Journal of Management,
Marketing and Logistics

PERSUASIVE MESSAGES AND EMOTIONAL RESPONSES IN SOCIAL MEDIA MARKETING

Halit Keskin[1], Ali E. Akgun[2], Hayat Ayar[3], Tuba Etlioglu[4]
[1]Yildiz Technical University, Istanbul, Turkey. hkeskin@yildiz.edu.tr
[2]Yildiz Technical University, Istanbul, Turkey. aakgun@yidiz.edu.tr
[3]Gebze Technical University, Kocaeli, Turkey. h.ayar@gtu.edu.tr
[4]Yildiz Technical University, Istanbul, Turkey. tubaetlioglu@gmail.com

ABSTRACT

Purpose- Persuasive message variables namely; argument quality, post popularity, and post attractiveness have rarely been theoretically analyzed in relation to consumers' attitudes in social media marketing (SMM) literature. Therefore, to enhance ELM theory in SMM, the aim of this study is to investigate the effect of using persuasive messages on users' emotional responses, such as sympathy and empathy.
Methodology- We develop a conceptual model encapsulating interrelationships between persuasive message variables and users' emotional responses. By using ELM theory, this paper investigates how persuasive messages can influence users' emotional responses in SMM activities. This study also examines relationships between sympathy and empathy as emotional responses to social media posts.
Findings- We propose that (1) the persuasive message variables are positively related to sympathy and empathy responses, (2) sympathy response is positively associated with empathy response, (3) sympathy response mediates the relationship between persuasive message variables and empathy.
Conclusion- This research offers contribution to SMM literature by presenting a model of interrelationships among persuasive messages and emotional reactions.

Keywords: Elaboration likelihood model theory, emotional responses, persuasive messages, social media marketing.
JEL Codes: M30, M31, L82.

1. INTRODUCTION

Social media marketing (SMM) deals with interactions and collaborations among users through sharing user-generated contents and the timely exchange of news and information (Kim and Ko, 2016), focuses on the contents that attract users' attention (Incekara, Şener and Hobikoglu, 2013), highlights social media applications and platforms such as blogs, social networking sites, wikis, consumer product or service ratings websites and forums to generate synergistic effects (Vries, Gensler and Leeflang, 2012).

In this study, we specifically focus on the "social networking sites" (SNSs) aspect of social media channels in the SMM context. The concept of SNSs, which is generally defined as web-based services to communicate informally with others, find people, and share similar interests (Dahnil et. al., 2014), has become enormously popular with millions of users on popular sites (e.g. 1.86 billion active users on Facebook). SNSs allow users to "(i) construct a public or semi-public profile within a bounded system, (ii) articulate a list of other users with whom they share a connection, and (iii) view and traverse their list

of connections and those made by others within the system" (Boyd and Ellison, 2008). Depending on these characteristic features and user base, there is a consensus on functions of SNSs, which social media marketers and researchers indicate as job-related contacts (e.g. Linkedin), social interactions (e.g. Facebook), micro-blogging (e.g. Twitter), sharing of user-generated videos (e.g. Youtube) and photos (e.g. Instagram) (Ellison, Steinfield and Lampe, 2007; Lange, 2008). While no one denies the importance of these forms of SNSs, SMM studies to date have specifically emphasized that the automatic connections on SNSs easily spread messages (Teng et al., 2014). This means that when people face messages and interactions through social networks and have enough information regarding shares and posts, they make cognitive and emotional evaluations toward messages, and thus, they are persuaded to click to like and share messages. For example, Vries et. al. (2012), in their brand fan pages and brand post popularity studies, indicated that vivid and interactive brand post characteristics enhance the number of likes.

