THEORETICAL ANALYSIS ON PERSUASIVE COMMUNICATION IN ADVERTISING AND ITS APPLICATION IN MARKETING COMMUNICATION

*Abari Ijuo OGAH, Ph.D.
**Dennis Oche ABUTU, Ph.D.

Abstract

The act of persuasion in advertising and the business world have become one of the most crucial elements in marketing communication. Advertising your business is therefore rooted in the ability of communication experts to come up with messages capable of persuading potential customers and clients to purchase the organization's products. This implies that, messages that lack persuasion will hit only on deaf ears and the goal not attained. Accordingly, this paper centered on the theoretical analysis on persuasive communication in advertising and how they can be applied in marketing communication. The paper employed secondary data collection method, which is centered on compiled literature and researches relevant to this work. The paper positioned that persuasive communication employs the marketing mix as avenue of reaching potentials customers. The paper was further moored on common persuasive techniques such as plain folk testimonials, hidden fear appeals, social status approach and bandwagon effect. The paper was further anchored on four persuasive theoretical underpinnings that can be applied for effective marketing communication. These include the Persuasion theory, the AIDA model, Elaboration likelihood model and the Fogg Behavioural model. The paper conclude that, marketing communication thrives on persuasion and any advertising message without persuasive elements will yield no result as persuasion is the moving force of marketing communication. Lastly, the paper amongst other points recommends effective use of communication strategy designed to convince consumers, utilization of various media

*Abari Ijuo OGAH, Ph.D. is of the Department of Mass Communication
Federal University Oye-Ekiti, Ekiti State
Email: abariogah@gmail.com

**Dennis Oche ABUTU, Ph.D. is of the Department of Mass Communication
National Open University of Nigeria, Abuja
Email: Abutu2dennis@yahoo.com

that meet the audience needs and to bridge the knowledge and action gap in the marketing process.

Keywords: Persuasion, Communication, Advertising, Marketing communication, Audience.

Introduction

In marketing, every act of communication is aimed at attracting and catching the attention of the recipients to the advertising copy and/or the message it portrays. However, getting the audience attention is not an easy task as the crux of every advertising message lies in its ability to persuade and convince the audience into action. Studies on theoretical and reflection works in the philosophy of language and cognitive pragmatics have shown how the reception of a message consists of deducing the speaker's meaning (Recanati, 2004; Coppola and Camus, 2009). This consequently means that no advertising message will yield any meaningful result without persuasion as people tend to attend to what satisfy their curiosity.

In the business world where competition abounds, the quest to woo customers and retain their brand loyalty has remained paramount on the agenda of many organizations. Anyacho (2007) opines that communicating your advertising plan requires strategies for targeting the audience with the right message and presenting it in the right medium to reach that audience. This process, however, shows how taxing the communication tactics or strategies to be used could be. A greater part of an organization's communication is consciously or unconsciously designed to be persuasive to be instrumental in getting something the organization want. Berkowitz (2015) asserts that, social scientists estimate that each of us is exposed to hundreds, if not thousands, of persuasive messages per day. Every day, we encounter these small-scale, usually low-stakes persuasive messages, designed to influence our attitudes and behaviours, even though we don't always label them as such. Studies have also shown that evidence-based advertising principles underlie persuasion (Armstrong, 2010). According to Sanborn (2016), persuasive communication has the extraordinary power to change our thinking or our emotions and even affect our attitudes towards the message. In marketing communication, you must have to be able to convince others to your advantage to prove that your brand is the best to remain in business. Bolatito (2012) affirms that persuasive communication aims at bringing the right appeal that is capable of making the recipient have a change of attitude, reinforcing beliefs on the organization's product and their shaping responses into making a purchase decision. Corroborating,

Jaeggi (2016) posits that we have the power to capture the public, influence the undecided and motivate purchases. There is no magic involved, but actually scientific knowledge embedded in persuasive communication.

