a more digestible presentation.
- **Calls to Action:** Both messages encourage immediate action, but DeepSeek provides more varied options to engage with the company, such as booking online, calling, or visiting. This multi-channel approach may increase consumer confidence in their ability to act in the way that feels most comfortable.
- **Use of Incentives:** DeepSeek also includes a promotional discount, which is a persuasive tactic to encourage first-time users to try the service. This incentive could drive higher conversion rates compared to ChatGPT's more generalized call to action.

Table 1: Comparative Analysis of AI-Generated Persuasive Marketing Messages

Aspect	ChatGPT's Marketing Message	DeepSeek's Marketing Message
Tone	Neutral, practical, and straightforward.	Emotive, engaging, and dynamic with a friendly tone.
Emotional Appeal	Subtle emotional appeal, focusing on comfort and peace of mind.	Strong emotional appeal, focusing on freedom, empowerment, and adventure.
Clarity and Structure	Clear but lacks detailed segmentation; a continuous block of text.	Well-structured with bullet points, making it easier to digest and engage with the message.
Focus of Message	Focuses on practical aspects like easy booking, no hidden fees, and reliable customer support.	Focuses on pain points (e.g., crowded buses, expensive rideshares), convenience, and personalized service.
Call to Action (CTA)	Strong CTA with a simple invitation to book the rental.	Multiple CTAs with various engagement options (book, call, visit) and a promotional code to encourage immediate action.

Use of Incentives	No incentives or promotions are mentioned.	Promotional offer for first-time customers (10% off), providing an immediate incentive to engage.
Target Audience	Appealing to individuals looking for simplicity and peace of mind.	Appeals to individuals seeking convenience, adventure, and those who value flexible options in transportation.
Use of Visual Cues	No visual cues used.	Includes visual symbols (car icon, star) and engaging formatting (bullets and emojis) to enhance the emotional appeal.
Tone of Persuasion	Persuasive through reliability and peace of mind.	Persuasive through empowerment, flexibility, and direct engagement with customer pain points.
Personalization	Personalization is minimal, focusing on broad needs and general audience.	High degree of personalization, focusing on specific consumer desires and offering clear benefits.

The comparison between ChatGPT and DeepSeek's AI-generated persuasive marketing messages demonstrates the varied approaches to crafting compelling marketing content. While ChatGPT produces a functional, concise message with an emphasis on practical aspects, DeepSeek delivers a more dynamic and emotionally engaging message, incorporating structured benefits, emotional triggers, and clear incentives.

Discussion

In this section, we analyze the results of the persuasive advertising texts generated by ChatGPT and DeepSeek through the lens of linguistic theories. By examining lexical choice, syntactic structures, rhetorical patterns, and discourse coherence, we can gain insights into how these elements influence the effectiveness of marketing communications. Additionally, we will discuss how these findings align with and diverge from previous research in the field of marketing linguistics.

1. Lexical Choice

The lexical choice in marketing messages is crucial in shaping the emotional and cognitive response of the audience. Both ChatGPT and DeepSeek utilize persuasive vocabulary, but with different emphases.

- **ChatGPT** relies on clear, neutral vocabulary that emphasizes reliability, such as “hassle-free,” “well-maintained,” and “peace of mind.” The term “reliable” is used to build trust and credibility with the customer, which aligns with ethos—an appeal to character and trustworthiness (Aristotle, 350 BCE).
- **DeepSeek**, on the other hand, uses a broader range of emotive words such as "freedom," "empowerment," "adventure," and "explore." These terms evoke a sense of excitement and possibility, effectively leveraging pathos—appeal to emotions (Aristotle, 350 BCE). The use of action-oriented terms like “book,” “hit the road,” and “take control” encourages immediate action, further enhancing the emotional engagement.

These lexical choices align with Al-Badawi's (2024) work, which highlights the effectiveness of language personalization and emotive terms in engaging customers by triggering emotional responses and fostering a sense of connection with the brand.

2. Syntactic Structures

Syntactic structures—the way sentences are formed—also play a pivotal role in the persuasiveness of the message.

- **ChatGPT** employs relatively simple, straightforward sentence structures that prioritize clarity and ease of understanding. For example, "Rent a car with us today" and "Book your rental car today" are direct, active sentences that clearly communicate the message. The use of the active voice enhances the message's assertiveness, which is a key component in persuasive communication (Kronrod, 2022).
- **DeepSeek**, by contrast, incorporates more complex syntactic structures and varied sentence types. The message includes both imperative sentences ("Book Now") and more descriptive clauses ("Whether you're exploring a new city..."). This variety adds dynamism to the text, making it more engaging. The active voice is also dominant in DeepSeek's message, but the interjection of questions like "Why Choose Us?" enhances the rhetorical effect, creating a conversational tone and prompting the reader to think critically about the offer.