Nevertheless, while most studies in the SMM literature have discussed or investigated the impact of marketing activities on SNSs at the firm level, such as brand reputation (Kim and Ko, 2010), popularity of brand posts (Vries et. al., 2012), brand awareness and loyalty (Castronova, 2012), little is known about the impact of persuasive messages in SNSs on user's emotional responses. In addition, although the Elaboration Likelihood Model (ELM) is the most popular and useful theory of persuasion researchers often use regarding behavioral changes among message receivers, ELM studies in social media context are still relatively new in the literature. For example, Teng et. al. (2014) pointed out the importance of employing ELM in social media studies and theoretically provided a shortcut for researchers in conducting ELM studies in the social media context. Chang et. al. (2015) used ELM theory to explore popularity cohesion, message diffusion, and persuasive messages in social networking groups and noted that persuasive messages have a positive influence on internet users to click like and share messages in the SMM context.

Here, we specifically chose ELM theory because (1) "it relates directly to influence processes and their impacts on individuals' perceptions and behavior and (2) it also explains why a given influence process may lead to differential outcomes across different users in a given usage setting" (Bhattacherje and Sanford, 2006). However, based on the above studies, we observe that SMM studies about ELM are mainly descriptive; they provide no theoretical foundation and do not theoretically examine how persuasive messages can influence users' emotional responses in SMM activities. Therefore, to enhance ELM theory in SMM, the aim of this study is to investigate the effect of using persuasive messages on users' emotional responses, such as sympathy and empathy.

2. THEORETICAL BACKGROUND

2.1. Social Networking Sites and Persuasive Messages

According to the Digital In 2017 Global Overview report, the number of internet users who are actively involved in the social networks is 2.80 billion in the world and 48 million in Turkey (http://wearesocial.com/blog/2017/01/digital-in-2017-global-overview). In this respect, social networking, a generic term for online platforms like Instagram and Facebook (Kim and Ko, 2012:1481), is a dynamic and growing digital marketing channel. Since the seminal study of Boyd and Ellison (2008) on "conceptual, historical, and scholarly development of SNSs", in particular, the concept of SNSs has received considerable scientific attention in the SMM literature.

From the consumer behavior perspective, social networks of which individuals become members, independently of physical spaces, in order to satisfy their social, emotional, and cognitive development needs lead to significant changes in their behaviors, habits, and particularly, interactions with each other (De Vries, Gensler, Leeflang, 2012). Perhaps the greatest of such changes is the transfer of real life relationships to the virtual world, as emphasized by the social network theory. This, in particular, implies that generation Z, which refers to people born after 1995, is beginning to perceive social media as a reference group in the online consumer socialization process (Theng, Khong and Goh, 2014). In this sense, integrated consumer groups learning from each other arise and social media takes on the spirit of the "global village" as conceptualized by McLuhan (Savrul, Incekara and Şener, 2014). In the light of these developments, sociology and psychology studies focus on the impact of social media on users (Moreno and Whitehill, 2016), and marketing researchers attempt to investigate how organizations can benefit from social media. Research conducted within this framework emphasize that organizations can manipulate social media to interact with highly dispersed consumers, establish communities that communicate with their brands, and build brand credibility and reputation (Bianchi and Andrews, 2015). Furthermore, individual customers are able to add additional value to the organizations by entering into interaction with others as "brand advocates" in social media platforms and influencing the purchasing behavior of other customers through electronic word-of-mouth marketing (Kozinets et. al., 2010).

Additionally, social media not only establishes interactions between brand and customers, but also changes business processes through having an impact on important marketing strategies of organizations concerned on communication costs, sales, branding, segmentation, and market research (Bianchi and Andrews, 2015). For example, SMM gives organizations the opportunity to reach customers on a real-time basis so that marketers seek to alter customer attitudes by

