How is Social Psychology Used in Advertising Research? A Theoretical Contribution

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Abstract

The purpose of this theoretical paper is to present the application of elaboration likelihood model (ELM) to investigate consumer attitude formation and change resulting in persuasion outcomes to current advertising research. Therefore, this paper presents an illustrative example on how can advertising firms could develop advertisements considering the attitude formation and change resulting in persuasion outcomes through the Elaboration Likelihood Model.

Keywords: Social Psychology, Advertising, Theoretical Contribution, Elaboration Likelihood Model

Introduction

The author reviewed several theoretical and empirical papers which applied the ELM in advertising context. Based on the literature, author presents the application of ELM to a Lipton tea advertisement. Further this application shows how can advertising firms could develop advertisements considering the attitude formation and change resulting in persuasion outcomes.

Overview of the Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) is a dual process theory of attitude formation and change resulting in persuasion outcomes (Petty & Cacioppo, 2012). Attitudes are formed and modified as individuals obtain and process information related to the type of information they receive, and the cognitive energy each decides to expend to process that information (Cyr, Head, Lim, & Stibe, 2018). This model was introduced to the academic literature by Petty and Cacioppo in 1981. The ELM provides an organizing framework for persuasion that is argued to be applicable to various source, message, recipient and context variables (Petty & Cacioppo, 1986). Persuasion refers to human communication that is devised to influence the autonomous actions and judgments of others (Cyr et al., 2018). The basic principle of the ELM is the presence of two routes to persuasion: the central and peripheral routes. These are anchored at two opposite points on a continuum, which represents the likelihood of cognitive effort being expended to process a message (Kitchen, Kerr, Schultz, McColl, & Pals, 2014).