1214 Language and Thought: Linguistic Relativity in Social Marketing Communication

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Linguistic relativity is vital for marketing effectiveness, as language patterns influence perception and cognition. This study investigates linguistic relativity enablers in social marketing communication to assist marketers in achieving desired outcomes. Through in-depth interviews with relevant respondents, we analyze the contextual relation among linguistic relativity enablers in the social communication paradigm, using Fuzzy-ISM and Fuzzy-MICMAC methodologies. Our findings offer a structured framework for understanding and identifying these enablers, facilitating their utilization in longitudinal studies.