way of transmitting persuasive messages in social media context (Teng, Khong and Goh, 2014). In this sense, the consumer research studies on ELM, which is considered as the most popular and useful model of persuasion in social psychology (Lien, 2001; Cook, Moore and Steel, 2004), is being extended within the context of social media. In fact, the findings from the research to date highlight that advertising messages created using ELM are relatively more persuasive in altering attitudes of social media users (Teng, Khong and Goh, 2014). ELM proposes central route and peripheral route to explain individual attitude change. Within central route, individuals make cognitive evaluations, interpret the arguments in the persuasive messages, and then arrive at a decision. Within the peripheral route, individuals are inclined to use positive or negative clues that they can associate with the persuasive message. From the perspective of this model, it can be argued that persuasive messages in social media must have three properties, which are the argument quality, post popularity, and post attractiveness. Argument quality refers to the persuasive power of arguments in the post content. Post popularity refers to the number of responses a post receives, that is, the number of likes, sharing (repost or retweet) and comments. Post attractiveness refers to the extent to which recipients perceive posts as admirable and appealing (Chang, Yu and Lu, 2015).

Table 1: Persuasive Messages and ELM Theory

Persuasive Message Variables	Meaning	ELM's routes to persuasion
Argument Quality	Persuasive power of post content	Central Route
Post Popularity	Sharing and response comments on posts	Peripheral Route
Post Attractiveness	Admirable and appealing content	Peripheral Route

2.2. Emotional Responses: Sympathy and Empathy

The terms sympathy and empathy are commonly confused with each other since both of them are emotional resonances to others' emotional states (Rogers, 1976). However, the difference between them is clarified by the definitions in the literature. In consumer research, whether or not sympathy is named, the emotional response is defined in such a way that an individual is aware of the others' feelings but does not absorb them (Stern, 1974). This definition, indeed, is a classical definition of sympathy concept provided by Hume, with his study called A Treatise of Human Nature. In this respect, Hume's study provides a logical basis for sympathy concept used in social sciences (Escalas and Stern, 2003). In their studies, Eisenberg and Miller (1987) highlight that sympathy is an emotional reaction to the emotional state of others, but without having identical feelings. That is, "sympathy is a heightened awareness of another person's state of mind and his or her circumstances" (Escalas and Stern, 2003).

On the other hand, within the framework of consumer research, the concept of empathy which is translated from Greek word "empatheia" to English by Edward Bradford Titchener, means "an involuntary and unselfconscious merging with another's feelings" (Escalas and Stern, 2003). There is a number of psychological and psychiatric studies on empathy but particularly, Carl Roger's studies are the most interesting. Until Roger's studies, empathy was considered only in its cognitive aspect and defined as taking the role and perspective of others. However, Roger (1976), adding emotional dimension to the concept of empathy, proposes that empathy is a process in which a person takes perspective of others by putting himself/herself in their place, fairly understands and feels the feelings and thoughts of the others (Rogers, 1976). Briefly, an empathy response is a person's absorption in the feelings of another. Thus, a person's capacity for feeling in the others' feelings showsthe tendency of that person to have empathy (Espelage, Gutgsell and Gutgsell, 2004).

Clear definitions of sympathy and empathy reveal apparent differences between these two concepts. To sum up, while sympathy stems from the perspective of an observer who is conscious of another's feelings, empathy stems from that of a participant who vicariously merges with another's feelings. In other words, sympathy refers to "running parallel" to the feelings of others, rather than "being merged" in their feelings (Escalas and Stern, 2003). In their study, Eisenberg and Miller (1987) explain this difference by potential responses given to a person eating lemon. Sympathy involves thoughts of the observers about how the lemon eating person feels while empathy is engagement in his/her feelings in a way of unintentional grasping of the lips or watering of mouth.