This approach reflects Lukose et al. (2025)'s findings that sentence complexity and strategic use of question forms can increase customer engagement by fostering a conversational, interactive experience.

3. Rhetorical Patterns

Rhetorical devices, such as ethos, pathos, and logos, form the backbone of persuasive marketing communication.

- **Ethos (Credibility):** Both messages emphasize trust and reliability, albeit in different ways. ChatGPT builds credibility by focusing on practical aspects such as "no hidden fees" and "24/7 customer support," which appeal to the audience's rational side. These aspects align with logos, appealing to the logical evaluation of the car rental service.
- **Pathos (Emotion):** DeepSeek has a stronger emotional appeal, employing a variety of pathos-driven terms like "freedom" and "empowerment," as well as presenting a lifestyle of adventure. This taps into the reader's desire for autonomy and excitement, making the message feel more personal and engaging.
- **Logos (Logic):** ChatGPT's message utilizes logical appeals with phrases such as "flexible rental terms," "no hidden fees," and "well-maintained vehicles." This caters to the audience's need for clarity and reassurance. Conversely, DeepSeek's message also integrates logos but pairs it with more emotional and action-driven elements, blending reason and emotion in a way that may appeal to a broader audience.

These findings are consistent with Kunizhev's (2021) assertion that the use of ethos, pathos, and logos in digital marketing is essential in shaping consumer decisions, particularly as digital communication becomes more personalized.

4. Discourse Coherence

Discourse coherence refers to the logical flow and consistency of the message. Both generated texts demonstrate strong coherence, though they do so in different ways.

- **ChatGPT's** message flows logically from one point to the next, with each idea building on the previous one: starting from the offer of a "hassle-free ride" to the practical details of booking a car. The transition between ideas is smooth, and the tone remains constant throughout, focusing on reliability and customer comfort. This structured flow supports Al-Badawi's (2024) findings that coherent discourse helps maintain the consumer's focus and trust.

- **DeepSeek's** message employs a more segmented structure, with the use of bullet points to break down the message into digestible pieces. This creates a sense of clarity and ease, making the message not only easy to follow but also more engaging. The introduction of incentives and CTAs enhances the coherence by linking the emotional appeal with the rational aspects of pricing and benefits.

These differences in discourse structure are aligned with Srivastava and Muskaan (2023), who argue that structured, well-organized language enhances both engagement and clarity in digital marketing messages. The linguistic analysis of the persuasive marketing texts reveals how both ChatGPT and DeepSeek leverage different aspects of language to achieve their marketing goals. ChatGPT focuses on trust and practicality, appealing to logos and ethos, while DeepSeek employs a more emotionally charged, dynamic approach, blending pathos with logical appeals. Both strategies align with the linguistic frameworks of marketing, emphasizing the importance of lexical choice, syntactic variation, rhetorical devices, and discourse coherence in crafting compelling messages.

These findings support previous research in marketing linguistics (Kunizhev, 2021; Al-Badawi, 2024) and offer valuable insights into the role of language in digital marketing communications. The integration of emotive vocabulary, personalized messages, and a blend of rational and emotional appeals contributes significantly to the effectiveness of persuasive marketing content..

Conclusion

In conclusion, this study highlights the crucial role of AI in enhancing persuasive marketing messages through linguistic techniques. The analysis of lexical choice, syntactic structures, rhetorical patterns, and discourse coherence demonstrates that AI can craft messages that effectively engage and persuade consumers by using strategic linguistic elements. The ability to personalize content, appeal to emotions, and maintain clarity proves AI's power in generating marketing messages that resonate with audiences.

AI tools like ChatGPT and DeepSeek employ advanced linguistic strategies to deliver content that is both compelling and targeted. By focusing on emotional triggers, credibility, and logical appeal, AI-driven messages can influence consumer behavior, offering a level of precision that traditional marketing methods may struggle to achieve. This research underscores the significant potential of AI in shaping modern marketing communication.

Ultimately, as AI technologies continue to advance, their ability to craft personalized and persuasive marketing messages will become even more integral to digital marketing strategies. The findings from this study contribute valuable insights for both researchers and practitioners, demonstrating how AI can revolutionize the creation of impactful marketing content.

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