It is, therefore, necessary to state that each day, we are surrounded by symbols, images and messages that arouse the attention and interest of only few people. Consequently, for every product, consumers are looking for the affirmation of identity and brands that offer specific values that satisfy their curiosity. The large amount of information that comes to our senses requires an inevitable selection since every consumer has a need to meet. One of the main requirements of the advertisers is to craft the message that attracts attention and interest so that the message is not misunderstood or misinterpreted. Studies have shown that the intentions of the communicator are not always attained when the target of the message don't take positive action as a result of the message (Greco, 2019). Consequently, this analysis focuses on:

i.   The persuasive techniques and tactics employed by advertisers in marketing communication.
ii. The theoretical underpinning applied in persuasive advertising for an effective marketing communication.

Conceptual Clarification and Review of Literature

The Persuasive Communication Concept
Persuasion is an umbrella term of influence. It has to do with the communication that has the power or tendency to convince or influence a person's beliefs, attitudes, intentions, motivations, or behaviours. In the business arena, persuasion is a process aimed at changing a person's (or a group's) attitude or behaviour toward the organizational products, event, idea or services, by using written or spoken words to convey information, feelings, or reasoning, or a combination thereof (*Seiter and Gass, 2010).*Persuasive communication may be defined as the kind of communication which is intended to change, affect, shape and reinforce certain responses from others. For instance, communicating messages in a way that yields favourable responses and results would classify as persuasive communication (Vladutescu, 2014).

To Lister (2019), persuasive communications are advertisements designed to elicit a desired action, usually purchasing a product. Persuasive communication for an advertisement are similar, the aim is to convince potential customers to buy the featured product and/or patronized the services rendered by the organization. Usually, if you

are advertising a product, this technique is powerful as persuasion can be used in almost any of your marketing campaign across television, radio, digital, print, audio, billboard and even using public relations.

The Advertising Concept

There are different definitions of advertising (though similar) as there are different scholars and practitioners who have variously described the concept. According to the Advertising Practitioners Council of Nigeria, APCON (2005, p. 5) in their professional Code of Practice, advertising is "a form of communication through the media about products, services or ideas paid for by an identified sponsor". Similarly, Arens, Weigold and Arens (2008) define advertising as the structured and composed non-personal communication, usually paid for and usually persuasive in nature about products (goods, services and ideas) by identified sponsors through various media. Furthermore, as contained in The Encyclopedia Americana (1997), advertising has to do with the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised.

On the whole, advertising from the marketing perspective is a paid non-personal controlled persuasive communication, of an identified sponsor, which is about goods or services, products or ideas that are disseminated to the target audience through the mass media. The essence of this communication is to get the audience attention, hold their interest and persuade the recipient to take favourable actionabout the products, goods, services and ideas of an organization.

The Marketing Communication Concept

Generally, the term marketing has to do with the establishment of mutually satisfying exchange relationships (Baker, 2000). It is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler & Armstrong, 2010). On the other hand, marketing communications are the means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell (Kotler, 2000). It includes all the means adopted by an organization to convey messages about the products and the brands they sell (either directly or indirectly) to the customers with the intention to persuade them to take purchase decision. In other words, the different medium that company adopts to exchange the

information about their goods and services to the customers is termed as Marketing Communication.

In marketing communication, the marketer uses various tools to create brand awareness among the potential customers, which means some image of the brand gets created in their minds that help them to make the purchase decision. These marketing communication tools include Advertising, Sales Promotion, Events Marketing or sponsorship, public relations and publicity, direct marketing, interactive marketing, word-of-mouth marketing and personal selling. These tools of communication are collectively called as Marketing Communication Mix (MCX). Corroborating this assertion, Business-Jargon Group (2017) maintains that in communicating your market potentials to the consumers, the combination of the Marketing tools offer communication solutions which answer the following questions:

    i.   Why shall the product be used?
    ii. How can the product be used?
    iii. Who can use the product?
    iv. Where can the product be used? And
    v. When can the product be used?

Persuasive Communication in Adverting and the Marketing Communication Trends

Persuasive communication in the advertising business has come a long way. Persuasive advertising is a component in an overall advertising strategy that seeks to entice consumers into purchasing specific goods or services, often by appealing to their emotions and general sensibilities. This particular advertising strategy is different from informative advertising, which essentially provides the customer with hard data about the nature and function of the product. With persuasive advertising, the assumption is that the consumer already understands the basic nature of the product, but needs to be convinced of the desirability and the benefits that set a particular product apart from the competition (Tatum, 2003; Bolatito, 2012).

