

Lecture 16

Role of Persuasion in IMC

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How to persuade consumer?

- The cognitive consistency impetus (consumer would not change his/her attitude or shake their belief very easily).
- The form of advertising clutter.
- The form of selective attention.

Cognitive Responses

- The effort from the side of the advertiser to influence the beliefs and the attitudes of the customers bring in cognitive responses.
- How to cater to the resistance from the side of the customer to change his belief is a big question.

Elaboration Likelihood Model (ELM)

- To understand how a persuasive communication may affect a person's attitude, his motivation and ability to elaborate on the message during processing.
- Motivation and ability to elaborate the message can be seen as a function of how involved a person is with the consumption decision in question.
- Involving decisions will result in active mental elaborations whereas uninvolved decisions will implicate passive ad processing.

The two routes on the basis of involvement levels are;

1. The central route to persuasion
 2. The peripheral route to persuasion
- **Central route to persuasion** occurs when a person is persuaded by the content of the message.
 - **Peripheral route to persuasion** occurs when a person is persuaded by something other than the message's content.
 - The peripheral route to persuasion are the referral cues refer to the features other than the actual arguments about the brands performance.
 - For example, as consumers learn to associate pleasant feelings and attractive images with the brand their attitude towards the brand should become more positive.

Tools of Influence: Persuader's Perspective

Reciprocation

- Using favours to encourage the customers to reciprocate by buying the product

Commitment and Consistency

- After people make a choice (commitment), there often is a strong tendency to remain faithful to that choice

Social Proof

- Behaviour of other provide a proof of how one should behave
- Bandwagon effect

Liking

- Consumers likely to adopt an attitude or undertake an action when a likable person promotes that action
- Physical attractiveness & Similarity

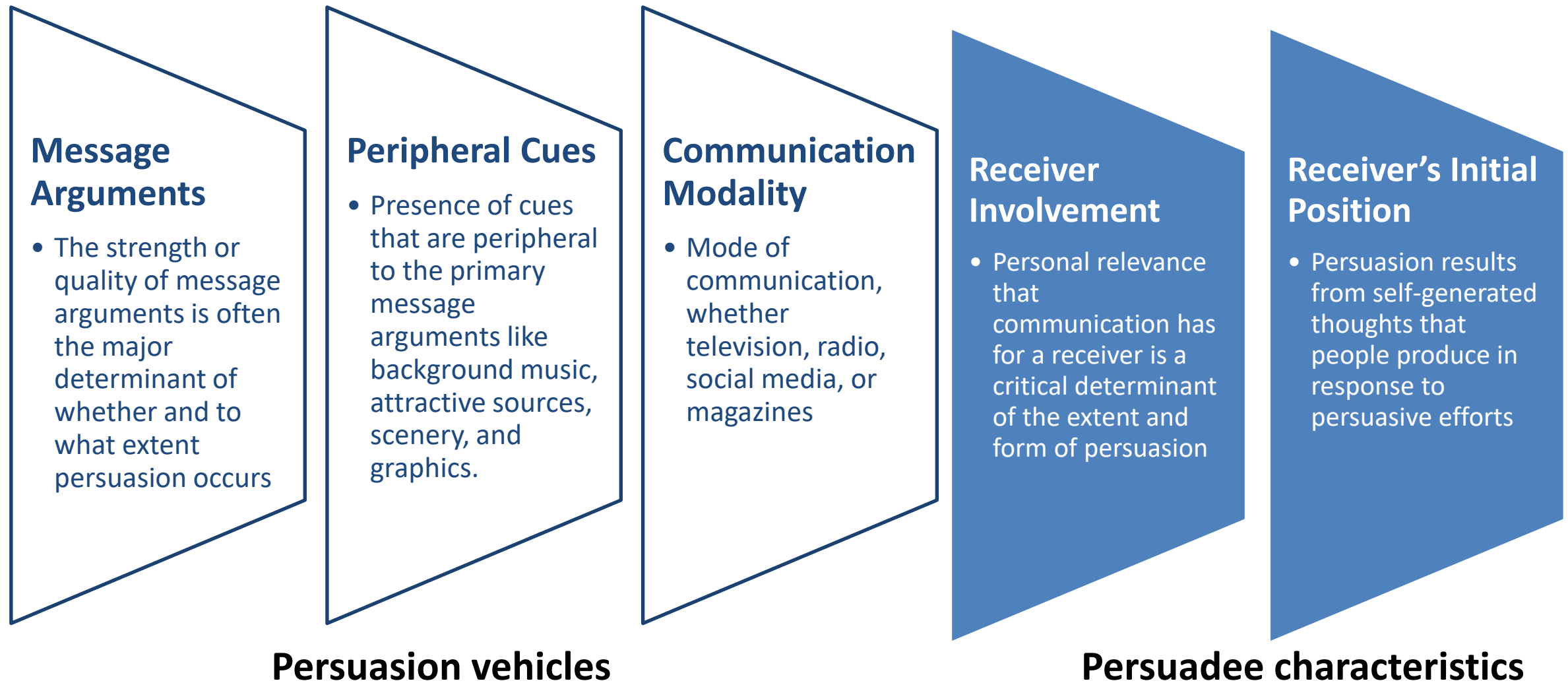
Authority

- People are raised to respect authority figures and to exhibit a sense of duty toward them

Scarcity

- Things become more desirable when they are in great demand but short supply
- People react against any efforts to reduce their freedom of choice

The influence process: the persuadee's perspective



Thank you



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