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# LANGUAGE LEVERAGED MARKETING AND BUSINESS COMPETITIVENESS OF MULTINATIONAL SHIPPING COMPANIES IN PORT HARCOURT, NIGERIA

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## Abstract

The purpose of this study was to investigate whether or not international shipping companies in Port Harcourt benefit from language-based marketing strategies. In all, 72 shipping company workers were polled as part of the cross-sectional survey technique used in the study. In addition, the four hypotheses were tested using Spearman's Rank Correlation Coefficient, which showed that language-driven marketing significantly increased the competitiveness of MNCs in the Port Harcourt shipping industry. According to the research, international shipping companies in Port Harcourt can gain an advantage through language-driven marketing. The paper suggests that shipping company executives gauge the language needs and preferences of Port Harcourt's potential customers and other stakeholders through market research. Company executives in the shipping industry have a responsibility to ensure that all promotional materials, such as website copy, social media messages, and promotional goods, are translated into the local languages and dialects.

**Keywords:** Language Leveraged Marketing, Business Competitiveness, Artificial Intelligence Language.

## Introduction

The move from mass production and direct sales to relationship-building and experience value, as well as the new focus on corporate culture and the inherent worth of human resources, are all destined to change the purpose and content of company. A wide variety of supply and logistics services are offered by multinational shipping businesses. In their 2020 article, Bacal and Wasser state that "irrespective of your business type, it is essential to cultivate happy and satisfied long-term customers." Global shipping companies' meteoric ascent is good for business since it might lead to long-term benefits for everyone and provide the groundwork for claims that will help the economy and society as a whole. The importance of marketing to any company's success is well-known. The maritime industry is equally included.

Regardless of size, industry, or focus on profit, marketing is essential for all organisations. To address a wide range of challenges, marketers are turning to AI and programmatic language-driven marketing. Also, marketing that is language-driven has the potential to help reduce marketing-related mistakes (Grover et al., 2020; Thomassey & Zeng, 2018). With the right kind of supervision and direction, AI can outperform humans in some jobs. Quicker campaigns, lower costs, and more efficiency are just a few ways in which language-driven marketing increases the possibility of a larger return on investment. Depending on the campaign and consumer environment, this technology may conduct tactical data analysis more rapidly than people. It enables speedy decision-making. This allows team members more time to concentrate on long-term initiatives that will help direct AI-powered marketing efforts.

As customers become more aware of how organisations gather and use personal data, they will want more transparency about the data, how it is used, and the security measures put in place to secure it. A lot of businesses' email marketing campaigns benefit from language-leveraging marketing tools. Most notably, they help them figure out which groups to target with customised content and when to send those emails. At the most appropriate times, language-driven marketing delivers the most relevant content. Finding successful material, planning for future content, finding new uses for old content, and optimising distribution are all made easier with this technology (Dash et al., 2019). Businesses are already making use of automation, data analytics, and NLP. In order to create advertising campaigns that are effective, organisations use innovative approaches. Careful planning and execution go into every aspect of the advertising campaign. Effective advertising makes use of a variety of frameworks and appeals, both verbal and visual, to persuade the target audience (Granata & Palumbo, 2022).

With language-driven marketing, teams can efficiently target the right channels while keeping costs down. As shown by programmatic purchasing, language-driven marketing has the potential to enhance marketing flexibility in order to meet the changing wants and preferences of clients. Customers' reactions to media messages can vary greatly; some are more swayed by humorous or sentimental appeals, while others are more affected by rationality. Basri (2020) and Chatterjee et al. (2020) suggest that language-driven marketing might track customers' replies to messages in order to build a more detailed profile of them. As a result, marketing groups may send customers more personalised messages according to their tastes. It is crucial to collaborate with stakeholders and employ a variety of instruments that employ participatory techniques, such language, in order to ascertain the degree of suspicion. Based on the author's own observations of shipping officers operating in the Port of Port Harcourt and the tactics they use for cooperation and communication, the approach draws inspiration from the most prosperous maritime sectors globally. Language-leveraged marketing and corporate competitiveness have been the subject of several research, such as those by Basri (2020), Chatterjee et al. (2020), Akyuz and Mavnacioglu (2021), and Ghimire et al. (2020). No studies including MSCs as an industry-specific variable have been conducted in Port Harcourt as far as the researcher is aware. Accordingly, the study's overarching goal is to investigate how international maritime companies in Port Harcourt could benefit from language-leveraged marketing.