To achieve this, one of the new trends in the practice of advertising in Nigeria is the embracing of Integrated Marketing Communication (IMC) in communication marketing potential. Integrated Marketing Communication is the combination of various communication techniques like advertising, public relations, publicity, sales promotions, event marketing, sponsorship etc. to achieve marketing goals. It is a holistic approach of using various marketing communication methods to achieve a set marketing goal. A company's total marketing communications mix, or promotion mix, consists of the specific blend of advertising, personal selling, sales promotion, and public relations

tools that the company uses to pursue its advertising and marketing objectives. The five major types of promotion (according to Kotler, 2001) are:

i. **Advertising:** Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

ii. **Personal selling:** Personal presentation by the firm's sales force to make sales and build customer relationships.

iii. **Sales promotion:** Short-term incentives to encourage the purchase or sale of a product or service.

iv. **Public relations:** Building good relations with the company's publics by obtaining favourable publicity, building up a good corporate image, and handling orheading off unfavourable rumours, stories, and events.

v. **Direct marketing:** Direct communications with carefully targeted individual consumers to obtain an immediate response - the use of mail, telephone, fax, e-mail, and other non-personal tools to communicate directly with specific consumersor to solicit a direct response.

Each type of marketing promotion has its own tools. Advertising includes print, broadcast, outdoor, and other forms. Personal selling includes sales presentations, trade shows, and incentive programs. Sales promotion includes point-of-purchase displays, premiums, discounts, coupons, specialty advertising, and demonstrations. Direct marketing includes catalogues, telemarketing, fax transmissions, and the Internet. With technological breakthroughs, marketers can now communicate through traditional media (newspapers, radio, telephone, and television), as well as its newer forms (fax machines, cellular phones, pagers, and computers). These new technologies have encouraged more companies to move from mass communication to more targeted communication and one-on-one dialogue (Odiboh, 2002). Consequently, the goal of every effective marketing campaign is to encourage consumers to purchase a product or service. Most advertising campaigns follow one of several techniques, based on typical human psychology, that have been proven over many years to be successful. Kimball (2016) and Basu (2019) provide us with persuasive strategies used by advertisers in their marketing communication as follows:

Plain Folks Testimonials
Endorsement ads and testimonials are common in today's marketing industry. Although people may think of celebrities when considering

endorsement ads, you can create an ad campaign using friends, family members, or a prominent figure in the community. For example, the manager of a popular restaurant endorsing your product, even if it is just with a printed quote in a newspaper ad or a flyer, may be enough to convince some of the restaurant's loyal customers to try your business.

Hidden Fear

A marketing technique that targets the worries and insecurities of consumers, hidden fear marketing promotes products that are used to solve common social and personal problems. Often used for personal care products, this method highlights the embarrassments and social acceptance issues that can come with things such as bad breath or a deodorant that is ineffective. After you present the embarrassing situation, offer the product as a solution.

Social Status Approach

An advertisement that encourages consumers to purchase a product because it will help them maintain or improve their social status is considered the social status, or snob-appeal approach. These ads are designed to appeal to our desire for social acceptance and status. For example, if you sell a pair of sunglasses that is similar in style to a pair worn by a celebrity or popular figure, market them accordingly. When your customers associate them with someone who is successful and well-known, they may be more likely to buy them.

Association Principle

Marketing a product or a service in a way that connects it to something that the viewer can connect to is part of the theory of association marketing. The intention of these ads is to associate the product or service with a positive image or value. Television advertisements such as those for children's juice, which show children happily laughing and playing outside, swinging and running, then drinking the brand of juice in question, are associating the children's juice product with happy, playful kids. Parents want to have happy children, and may be more likely to buy the juice after this type of advertisement.

Bandwagon Effect

The bandwagon advertising approach focuses on convincing consumers that each of them is the only one that has not used the item or purchased the product. These advertisements imply that consumers are missing out on something that the rest of the population is enjoying by not buying this product. For example, enter contests in

the area with your best products, or encourage your customers to vote in community feedback surveys. If you win an award or get good reviews in either situation, use that in your advertising.

