

Essay about telepresence effects on persuasion

Three possible explanations

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- **Concept definition**
- **Three explanations**
- **ELM Contribution**
- **Discussion**

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ELM contribution

Discussion

•Telepresence is a crucial media concept

•Lack of results on telepresence effects

•Need to understand thoroughly this concept

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•If telepresence ~direct experience



•Then, telepresence should take advantage from the direct experience effect

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•Direct experience effect :

“Attitudes based on direct experience are more predictive of behavior than attitudes based on indirect experience”

(Regan and Fazio, 1977; Fazio and Zanna, 1981; Fazio et al., 1989)

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•Impact on telepresence :

The individual in T. is likely to form attitudes toward the brand more predictive of behavior than the individual in .

BUT WHY ?

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•**Attitude qualities**

Three explanations

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•Attitude Accessibility

«the likelihood that the attitude will be activated from memory automatically when the object is encountered» (Fazio, 1995, P.248).

•Attitude Confidence

« buyer's confidence in his ability to evaluate an object » (Bennet and Harrell, 1975).

•Attitude Richness

in terms of sensorial and contextual quality

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•Accessibility

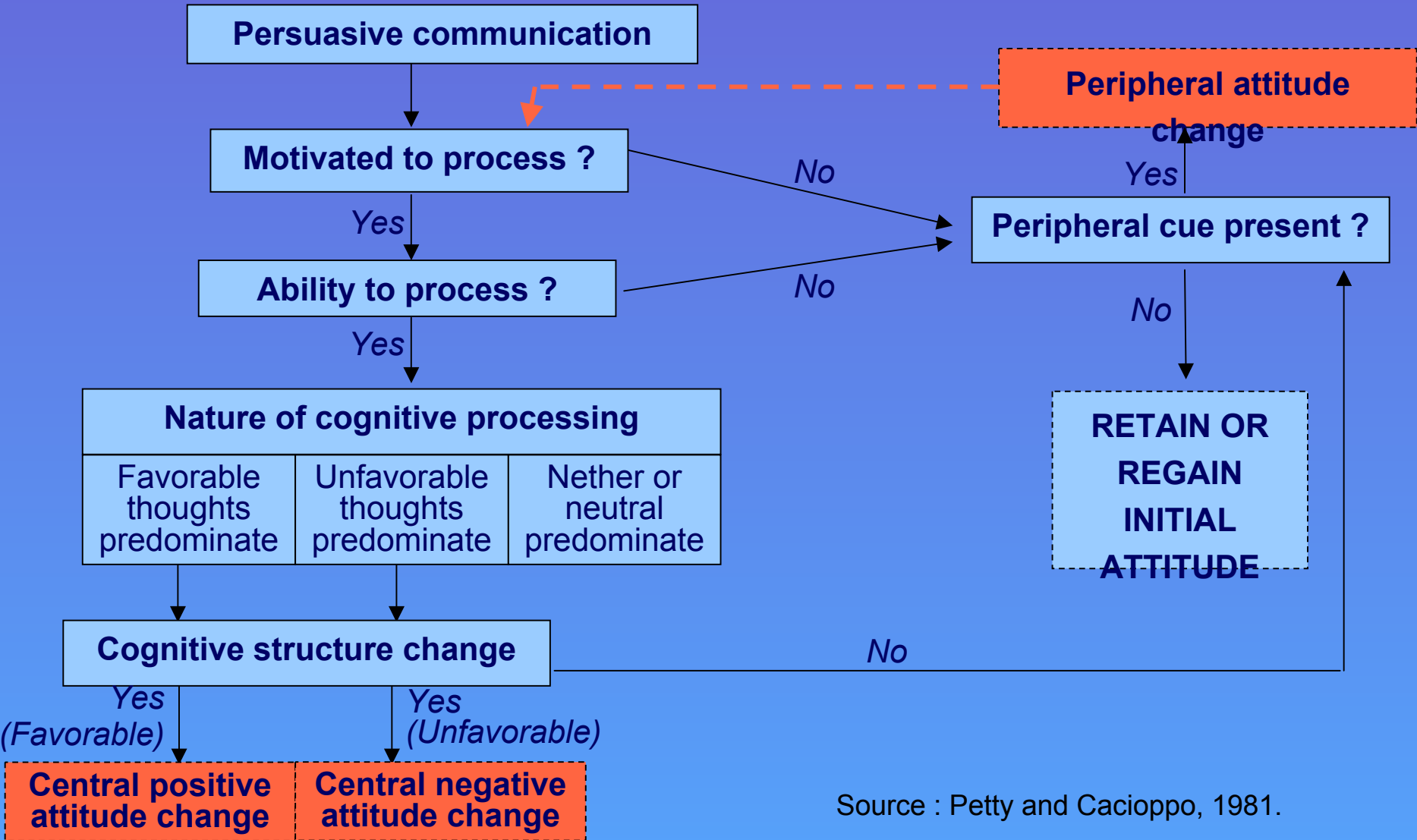
ELM contribution

Discussion

•The individual in T. is likely to be more persuaded by the message than the one not in T. because the former has more accessible A_b

Why ?

Direct contact → More elaboration →
Central route to persuasion (ELM) →
Stable, resistant and consistent
attitudes formed



Source : Petty and Cacioppo, 1981.

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•The individual in T. is likely to be more persuaded by the message than the one not in T. because the former is more confident to his A_b .

Why ?

Direct contact → More attitude confidence - i.e. more stable and less modifiable attitudes → More likely to influence behavior

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•The individual in T. is likely to be more persuaded by the message than the one not in T. because the former will form rich A_b .

Why ?

Media transparency → Source-monitoring error → Information encoded with same quality as information from direct source → More likely to be used in taking decisions

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•Telepresence experience implies a more direct experience with the product .

•Therefore, considering ELM, the impact of telepresence on persuasion is positive because of the central route benefits.

•But what happens when the consumer is not motivated and/or able to manipulate the product ?

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H1 : When a consumer is motivated and able to process the message, high immersive VR should lead to little benefits compare to non-immersive communication.

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H2 : When a consumer is able but not motivated to process the message, attitude could temporary change depending on presence versus absence of peripheral cues.

H2A : If peripheral cues are present, this leads to temporary attitude change but also could increase motivation to process with more attention to information.

H2B: If peripheral cues are not present, the consumer regain his/her intial attitude.

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H3 : When consumer is motivated to process, he/she could be distracted by a too high immersive VR and becomes therefore unable to process the message, that means an unstable attitude change.

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