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### **Statement of the Problem**

Corporate competitiveness, economic progress, and national development are all dependent on the success of international shipping companies, which must be established, expanded, and maintained. Still, a great deal of problems, including a lack of access to foreign currency, poor infrastructure, unpredictable government policies, limited market access, hyperinflation, high taxes, and outdated technology, make it difficult for multinational shipping companies to work. The sluggish expansion of international shipping enterprises in Port Harcourt is mostly due to organisational innovation and inadequate value generation, in addition to the previously listed constraints. According to the aforementioned framework, there have been a number of initiatives in recent years to boost the participation of international shipping firms in the Nigerian economy.

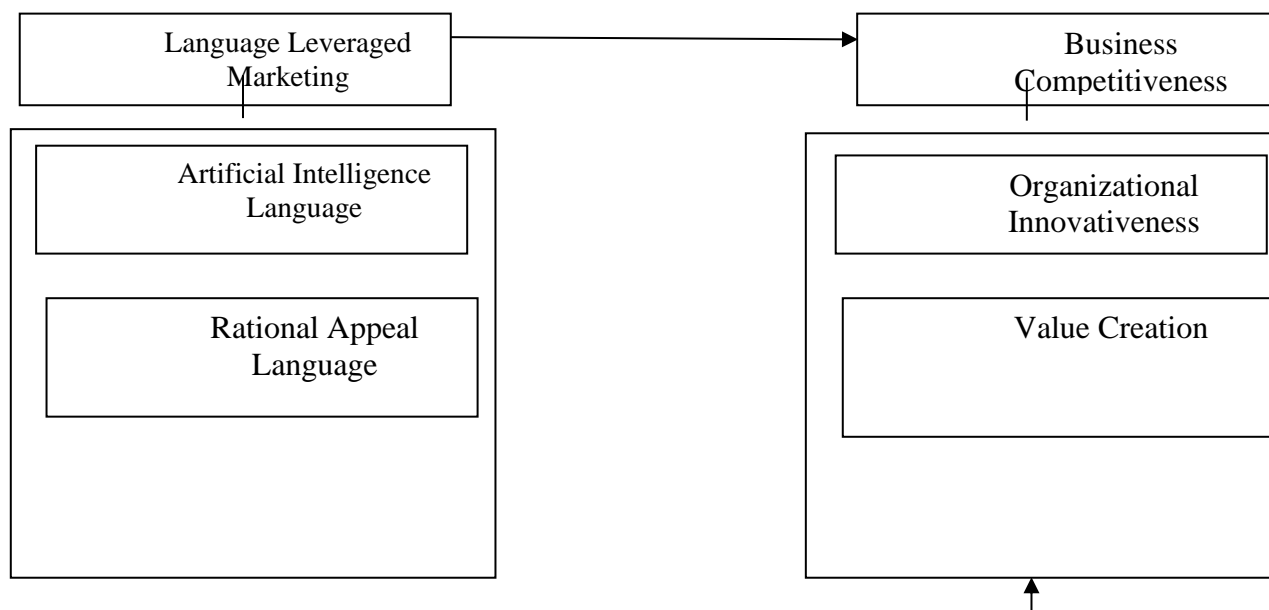
According to Nwokocha (2014), multinational shipping companies in Rivers State have a diverse workforce, which can lead to misunderstandings and conflicts, as well as feelings of alienation between employees and management. This is on top of the problems of declining skills, poor work attitudes, and corruption. Therefore, it is worth investigating whether this has a negative impact on creativity inside the business, service quality, value generation, and productivity. Numerous obstacles affect the competitiveness of the global shipping sector. Among these are: excessively high sales goals and customer service standards; insufficient ongoing coaching and mentoring; incapacity of businesses to regularly monitor objectives and performance reviews; insufficient preparedness for the millennial workforce and their digital expectations; security and privacy shortcomings; fierce competition from non-banking financial institutions; competition with foreign banks; and political pressures.

A potential answer to this problem is language-driven marketing; nevertheless, this approach has the potential to create work cultures that are argumentative, unproductive, and conflict-ridden. Multinational shipping companies in Port Harcourt are the focus of this study, which looks at how language-based marketing affects their competitiveness.