Repetition

The repeated use of phrases and images can help people remember the advertising messages and even accept them as truthful. For example, a technology company could reinforce the message of productivity in its commercials and a retailer could emphasize that its products provide the best value. Catchy slogans are also useful because they can be easily incorporated into short commercials and Internet banner ads. In addition, the use of repetition-break tool consists of two or three repetitive sequences followed by a break or a deviating event that is different from the other sequences. For example, a pharmaceutical ad could show repetitive sequences of virile men and women in different settings followed by a graphic of the drug. The repetition creates an expectation of what is to come and the break comes as a surprise, which captures attention and generates interest.

Humour

Humor is an effective persuasive tool. The use of ambiguity, puns and comic situations can make an ad memorable. People tend to remember things that make them smile, possibly leading to a purchase decision. For example, people are likely to remember a soft drink ad that has sketches of adorable polar bears drinking soft drinks while sliding down a mountain. Humor is one part of advertising messages, which usually include substantive messages, such as social acceptance, old-age security and family relationships.

Shock

Shock advertising aims to grab the attention of the audience. Jarring images and shocking text may also generate free media coverage, increasing the effectiveness of the advertising campaign. Public awareness ads against smoking and drugs often use shocking images to convey important health and safety messages.

Theoretical Underpinning Applied in Advertising for an Effective Marketing Communication

There are so many persuasion theories that can be used in explaining advertising marketing communication. However, this work will appraise four which include:

    i.   Persuasion Theory.
    ii. AIDA model.

iii. Elaboration Likelihood Model; and
iv. Fogg Behavioural Model.

Applying Persuasion Theory in Advertising for an Effective Marketing Communication

This theory is based on the idea of Aristotle in his rhetorical theory of communication. However, the concept of Persuasion as mass communication theory was developed around 1940s and 1950s after studies aimed at defining the optimal persuasive effectiveness of propaganda in politics and advertising campaign (Folarin, 1998). As a theory of mass communication, persuasion theory deals with messages aimed at subtly changing the attitudes of receivers. The thrust of this is anchored on the use of mass media to present messages that are deliberately designed to elicit audiences or complying with requests for action that a communicator wants to elicit (Rokeach & Deflaur, 1989).

Folarin (1998) asserts that persuasion is the process whereby an attempt is made to induce change in attitude and behaviour through involvement of persons' cognitive and affective process. He adds that for a persuasive message to be effective, it must succeed in altering the psychological functioning of the recipient in such a way that he or she will respond overtly with models of behaviour desired or suggested by the communicator. The subsumed assumptions of persuasion theory are centered on the psychodynamic of the audience which are further classified into the following:

i. An audience is interested in getting information. To reach a bigger audience (including those who seem to be not interested in certain information at that moment) the message has to be designed to capture people's attention.
ii. Selective exposure. People are more interested in a message if it supports the same opinions and ideas that they already have.
iii. Selective perception. Audiences select information that is right for them, and a message can be voluntarily misunderstood or simply not caught if audiences haven't chosen to receive that piece of information.
iv. Selective memorization. Opinions transmitted by a message will be better memorized if they are coherent with those of receivers'. There is also a link between the message length and its memorization in a receiver's mind: the longer a message is, the more effective the persuasion on the receiver will be.

The relevance and application of persuasion theory lies in the fact that the so much desired patronage and brand loyalty is the goal of every business. To therefore attain this goal means using persuasive communication techniques that pass the message and have the audience trapped. This is where the advertising messages are deliberately designed to elicit specific form of action on the part of audiences or complying with requests for action that a communicator wants to elicit. Thus, making the audience to belief the organization product, think the brand and stick to it afterwards.

Using the AIDA Model in Advertising for an Effective Marketing Communication

The AIDA Model was propounded by an American businessman, St. Elmo Lewis, in 1951as an approach used by advertisers to describe the different phases of consumer engagement with an advertisement. It is one of a class of models known as 'hierarchy of effects' models that consumers move through a series of steps or stain of behavioural (doing e.g. purchase or trial) stage (Vakratsas & Ambler, 1999; Bardi & Omoera, 2014). Priyanka (2013) asserts that the steps proposed by the AIDA model are as follows:

(a) **Attention** – The consumer becomes aware of a category, product or brand (usually through advertising).