3. CONCEPTUAL MODEL DEVELOPMENT

3.1. Persuasive Messages and Sympathy Response

We argue that the argument quality which is related to the persuasive impact of elements embedded into the social media posts evokes sympathy response among the social network users by reinforcing or improving their extant beliefs (Bhattacherjee and Sanford, 2006). Petty and Cacioppo (1986) report that argument quality is a critical factor for central

route messages and thus people produce more favorable responses regarding messages with strong arguments. According to central route of persuasion, users influenced by strong argument are likely to hold a strong, accessible attitude to the posts, and engage in thorough cognitive activity, assessing the post presented and thinking about the available information (Li, 2013). Such cognitive and thinking activities are viewed as primary components of sympathy, as Escalas and Stern (2003) noted. This means that users voluntarily develop sympathy to the messages referred in the post, through the informational social influence (Li, 2013:268). In this sense, social media users develop sympathy about the post if the arguments of content are quality but they develop antipathy as opposite of sympathy if the content is ineffectual (Escalas and Stern, 2013). Therefore:

P1: There is a relationship between the argument quality and the sympathy response.

We argue that post popularity evokes sympathy response among the social network users because source credibility can be regarded as a peripheral cue (Chang, Yu and Lu, 2015:778). Users following the peripheral cues regard the post popularity as a reflection of the source credibility and, thus, higher levels of credibility source tend to elicit favorable thoughts than less credible sources, leading to more affective responses. This link is explained with the normative social effect of the post (Li, 2013:267). In addition, research on social identity theory highlight that social media users (i.e. celebrities), which can be characterized as a reference group, are significant actors in altering the ideas, beliefs, attitudes, and behaviors of their followers (Theng, Khong and Goh, 2014). In this sense, if social network users perceive that the celebrity is trustworthy, they tend to have more affections toward his/her posts (Li, 2013). Therefore:

P2: There is a relationship between the post popularity and the sympathy response.

We argue that post popularity evokes sympathy response among the social network users because it is related to how social media users perceive a post as attracting and appealing (Chang, Yu, and Lu, 2015). Photograph and video qualities together with the aesthetic appearance shaped by sounds, music, colors, and figures used in visuals impact post attractiveness. For example, music is perceived as a potential peripheral cue used to positively arouse the consumer's emotional state (Morris and Boone, 1998). Alpert and Alpert (1990) and MacInnis and Park (1991) provide empirical evidence that the harmony between the music and the post leads to positive emotional responses. Additionally, Freedberg and Gallase (2007) emphasize the influential effect of photographs on emotional reactions of individuals. For example, when people see a figure which shows people struggling to escape from a block of stone, they may feel a sense of fear and escape (Hsiao, Lu and Lan, 2012). Similarly, since social network posts consist of beautiful panoramas, attracting places, and happy moments, and SNSs provide post options for adding music, refreshing colors, and filtering, his/her posts have a sense of aesthetic that leads to sympathy. Therefore:

P3: There is a relationship between the post attractiveness and the sympathy response.

3.2. Sympathy and Empathy Responses

Based on the writings on the "emotional responses", we argue that the sympathy response influences the empathy response. Mirror neurons in human brain have a critical role in triggering empathetic reactions by supporting the individuals' ability to comprehend the visuals in the posts (Hsiao, Lu and Lan, 2012). Here, it should be noted that the imagination and observation commonly activate mirror neurons. In other words, according to simulation theory, in order to be in the participant position by merging with others' feelings, it is necessary to first recognize the stimulant by observing it and become aware of its emotional state (Gordon, 1986). Indeed, Escalas and Stern (2003) state that an emotional merge is not possible without understanding the stimulant; the researchers thus propose a Hierarchical Ranking showing that sympathy will help to develop empathy but, on the other hand, antipathy will result in carelessness or disinterest. Therefore:

P4: There is a relationship between the sympathy and empathy responses.

3.3. Persuasive Messages and Empathy Response – Mediating Effect of Sympathy

We propose that sympathy mediates the persuasive message variables-empathy link, which empirically we know little about so far. Escalas and Stern (2003) assert the existence of a hierarchical ranking between sympathy and empathy responses. This means that empathy, which is a relatively high-involvement situation, is developed through sympathy, which is a relatively lower-involvement situation, and both of these emotional tendencies occur in sequential relationship (Escalas and Stern, 2003:569). Findings in the general emotion and advertising literature lend further support to the hierarchical concept. For instance, Stout and colleagues (Stout et al. 1990; Stout and Leckenby, 1986) have found that even though recognized emotions (sympathy) have a significant effect on positive attitudes to an ad, personally felt emotions (empathy) have an even greater influence. Mick's subjective comprehension model (1992) also supports the processual ordering, because it describes a more cognitive surface-level objective comprehension of a message as necessary for more affective deeper-level subjective responses.