### **Aim and Objectives of the Study**

The aim of this research is to analyse the connection between language-leveraged marketing and the competitiveness of Port Harcourt-based multinational shipping enterprises. The study's stated objectives are to:

- a. determine if there is a correlation between AI language and the innovativeness of Port Harcourt-based multinational shipping businesses' organisational structures;
- b. investigate how AI-generated language contributes to the value generation process for Port Harcourt-based international shipping enterprises;
- c. find out if there's a connection between the innovativeness of the Port Harcourt offices of international shipping businesses and the use of logical appeal language;
- d. find out how MNCs in the shipping industry in Port Harcourt use logical appeal language to create value.

**2.0 Literature Review****Conceptual Review****Figure 2.1:** Conceptual Framework of the Study.

**Source:** Researcher's Operationalization (2024), adapted from Harvey & Allard, 2012; Ketels, 2016.

**Business Competitiveness**

There is a remarkable degree of flux and change in the business world. Participants in several industries are increasingly engaging in fierce competition. The development of information, communication, and transportation technology has led to globalisation and market liberalisation, which in turn have turned the world into one giant marketplace (Opara & Adiele, 2014). Being competitive in the market is crucial for an organization's survival. In order to stand out from the competition, a company needs to provide more economic value to customers than its rivals (Kimemia, Gakure & Waititu, 2014). Local businesses and multinational conglomerates are now engaged in cutthroat competition in a number of Nigerian and other established or developing economy sectors. The competitive organisation will crush its competitors in the market or industry by executing extensive business strategy. An organization's competitiveness is a measure of its economic power in relation to its competitors in the same industry. This is an important objective for a business to have in this age of rapid technology development and globalisation (Claude, 2018).

Being consistently present in the market with one's products or services is what makes a firm competitive, which in turn increases productivity and profitability for businesses (Claude, 2018). According to Johansson (2003), a competitive business offers the market either low prices, excellent quality, or higher value. Building a solid organisational structure, streamlined business processes, and reliable support systems may provide the company a leg up in the market. Organisational competitiveness is defined as the degree to which a company's leadership actively seeks to outdo its closest rivals in the market in terms of

innovation, creativity, and productivity (Kotler & Keller, 2012). Consequently, a firm might improve its organisational performance by capitalising on certain competitive traits within the industry. A number of factors contribute to this, such as improvements in in-house expertise and knowledge, strong technical leadership, the launch of innovative goods and services, and the identification of untapped consumer niches (Okereafor et al., 2015). A business can't hope to be competitive unless it stands head and shoulders above the competition in the aforementioned areas. In order to outperform their competitors' internal resources, companies must continuously nurture and improve these variables. The company's ability to compete and earn above-average returns in the business depends on this (Dedkova & Blazkova, 2014).

### **Organizational Innovation**

Innovation is defined as the process of coming up with and putting into action new ideas (De Jong and Den Hartog, 2013). Product and service quality, as well as operational efficiency, advertising effectiveness, distribution channels, and regulatory frameworks may all be improved via innovation. With the ability to make adjustments and transformations being of utmost significance, modern society is characterised by its fast speed and competition. According to Woodman et al. (2013), this competence cannot be achieved without a competitive edge in the management of creativity and innovation. As a result, top companies, and particularly those with competent management, place a premium on finding ways to boost employee creativity and innovation.

In order to maintain leadership, expand, compete, and survive, organisations, particularly those with a focus on technology, need to be more inventive and trailblazing than before (Jung et al., 2013). Much research in the field of organisational management has focused on the characteristics of organisational innovation and the methods by which managers initiate, shape, and control it. When it comes to innovation in the workplace, there are three main schools of thought. An innovation-oriented corporate strategy is at the heart of this method, which also devotes significant resources to strengthening internal capacities for product creation.

### **Value Creation**

Conversations on matters crucial to the organization's long-term profitability and sustainability may benefit from effective stakeholder involvement, which may include incorporating varied viewpoints from various stakeholders. According to Whinstone and Choi (2000), highlighting inconsistencies and compromises is made easier when value is defined through active engagement. As an illustration, when it comes to allocating funds, the board may choose for initiatives with a longer time horizon, whereas investors may favour enterprises with a shorter time horizon. It is crucial to understand and communicate how stakeholders' expectations impact both short-term actions and long-term opportunities (Hamzat, 2008). This lays the groundwork for investigating the medium-term, long-term, and short-term management of trade-offs. To determine what factors contribute to value generation, data must be used.

