Essay about telepresence effects on persuasion

Three possible explanations

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OUTLINE

• Issue relevance
• Concept definition
• Three explanations
• ELM Contribution
• Discussion
Telepresence is a crucial media concept

Lack of results on telepresence effects

Need to understand thoroughly this concept
• If telepresence ≈ direct experience

Telepresence

Direct Manipulation

Word-to-Mouth

• Then, telepresence should take advantage from the direct experience effect
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)
• 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?
• **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
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 $\rightarrow$ More elaboration $\rightarrow$

Central route to persuasion (ELM) $\rightarrow$

Stable, resistant and consistent attitudes formed
Peripheral attitude change

[:, "Peripheral cue present ?

Persuasive communication

Motivated to process ?

[, Yes, No

Ability to process ?

[, Yes, No

Nature of cognitive processing

<table>
<thead>
<tr>
<th>Favorable thoughts predominate</th>
<th>Unfavorable thoughts predominate</th>
<th>Nether or neutral predominate</th>
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Cognitive structure change

[, Yes (Favorable), Yes (Unfavorable)

Central positive attitude change | Central negative attitude change

RETAIN OR REGAIN INITIAL ATTITUDE

Source: Petty and Cacioppo, 1981.
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 $\rightarrow$ More attitude confidence - i.e. more stable and less modifiable attitudes $\rightarrow$ More likely to influence behavior
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 $\rightarrow$ Source-monitoring error $\rightarrow$ Information encoded with same quality as information from direct source $\rightarrow$ More likely to be used in taking decisions
• 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?
H1: When a consumer is *motivated and able* to process the message, high immersive VR should lead to little benefits compared to non-immersive communication.
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 initial attitude.
**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.
Issue Relevance

Introduction

Study purpose

Concept definition

Attitude qualities

Three explanations

Accessibility

Confidence

Richness

ELM contribution

Discussion