The empirical studies of emotional responses also have shown that there is a positive and direct relationship between persuasive messages and empathy (e.g. Akgün et. al., 2014). Also, as we argued in Proposition 1-3, the sympathy response is affected by those persuasive message variables. More specifically, the sympathy response is closely related to argument quality, post popularity and post attractiveness. Accordingly, a persuasive message, which derives from argument quality, post popularity and post attractiveness, is a strong motive for sympathy response, and that evoked sympathy positively impacts empathy response. Therefore:

P5: Sympathy mediates the relationship between persuasive message variables and empathy.

Figure 1: Proposed Research Model
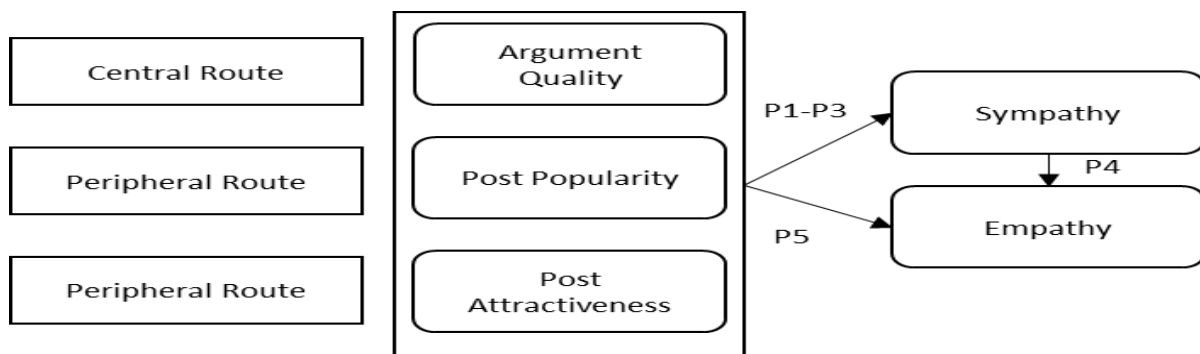
4. CONCLUDING REMARKS

This research offers contribution to SMM literature by presenting a model of interrelationships among persuasive messages and emotional reactions. By highlighting the role of argument quality, post popularity and post attractiveness in influencing sympathy and empathy responses, this study provides a framework for researchers and social media marketers to visualize and understand the relationship between persuasive messages and social network user's emotional responses, thus enhancing ELM studies in the context of social media. This study, specifically, makes two contributions to the literature.

This study, first, theoretically showed the effects of argument quality, post popularity, and post attractiveness on users' emotional responses, which is consistent with ELM studies in social media context. However, previous research on ELM focuses on consumer attitudes and intentions towards information and products (Bhattacherjee and Sanford, 2006; Kim et al., 2010), but seldom on the intentions to promote social media marketing. This research introduced ELM as a referent theory for SMM literature, and elaborated the effects of persuasive posts on users' emotional responses. Here, it appears that if a post is 1) informative and helpful 2) believable and reliable, 3) attractive and aesthetically appealing, that post can evoke sympathy and empathy in social network users. Therefore, social media marketers should pay attention to argument quality, popularity and attractiveness of the posts to evoke positive emotions in users.

Second, this study theoretically demonstrated the importance of persuasive posts on empathy response through sympathy response, fulfilling the Escalas and Stern's (2003) suggestion for future research. While previous studies argued the fragmented relationship between persuasive posts and users' emotional responses (i.e. Chaudhuri and Buck, 2009), this study highlights the existence of a hierarchical ranking between sympathy and empathy responses. In this context, our study provides with research on emotional reactions a more extensive view.