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### **Language Leveraged Marketing**

One idea behind language leveraged marketing is the idea of targeting certain markets or demographics through the use of language. Marketing to a certain demographic requires knowledge of that demographic's social, cultural, and linguistic characteristics so that messages may be tailored to them. Marketing language has the potential to significantly impact customer actions and choices. Artificial intelligence (AI) could help marketers see trends and predict their occurrence. They may thus decide how funds are to be distributed and which populations to focus on. Hermann (2021) and Sian and Yang (2017) suggest that brands may cut back on digital advertising and put more effort into high-value projects. At every stage of a marketing campaign-from planning to conversion to building client loyalty-artificial intelligence plays a crucial role. Accordingly, businesses will get an advantage over their competitors if they fully utilise AI (Rodgers, 2021). It has been accomplished to program machines to mimic human intelligence in areas like as learning and problem-solving.

### **Language Leveraged Marketing and Business Competitiveness**

By evaluating user data and helping marketers comprehend user intent, artificial intelligence (AI) is supporting marketers in adjusting to the constantly shifting content marketing landscape. Albinali and Hamdan (2020) and Zeeshan and Saxena (2019) claim that marketers may utilise AI to create content for straightforward plots like sports news and financial updates. The creative process of advertising is closely linked to a company's strategic choices on the message, medium, and presentation of the commercial. When it comes to marketing communication, a business that is truly skilled at advertising may generate novel and creative concepts. Unlike message strategy, which addresses the content of the advertising, message execution, often known as tactics, refers to the manner in which the brand's message is communicated (Belch & Belch, 2007).

Presenting the brand to the target audience in an interesting and creative way is the aim of the messaging strategy, claim Ouwersloot and Duncan (2008). The communication strategy uses both kinds of appeals as consumers are motivated by both emotional and rational factors when making purchases (Arens et al., 2011). You should anticipate a surge in business because no one else provides this benefit. Additionally, using images in advertisements helps the advertiser's brand establish a solid reputation. Determining what makes a brand distinctive and what motivates consumers to purchase it is the third strategy. This is also known as "identifying the intrinsic drama" (Belch & Belch, 2007).

### **Artificial Intelligence Language and Business Competitiveness**

The words "artificial," which means made by humans, and "intelligence," which means able to reason, combine to form the term artificial intelligence. According to McCarthy (1956) the phrase is characterised as "the science and engineering of creating intelligent machines. Another definition of AI is the capacity to do practical activities while simultaneously retaining two distinct thoughts in one's mind (Ozuru & Kalu, 2022). Now that it can recognise faces and objects, this technology has many real-world applications in the business sector. Using face recognition technology is one method of ensuring safety (Tambe et al., 2019). In

digital marketing, lead conversion and user retention are artificial intelligence's primary objectives. It can direct a user towards alignment with the company's objectives through the use of sophisticated email marketing, engaging web design, clever AI chatbots, and a variety of digital marketing services.

Thanks to developments in computer vision, machines can now see and understand their physical surroundings. Computer vision technologies, which improve the perceptual capabilities of AI systems, are essential to autonomous vehicles, object identification, and face recognition. Yavuz (2023) asserts that the deployment of AI-powered robots is unquestionably transforming a number of sectors, including industry, healthcare, and even space exploration. These robots expand the possibilities of automation by doing activities independently, working with people, and navigating challenging environments (Haefner et al., 2021). Pharmaceutical research, personalised therapy, and medical diagnostics are all made easier by artificial intelligence. It keeps track of transactions, indicating the time and place of every purchase. It may evaluate the information and provide clients customised marketing messages.