(b) **Interest** – The consumer becomes interested by learning about brand benefits and how the brand fits with lifestyle.

(c) **Desire** – The consumer develops a favourable disposition towards the brand.

(d) **Action** – The consumer forms a purchase intention, shops around, engages in trial or makes a purchase

According to Hanlon (2009), the acronym stands for Attention, Interest, Desire, and Action. The bottom line here is for every advertising copy to get attention, hold interest, arouse desire, and then obtain action. In marketing and advertising, communication managers must develop effective communication strategies that communicate with customers in a way that better responds to their needs and desires. AIDA describes a common list of events that occur when a consumer views an advertisement. Priyanka (2013) avers that each letter in the acronym stands for the following:

i. The "A" represents attention or awareness, and the ability to attract the attention of the consumers. It involves creating brand awareness or affiliation with your product or service.

ii.   The "I" is interest and points to the ability to raise the interest of consumers by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising). It involves generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further.

iii.   The "D" represents desire. The advertisement convinces consumers that they want and desire the product or service because it will satisfy their needs. It moves the consumer from 'liking' it to 'wanting it'.

iv.   The "A" is action, which leads consumers toward taking action by purchasing the product or service.

The AIDA model is thusrelevantand useful in marketing as it explainsthe different stepsin preparing an advertising copy toattract the kind of attention that will lead to purchase decision (or action). Every good copy should attract attention, awaken interest, and create conviction. This model describes the steps a customer goes through in the process of purchasing a product.Everything in an advertising copy is geared towards getting attention, making the target interested in the company's product or services, the message influencing favourable desire, then leading to purchase (that is Action).Like Hanlon (2009) posits, tracing the customer journey through Awareness, Interest, Desire and Action, is perhaps the best-known marketing model amongst all the classic marketing models. Many marketers find AIDA useful since we apply this model daily, whether consciously or subconsciously, when we are planning our marketing communications strategy.

The AIDA Model identifies cognitive stages an individual goes through during the buying process for a product or service. It is a purchasing funnel where buyers go to and fro at each stage, to support them in making the final purchase. As a marketing tool, AIDA, provides the marketer with a detailed understanding of how target audiences change over time, and provides insights as to which types of advertising messages are likely to be more effective at different junctures. Since the goal of every organization is to have their products or services patronized by the consumers, the model is extensively helpful in marketing communication where organization secure attention for the product or services, hold attention through interest, arouse desire, create confidence and belief, secure decision and action, leading to satisfaction.

Applying the Elaboration Likelihood Model of Persuasion (ELM)forEffective Marketing CommunicationAdvertising

The Elaboration Likelihood Model was developed by Richard E. Petty and John T. Cacioppo in 1986. It is a dual-process model that describes how people choose to manage, either systematically or heuristically, information they encounter (White, 2019). The model aims to explain different ways of processing stimuli, why they are used, and their outcomes on attitude change. According to *Petty and Cacioppo (1986), there are* two major routes to persuasion - the central route and the peripheral route. Under the central route, persuasion will likely result from a person's careful and thoughtful consideration of the true merits of the information presented in support of an advocacy. The central route involves a high level of message elaboration in which a great amount of cognition about the arguments are generated by the individual receiving the message. The results of attitude change will be relatively enduring, resistant, and predictive of behavior.

On the other hand, under the peripheral route, persuasion results from a person's association with positive or negative cues in the stimulus or making a simple inference about the merits of the advocated position. The cues received by the individual under the peripheral route are generally unrelated to the logical quality of the stimulus. These cues will involve factors such as the credibility or attractiveness of the sources of the message, or the production quality of the message. The likelihood of elaboration will be determined by an individual's motivation and ability to evaluate the argument being presented. Furthermore, the model according to *Petty and Cacioppo (1986) is anchored on the following assumptions:*

i. People are motivated to hold correct attitudes.
ii. Although people want to hold correct attitudes, the amount and nature of issue relevant elaboration in which they are willing or able to engage to evaluate a message vary with individual and situational factors.
iii. Variables can affect the amount and direction of attitude change by:
a. Serving as persuasive arguments;
b. Serving as peripheral cues; and/or
c. Affecting the extent or direction of issue and argument elaboration"
iv. Variables affecting motivation and/or ability to process a message in a relatively objective manner can do so by either enhancing or reducing argument scrutiny.