Moreover, this study triggers the opportunity for future research. First, since SMM literature misses the empirical examination of the relationship between persuasive message variables and emotional responses in particular, the proposed theoretical model warrants an empirical investigation. Second, the presented model in this study does not capture the moderators which may possibly influence the relationship between persuasive message variables and emotional responses such as relative significance and user expertise, and thus future studies may be extended to include these possible moderating effects (Chang et. al., 2015). Three, future studies can incorporate alternative consequences to the model as the outcomes of persuasive message variables. The interrelationships between persuasive message variables, and cognitive responses or behavioral intentions -as a dependent variable- in addition to the emotional responses, can be empirically tested in order to develop a richer framework for the study. Indeed, ELM theory allows that SNSs are playing an important role in reaching out to customers and building customer relationships (Teng et. al., 2014). Further, future studies should focus on different contents shared on SNSs (e.g. cooking posts, travel posts etc.), or compare different types of pages. Next, future studies should explore several pages across different countries. Finally, this research mainly analyzes the impact of posts on users' emotional responses. Branding positions and consumer equity should be part of future researches.

REFERENCES

Akgün, A. E., Keskin, H., Ayar, H., Erdoğan, E. 2015, "The Influence of Storytelling Approach in Travel Writings on Readers' Empathy and Travel Intentions", Procedia - Social and Behavioral Sciences, vol. 207, no. 20, pp. 577-586.

Alpert, J. I., Alpert, M. I. 1990, "Music Influences on Mood and Purchase Intentions", Psychology & Marketing, vol. 7, pp. 109-133.

Bhattacherjee, A., Sanford, C. 2006, "Influence Processes for Information Technology Acceptance: An Elaboration Likelihood Model", MIS Quarterly, vol. 30, no. 4, pp. 805–825.

Bianchi, C., Andrews, L. 2015, "Investigating Marketing Managers' Perspectives on Social Media in Chile", Journal of Business Research, vol. 68, pp. 2552-2559.

Chang, Y. T., Yu, H., Lu, H.P. 2015, "Persuasive Messages, Popularity Cohesion, and Message Diffusion in Social Media Marketing", Journal of Business Research, vol. 68, no. 4, pp. 777-782.

Chaudhuri, A., Buck, R. 1995, "Media Differences in Rational and Emotional Responses to Advertising", Journal of Broadcasting & Electronic Media, vol. 39, no. 1, pp. 109-125.

Dahnil, M. I., Marzuki, K. M., Langgat, J., Fabeil, N. F. 2014, "Factors Influencing SMEs Adoption of Social Media Marketing", Procedia-social and behavioral sciences, vol. 148, pp. 119-126.

De Vries, Lisette, Gensler, Sonja, Leeflang, Peter S.H. 2012, "Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing", Journal of Interactive Marketing, vol. 26, no. 2, pp. 83-91.

Eisenberg, N., Miller, P. A. 1987, "Empathy, Sympathy, and Altruism: Empirical and Conceptual Links, in Empathy and Its Development", ed. Nancy Eisenberg and Janet Strayer, Cambridge: Cambridge University Press, 292-316.

Ellison, N. B. 2007, "Social network sites: Definition, history, and scholarship", Journal of Computer-Mediated Communication, vol. 13, no. 1, pp. 210-230.

Ellison, N. B., Steinfield, C., Lampe, C. 2007, "The Benefits of Facebook "Friends:" Social Capital and College Students' Use of Online Social Network Sites", Journal of Computer-Mediated Communication, vol. 12, no. 4, pp. 1143-1168.

Escalas, Jennifer E., Stern, Barbara B. 2003, "Sympathy and Empathy: Emotional Responses to Advertising Dramas", Journal of Consumer Research, vol. 29, no. 4, pp. 566-78.