### **Rational appeal Language and Business Competitiveness**

A purchase driven by the clear explanation of a product's benefits is what Kotler (1997) called rational appeal language. Using rational appeal language, ads show how a product or service might help people by highlighting the positive outcomes that could happen as a result of using it. The commercial meets the demands of buyers by showcasing the features and advantages of the advertised product or service, such as its efficiency, low price, and high quality. The goal of using rational appeal language in advertising is to persuade the audience by presenting them with factual information about the qualities and advantages of a brand (Yoo & MacInnis, 2015). It explains how the product or service works and what its main benefits are. There is a foundation in the persuasive power of the product's features that allows these appeals to change the attitudes of the recipients towards the product. Behboudi et al. (2014) found that products with informative aspects were more likely to have brand loyalty. Ads that use rational appeal language clearly outline the product's advantages, set the brand apart from competitors, and highlight its unique attributes in order to build a lasting impression of the brand in consumers' minds and encourage them to make a purchase (O'Mahony, 2015). Products, like soft drinks, communicate with buyers through their design and packaging. This message includes details, features, facts, and benefits that consumers had various opinions on before making a purchase. The message ought to appeal to the consumers' rationality and sense of logic. The differences between Korean and Hong Kong rational appeal language were explained by Moon and Chan (2005). Newspaper ads using logical appeal language were studied by Leonidou and Leonidou (2009), who zeroed in on differences in layout, art, and wording. The effect of rational appeal language on consumers' purchase decisions was studied by Verma (2009). The impact of rational appeal language and advertising spokespersons on consumer attitudes towards commercials and their intentions to purchase was studied by Lin (2011).

## **Theoretical Framework**

### **Hierarchy of effects models**

Simulations of the impact hierarchy of effect models and their brand values, both tangible and intangible are the primary targets of advertising, which aims to create an emotional connection between the brand and its consumers. According to Egan (2007), effective advertising campaigns lead to high levels of brand consumption, which in turn boosts sales and strengthens consumers' attachment to the product. In the late 1800s, Lewis created this paradigm and was an early adopter of AIDAS. Companies, including those making soft drinks, would do well to use persuasive language that makes sense and follows the hierarchy of effects in order to achieve their sales goals, according to this study. In order to influence a consumer to make a purchase, it is necessary to strategically place functional, factual, and feature appeals in their minds following the AIDAS model's sequential phases: awareness, interest, desire, action, and satisfaction. This research will use the advertising model of the hierarchy of effects as a foundation for its practical use, theoretical advancement, and recommendations.

### **Empirical Review**

Nigerian Breweries Plc's sales performance in Lagos State was studied by Awofadeju et al. (2015) to determine the effect of advertising. One hundred fifty customers of Nigerian Breweries in Iganmu, Lagos State, were given surveys to fill out; out of those, one hundred and twenty-eight were returned with correct answers. The results presented here are based on the 128 surveys that were mailed in and filled out correctly. What this study found is that advertising may still increase sales for any business. With a focus on Chinese attitudes towards commercials.

Xu et al. (2019) investigated the link between the attractiveness of ads and the intention to purchase in the eco-tourism industry. The experimental inquiry included 300 participants from Fujian Province. In the experimental group, half of the volunteers (150 people) were put through the emotional advertisement experiment and half went through the rational advertisement trial. We used simple regression. Following is a synopsis of their study. When opposed to emotional advertising, rational advertising produces a far better attitude towards the commercial. In contrast to emotional advertising, rational advertising shows substantially higher buy intention.

Mahmood and Haider (2020) investigated the mediating function of brand loyalty in the relationship between advertising appeals, corporate reputation, and brand advocacy. Four hundred people from different cities in Pakistan filled out a questionnaire that was used to collect data. According to the results, in the fast-moving consumer goods (FMCG) industry, informative advertising appeal impacted brand loyalty more than normative advertising appeal.

The goal of the study by Mohsen et al. (2015) was to look at how the Hamrahe Aval mobile operator's logical and emotional advertising appeals affected the brand impression and attitude of Tehran's student students. The data was evaluated using structural equation modelling and confirmatory factor analysis from a convenience sample of 390 respondents. The findings showed that there was a positive, direct, and statistically significant relationship

between the following three variables: 1) attitudes towards advertising efforts; 2) attitudes towards the brand; and 3) attitudes towards rational appeal approaches.

### 3.0 METHODOLOGY

Since this is a quantitative study that relied on questionnaire responses, nomothetic data is required. This study used a cross-sectional survey design as a result. The study participants are human beings who display diverse behaviours in numerous situations; as a result, there is little control over their actions, which is why this design is justified. Participants in the research are locals of Port Harcourt who work for international shipping companies. Dozens of international shipping businesses call Port Harcourt home, according to NIMASA.