v.   Variables affecting message processing in a relatively biased manner can produce either a positive (favourable) or negative (unfavourable) motivational and/or ability bias to the issue-relevant thoughts attempted.

vi.   As motivation and/or ability to process arguments is decreased, peripheral cues become relatively more important determinants of persuasion. Conversely, as argument scrutiny is increased, peripheral cues become relatively less important determinants of persuasion.

vii.   Attitude changes that result mostly from processing issue-relevant arguments (central route) will show greater temporal persistence, greater prediction of behavior and greater resistance to counter-persuasion than attitude changes that result mostly from peripheral cues.

Base on the foregoing, the ELM argues that there are two routes to persuasion, the central route and the peripheral route. First, the central route which has to do with the message receivers' scrutinizing the central, logical merits of a persuasive message. The central path is most appropriately used when the receiver is motivated to think about the message and has the ability to think about the message. If the person cares about the issue and has access to the message with a minimum of distraction, then that person will elaborate on the message. A boomerang effect is likely to occur if the subject rehearses unfavourable thoughts about the message. If the message is ambiguous but pro-attitudinal (in line with the receiver's attitudes) then persuasion is likely. If the message is ambiguous but counter-attitudinal then a boomerang effect is likely. If the message is ambiguous but attitudinally neutral (with respect to the receiver) or if the receiver is unable or not motivated to listen to the message then the receiver will look for a peripheral cue.

Secondly, the peripheral route is heuristic; it is the means by which message receivers evaluate persuasive messages when they are unmotivated and/or unable to elaborate on its logical merits. Peripheral cues include such communication strategies as trying to associate the advocated position with things the receiver already thinks positively towards (e.g., food, money, etc.). If the peripheral cue association is accepted then there may be a temporary attitude change and possibly future elaboration. If the peripheral cue association is not accepted, or if it is not present, then the person retains the attitude initially held.

By the ELM principles, the message receivers move along a continuum of probability to engage in effortful thought. There are four core ideas to the ELM:

1. The ELM argues that when a person encounters some form of communication, they can process this communication with varying levels of thought (elaboration), ranging from a low degree of thought (low elaboration) to a high degree of thought (high elaboration). Factors that contribute to elaboration includes different motivations, abilities, opportunities, etc.

2. The ELM predicts that there are a variety of psychological processes of change that operate to varying degrees as a function of a person's level of elaboration. On the lower end of the continuum are the processes that require relatively little thought, including classical conditioning and mere exposure.

3. The ELM predicts that the degree of thought used in a persuasion context determines how consequential the resultant attitude becomes. Attitudes formed via high-thought, central-route processes will tend to persist over time, resist persuasion, and be influential in guiding other judgments and behaviors to a greater extent that attitudes formed through low-thought, peripheral-route processes.

4. The ELM also predicts that any given variable can have multiple roles in persuasion, including acting as a cue to judgment or as an influence on the direction of thought about a message. The ELM holds that the specific role by which a variable operates is determined by the extent of elaboration.

Using the Fogg Behavioural Model in Advertising for an Effective Marketing Communication

Psychologist B.J. Fogg of the Stanford University in California is credited with the Fogg behavioural model. The Model states that behaviour will only happen when three elements occur simultaneously. These three behaviour change elements are the following:

i. **Motivation** –This is your desire to do the behaviour and people have to be sufficiently motivated to change their behaviour.The more motivated you are to do a behaviour, the more likely you are to do the behaviour. Motivation and willpower get a lot of airtime. People are always looking for ways to ramp them up and sustain them over time. The problem is that both motivation and willpower are shape-shifters by nature, which makes them unreliable. According to Fogg, there are some core motivators, grouped into the following three categories:

   a. **Sensation** – Pleasure/Pain. The result of this motivator is immediate. People are responding to what's happening in the moment.

  b. Anticipation – Hope/Fear. Hope is the anticipation of something good happening. BJ Fogg considers hope to be the most ethical and empowering motivator. Fear is the anticipation of something bad happening, often the anticipation of loss.