Espelage, D.L., Gutgsell, E. W., and Gutgsell, J. M. 2004, "Bullying in American Schools: A Social-Ecological Perspective on Prevention and Intervention", Lawrence Erlbaum Associates.

Gordon, R.M. 1986, "Folk psychology as simulation", Mind and Language, vol. 1, no. 2, pp. 158-171.

Hsiao, K-L., Lu, H-P., Lan, W-C. 2013, "The Influence of The Components of Storytelling Blogs on Readers' Travel Intentions", Internet Research, vol. 23, no. 2, pp. 160-182.

Incekara, A., Şener, S. and Hobikoglu, E. H. 2013, "Economic Evaluation of the Film Industry in Terms of Strategic Management within the Scope of the Creative Innovative Industries: The case of Turkey". Procedia - Social and Behavioral Sciences, 99, 636-647.

Kim, A., Ko, E. 2012, "Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand", Journal of Business Research, vol. 65, pp. 1480-1486.

Kozinets, R. de Valck, K., Wojnicki, A., Wilner, S. 2010, "Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities," Journal of Marketing, vol. 74, no. 2, pp. 71–89

Lange, V., Picotti, P., Domon, B., Aebersold, R. 2008, "Selected Reaction Monitoring for Quantitative Proteomics: A Tutorial", Molecular systems biology, vol. 4, no. 1, pp. 222.

Li, C-Y. 2013, "Persuasive Messages on Information System Acceptance: A Theoretical Extension of Elaboration Likelihood Model and Social Influence Theory", Computers in Human Behavior, vol. 29, pp. 264–275.

Lien, N.H. 2001, "Elaboration Likelihood Model in Consumer Research: A Review", Proceedings of the National Science Council, Republic of China, Part C, 11 (4), 301–310.

MacInnis, D. J., Park, C. W. 1991, "The Differential Role of Characteristics of Music on High and Low-İnvolvement Consumers' Processing Of Ads", Journal of Consumer Research, vol. 18, pp. 161-173.

Moreno, M. A., Whitehill, J. M. 2016, "Wasted: The Intersection Of Substance Use Behaviors And Social Media İn Adolescents And Young Adults", Current Opinion in Psychology, vol. 9, pp. 72-76.

Morris, J. D., Boone, M. A. 1998, "The Effects of Music on Emotional Response, Brand Attitude, and Purchase Intent in an Emotional Advertising Condition", Advances in Consumer Research, vol. 25, pp. 518-526.

Petty, E. R., Cacioppo, J. 1986, "The Elaboration Likelihood Model of Persuasion", In. I. Berkowitz, (Ed.), Advances in experimental social psychology (19, 123-205), New York: Academic Press.

Rogers, C. 1976, On Becoming a Person: A Therapist's View of Psychotherapy, London. Constable.

Savrul, M., Incekara, A., Şener, S. 2014, "The Potential of E-commerce for SMEs in a Globalizing Business Environment", Procedia - Social and Behavioral Sciences, 150, 35-45.

Stern, B. 1994, "Classical and Vignette Television Advertising Dramas: Structural Models, Formal Analysis, and Consumer Effects". Journal of Consumer Research, vol. 20, no. 4, pp. 601–615.

Stout, P. A., Leckenby, J. D. 1986, "Measuring emotional response to advertising", Journal of Advertising, vol. 15, no. 4, pp. 35-42.

Stout, P. A., Pamela M. H., Scott S. L. 1990, "Does What We See Influence How We Feel? Felt Emotions versus Depicted Emotions in Television Commercials", in Emotion in Advertising: Theoretical and Practical Explorations, ed. Stuart J. Agres, Julie A. Edell, and Tony M. Dubitsky, New York: Quorum Books, 195-210.

Theng, S., Khong, K. W., Goh, W. 2014, "Conceptualizing Persuasive Messages Using ELM in Social Media", Journal of Internet Commerce, vol. 13, no. 1, pp. 65-87.