In addition, it is important to mention that specific employees from these companies were selected and given the questionnaire because of their wealth of knowledge and experience, which allows them to answer the research questions well. A total of seventy-two (72) employees from twelve (12) different firms are included in this research, whose roles include heads of marketing and sales, accountants and internal auditors, operations and logistics managers, heads of production and technical engineering, senior safety officers, and procurement managers. Due to the manageable size of the population, sampling was not necessary; therefore, all 72 respondents were included in the study. However, these participants were recruited using a convenience sample technique. This research will rely on two main types of sources for its data: primary and secondary. Questionnaires provided the primary data, while scholarly journals, online news sources, and government reports provided the secondary data. The reliability of the study instrument was evaluated using Cronbach's Alpha tests. Lastly, the demographic profile of respondents was examined at the main level using descriptive statistical tools, such as percentages and tables. The four hypotheses were further evaluated using SPSS (version 21.0) with the secondary level of analysis utilising Spearman's Rank Correlation Coefficient.

## 1. DATA PRESENTATION AND DISCUSSION

**Table 1 Questionnaire Distribution and Retrieval**

Details	Frequency	Percentage (%)
Distributed Copies	72	100
Returned Copies	63	87
Used Copies	59	82

*Source: Survey Data, 2024*

Out of the 72 copies of the questionnaire that were sent out, 63 (or 87% of the total) were returned by the respondents. In particular, just 59 (or 82% of the total) of the returned copies were fully filled out and ultimately suitable for the study.

**Table 2: Reliability Results**

Variables Entered	Cronbach Alpha Scores
Artificial Intelligence Language	0.703
Rational Appeal Language	0.783
Organizational innovativeness	0.702
Value creation	0.749

*Source: Survey Data, 2024*

The reliability test statistics that were collected are displayed in Table 2. All Cronbach's Alpha scores are over the 70% acceptability threshold, as shown up top. Hence, the quality of the research equipment was high.

### Testing of Hypotheses

#### Hypothesis One

**Ho1:** Multinational shipping companies' organisational innovativeness and artificial intelligence language do not significantly correlate in Port Harcourt.

**Table 3: Correlation Analysis for Ho1**

#### Correlations

			Artificial Intelligence Language	Organizational Innovativeness
Spearman's rho	Artificial Intelligence Language	Correlation Coefficient	1.000	.874
		Sig. (2-tailed)	.	.000
		N	59	59
	Organizational Innovativeness	Correlation Coefficient	.874	1.000
		Sig. (2-tailed)	.000	.
		N	59	59

\*\*. Correlation is significant at the 0.05 level (2-tailed).

**Source: Survey Data, 2024, SPSS 21 Output**

**Decision:** The extent and intensity of this link were corroborated by the Spearman Rank correlation value of 0.874, which was significant at  $p\ 0.000 < 0.05$ , as shown in Table 3. This demonstrates that the innovativeness of the organisational structures of multinational shipping enterprises in Port Harcourt is positively and strongly correlated with the use of AI terminology. A contrasting hypothesis was chosen above the null one.

#### Hypothesis Two

**Ho2:** The value creation of multinational shipping businesses in Port Harcourt is not significantly correlated with artificial intelligence language.

**Table 4: Correlation Analysis for Hypothesis Two**

#### Correlations

				Artificial Intelligence Language	Value Creation
Spearman's rho	Artificial Intelligence Language	Correlation Coefficient	1.000		
		Sig. (2-tailed)	.	.655*	
		N	59	59	
	Value Creation	Correlation Coefficient	.655*	1.000	
		Sig. (2-tailed)	.000	.	
		N	59	59	

\*. Correlation is significant at the 0.05 level (2-tailed).

**Source: Survey Data, 2024, SPSS 21 Output**

**Decision:** Table 4 showed that the association was validated by the Spearman Rank Correlation Coefficient of 0.655, which was significant at  $p\ 0.000 < 0.05$ , indicating its magnitude and strength. This demonstrates that the value generation of multinational shipping businesses in Port Harcourt is strongly correlated with artificial intelligence language. Hence, we may say that the null hypothesis is false.

### Hypothesis Three

**H<sub>03</sub>:** The organisational innovativeness of multinational shipping businesses in Port Harcourt is not significantly correlated with the use of rational appeal language..

**Table 5: Correlation Analysis Hypothesis Three**

#### Correlations

		Rational Appeal Language	Organizational Innovativeness
Spearman's rho	Rational Appeal Language	1.000	.850
	Correlation Coefficient		
	Sig. (2-tailed)	.	.000
	N	59	59
	Organizational Innovativeness	.850	1.000
	Correlation Coefficient		
	Sig. (2-tailed)	.000	.
	N	59	59

\*. Correlation is significant at the 0.05 level (2-tailed).

