“I see it, I like it, I want it, I got it”:

Impression Formation and Persuasion through Advertising Appeals

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INTRODUCTION:

With the rise of social media, an increasing number of avenues is created, allowing advertisements in various forms to find their way into our daily routine. Companies compete for the ultimate reward: **Consumers’ attention**.

GOAL OF THE PRESENT STUDY:

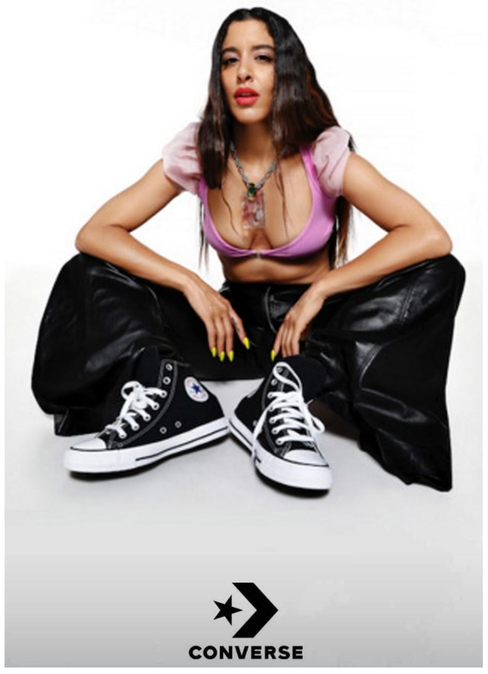
To examine how **persuasion** is being used, both **directly** and **indirectly**, by the brands Starbucks, Converse and Nyx in three print advertisements. Specifically, the **cognitive** and **affective** techniques utilized in the advertisements are being explored.

THEORETICAL FRAMEWORK - *Central and Peripheral Route*:

Persuasion, the active attempt by one person to change another person’s attitudes, beliefs, or emotions associated with some issue, person, concept, or object, includes two routes (Petty & Cacioppo, 1986): emotion = “the central route” and reason = “the peripheral route” act as two sides of the same coin → syncretic and analytic cognition. Recent work in persuasion and advertising highlights the role of emotion (Poels & Dewitte, 2019). At the same time, emotion is impacted by cognitive evaluation/appraisal (Achar et al., 2016).



A picture of this advertisement was taken on the 15th of October, a significant date, as the item advertised is a signature beverage Starbucks releases for their fall menu. The choice to omit the brand name indicates **strong brand loyalty**. Emphasis is placed on **attracting recurring customers**. The only coffee “spot” clearly advertised on campus, it harnesses the **nostalgia** of American Students and acts as a personal nostalgia cue (Stern, 1992) promising “**a taste of home**”. Personal nostalgia → increase in brand love (Grappi et al., 2024). Simultaneously, the ad is not only addressing Americans. Other students might purchase the product as a **sign of financial status**, as Starbucks is usually a more expensive option. The divide between those who can and cannot (or do not want to) buy these products creates an **in-group and an out-group**, where the in-group is the “cooler” more affluent group. Lasty, our **need to belong** and form **interpersonal attachments** is also utilized as the three cups and “many choices” hint at the fact that coffee is **meant to be shared.**



Marina Satti, the representative of Greece in the 2024 Eurovision song contest, wearing converse shoes for the company’s back to school campaign. **Advertising through a celebrity figure** can be especially successful: adults hold **more positive explicit** as well as **implicit** attitudes to brands associated to well-liked celebrities, compared to non-celebrities (Rowley et al., 2019). The “Back to school” points to a younger demographic. With the ad appearing in print (e.g at bus stops) and on social media (e.g. both the brand’s and the celebrity’s Instagram pages), this creates **increased avenues** for Greek teens to view this product, as **Social Networking activity** has been found to be the **most popular online activity** among Greek individuals aged 12-19 years old (Floros & Siomos, 2013). **Parasocial relationships**, meaning “one-sided connections imagined with celebrities and media figures” (Gleason et al., 2017) could also paly a key role in persuading customers, considering Satti’s fame even today. “Cool” brands such as Converse, tend to be associated with a specific **subculture** (Warren et al., 2019) and as a result the brand is **broadening their reach** by **appealing to many groups**: fans of Satti, teenagers and people interested in “cool”/ sporty fashion.



Advertisement for the cosmetics company Nyx for blush as part of their new campaign “Buttermelt blush”. **Color** might play a role in consumer choices. There seems to be a positive correlation between **gendered colors on packaging** and **purchase intention** among both males and females if it is their gendered color (Thorstensson & Ydreborg, 2024). As a result, the color of the product enhanced by the color of the advertisement could lead to persuasion of more female customers by **indirectly implying “this is for you”**. By using such bright colors in their advertisements of this product, Nyx manage to create a **strong visual identity** (Romeh et al., 2024) that makes the product more **memorable**. Female beauty standards are also at play: **Facial contrast** has been **associated with attractiveness** (Russell, 2003). Using blush increases facial contrast and thus attractiveness, something also highlighted by how the model appears in the picture. The ad does not explicitly include messages persuading the consumer of the products strengths, it functions through the **unsaid implications of what it means to be perceived as attractive**.

CONCLUSION: All three ads act as a promise of what image of themselves the consumer can present to others.The first ad carries the promise of companionship and belongingness, being part of the ingroup. The second ad plays into adolescents’ still malleable perception of themselves and their identity. Lastly, the makeup ad utilizes women’s attempts to maintain a youthful appearance and being perceived as attractive, as this will lead to a more favorable treatment. What connects all three is **the customers’ need to be seen and accepted in the “in-group” and this is what ultimately will persuade them to buy the product.**

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