  c. Social Cohesion – Social Acceptance/Rejection. People are motivated to do things that will win them social acceptance and status. People are especially motivated to avoid any negative consequences that will lead to them being socially rejected.

ii.   **Ability**–This is your capacity to do the behaviour and you must have the ability to do the behaviour.It goes from hard to do or easy to do (from complicated to simple).Fogg explains that people have a tendency to be lazy. Therefore, it's a better idea to make the behaviour easier. In other words, make things simpler.Fogg breaks down ability into six sub-components.

  a. Time
  b. Money
  c. Cognitively Demanding (Mental Effort)
  d. Physically Demanding (Physical Effort)
  e. Social Deviance
  f. Non-Routine

iii.   **Trigger** - You have to be triggered, or prompted, to do the behaviour.Prompt is your cue to do the behaviour. A trigger is a cue, or a call to action. It is something that says, 'do this now'. Prompts are the invisible drivers of our life. The concept of Prompt has different names: cue, trigger, call to action, request, and so on. Whether natural or designed, a prompt says, "Do this behavior now." A prompt can be for example an alarm, a phone ringing, a mobile app notification. Sometimes a Prompt can be external, like an alarm sounding. Other times, the Prompt can come from our daily routine: Walking through the kitchen may trigger us to open the fridge. There are three types of triggers in the Fogg Behaviour Model, depending on where a person is on the graph:

  a. Spark - A trigger which is applied when there is high ability but low motivation. The trigger should be designed in tandem with a motivational element.
  b. Facilitator - A trigger that is applied when there is high motivation but low ability. It seeks to simplify the task.
  c. Signal - A trigger applied when both motivation and ability are high. This is just a prompt that serves as a reminder.

The Fogg Behavioural Model (Fogg, 2009) is a model for understanding human behaviour in which behaviour is a product of motivation, abilityand triggers. In order to make the behaviour happen these three factors must occur simultaneously. When a behaviour does not occur, at least one of those three elements is missing. Logically, the higher the motivation and the greater ability to perform the behaviour, the greater the chance that one will engage in the proposed behaviour. To further apply the Fogg model in marketing communication messages, there are four things to consider:

1. As a person's motivation and ability to perform the target behaviour increase, the more likely it is that they will perform said behaviour.
2. There is an inverse relationship between motivation and ability. The easier something is to do, the less motivation is needed to do it. On the other hand, the harder something is to do, the more motivation is needed.
3. If you have practically zero motivation to do something, you won't do it regardless of how easy it is until you experience motivation, ability and trigger or prompt.
4. If you want a behaviour to take place, look for ways to boost motivation or ability (or both). This in essence is persuasion, where marketing communication have its solid ground.

Conclusion and Implication for Marketing Communication

Indeed, marketing communication thrive on persuasive message and an advertising message without persuasive elements will yield no result. Accordingly, garnishing your advertising copy with the desired triggers drives the message home by shaping or reinforcing attitudes that lead to purchase decision. Persuasion is therefore the moving force of marketing communication. Using the principles of all the theoretical underpinning of the work (Persuasion, AIDA, Elaboration Likelihood and Fogg Behavioural model), advertising messages must be crafted with persuasive strategies that will arouse interest and move to action.

Communicators must always remember that, every advertising message employs communication strategy designed to convince consumers to buy a company's product(s). Persuasive communication involves getting attention, generating interest, creating a desire for change and encouraging action. Advertising is important for driving revenue and profit growth of every organization. Businesses should therefore use persuasive advertising in one-on-one settings and through traditional media channels, including print (newspaper and magazine), broadcast (radio and television) and the Internet.To

therefore reflect on the principles of persuasion, advertisers should try visualizing a bridge (between knowledge and action) on which your target audience stands. Your target person may be anywhere on the bridge. Your task as persuader is to move that person along the bridge toward your goal. You may want to move them from no knowledge to attention, or from attention to understanding, or from understanding to intent, or from intent to action; whatever the case may be. Using the principles of persuasion effectively and with integrity can accomplish your goals to create and maintain healthy communities of customers for your product(s), services or idea.

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