**Source: Survey Data, 2024, SPSS 21 Output**

**Decision:** The extent and intensity of this link were validated by the Spearman Rank Correlation Coefficient of 0.850, as shown in Table 5, and it was significant at  $p\ 0.000 < 0.05$ . The results demonstrate that the use of logical appeal language is positively associated with the organisational innovativeness of Port Harcourt's multinational shipping enterprises. Hence, we may say that the null hypothesis is false.

### Hypothesis Four

**H<sub>04</sub>:** Reasonable appeal language and the value creation of international shipping businesses in Port Harcourt do not significantly correlate.

**Table 6: Correlation Analysis for Hypothesis Three**

		Rational Appeal Language	Value Creation
Spearman's rho	Rational Appeal Language	1.000	.846
	Correlation Coefficient		
	Sig. (2-tailed)	.	.000
	N	59	59
	Value Creation	.846	1.000
	Correlation Coefficient		
	Sig. (2-tailed)	.000	.
	N	59	59

\*. Correlation is significant at the 0.05 level (2-tailed).

**Source: Survey Data, 2024, SPSS 21 Output**

**Decision:** According to Table 4.5, the relationship's magnitude and strength were validated by the Spearman Rank Correlation Coefficient of 0.850, which was statistically significant at  $p\ 0.000 < 0.05$ . This proves that the use of logical appeal language has a significant and beneficial impact on the value generation of Port Harcourt's international shipping enterprises. This led to the rejection of the null hypothesis.

### Discussion of Findings

#### Artificial Intelligence Language and Business Competitiveness

The correlation of Spearman's Rank AI language and organisational innovativeness ( $Rho=0.874$ ) and value creation ( $Rho=0.655$ ) were shown to be positively and statistically significantly correlated by coefficient testing of the first and second hypotheses. Since the p-value (0.000) is less than the 0.05 significance criterion, we rejected the null hypothesis in both instances and accepted the alternative. These findings support the assertion made by De Jong and Den Hartog (2013) that shipping businesses may use AIL to offer high-quality, competitively priced services. Organisations' competitiveness is impacted by artificial intelligence, according to Tambe et al. (2019) and Ozuru and Kalu (2022).

#### Rational Appeal Language and Business Competitiveness

Additionally, with  $Rho=0.850$  for rational appeal language and value creation and  $Rho=0.846$  for organisational innovativeness, our results supported hypotheses three and four, respectively, showing a positive and substantial correlation. Xu et al. (2019) report their findings in the following manner, which is in line with their conclusions. When opposed to emotional advertising, rational advertising produces a far better attitude towards the commercial. In contrast to emotional advertising, rational advertising shows substantially higher buy intention. According to research by Mahmood and Haider (2020), in the fast-moving consumer goods (FMCG) industry, informative advertising appeal significantly impacted brand loyalty more so than normative advertising appeal. Three areas of rational appeal were shown to be positively correlated with one another according to Mohsen et al. (2015): 1) attitudes towards advertising efforts, 2) attitudes towards the brand, and 3) attitudes towards rational appeal approaches.

### 5.0 CONCLUSION AND RECOMMENDATIONS

Results on two aspects of language-led marketing-artificial intelligence language and logical appeal language-contribute substantially to the success of international shipping businesses operating out of Port Harcourt.

- Based on the first objective, the study comes to the conclusion that there is a "strong and positive significant relationship" between the commercial competitiveness of multinational shipping businesses in Port Harcourt and artificial intelligence language.
- With respect to the study's objective, findings showed a "strong and positive relationship" between corporate competitiveness and logical appeal language.
- Based on the study's findings, it was determined that language-leveraging marketing improves a company's ability to compete.

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## **5.1 RECOMMENDATIONS**

- i. To determine the linguistic requirements and preferences of prospective clients and stakeholders in Port Harcourt, shipping company management should carry out market research.
- ii. Shipping businesses' management should make sure that all marketing materials are translated into local languages and dialects, including social media messages, website content, and promotional materials.
- iii. Shipping company management should create a brand voice and tone that appeals to local audiences and is suitable for their culture.
- iv. Local opinion leaders and influencers should be enlisted by shipping company management to assist spread the word about the brand to the intended audience.
- v. To foster a feeling of familiarity and connection, shipping company management should use aspects of the local culture and tradition in marketing messaging and imagery.

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