

ELABORATION LIKELIHOOD MODEL (ELM) AS INTERPERSONAL COMMUNICATION IN PERSUADING CONSUMERS IN THE ERA OF DISRUPTION

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Abstract:

The disruption era is a phase of the marketing concept that combines online and offline interactions between companies and consumers; both have their respective roles and complement each other. PT Honda Maju Mobilindo uses offline and online methods to sell its products. Personal selling is one of PT Honda Maju Mobilindo's most dominant offline methods to support promotional activities. Honda vehicles are included in the high-involvement product category, so human-to-human contact is needed to deliver messages to potential customers. This study uses the Elaboration likelihood model (ELM) with route central and peripheral route dimensions to analyze research problems. This research uses a mixed method with a postpositivism paradigm, a type of case study research, and data collection techniques using observation, interviews, documentation, and questionnaires. Data analysis techniques use the Miles & Huberman model. The results showed: that Honda consumers took the central route when processing received messages. The novelty in this research is the Elaboration model of the central route of automotive products in the era of disruption, which is the suitable communication model for promoting automotive products by combining online and offline interactions. In the era of technology, properly implementing promotional activities is not enough to be done online. However, offline methods are needed to ensure that consumers receive satisfactory service for purchased products.

Keywords: Elaboration Likelihood Model (ELM), Marketing Communication, Personal Selling, Era of Disruption

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INTRODUCTION

Promotion is an element of the marketing mix, which is essentially a communication phenomenon because, in promotional activities, the dominant is communication activities, from developing products and packaging products to distributing product information to potential consumers, all of which are communication activities. A company with significant capital and good products will not run well if it does not promote to potential customers. Conversely, if sales are not good at communicating, it will make consumers uninterested and unpersuaded when they want to buy the products offered. For sales who lack good interpersonal communication in delivering product information, consumers will not recognize the messages conveyed, and consumers will not buy or refer to products purchased with friends or relatives. In practice, in the era of technology or known as the disruption era, many salespeople think that personal selling or selling by face to face is an old-fashioned way of communicating their products or services because most salespeople consider the digital marketing era to be one era that is seen as having the proper facilities in

promoting products and is also more practical. The reality is not the case because many consumers see advertisements for four-wheeled automotive products on social media. However, not everyone will buy the product because it takes hard work to make relationships needed for a product that involves consumers in making decisions. Decisions, besides the personal way, can build long-term relationships. According to (Kotler, 2012), although personal selling is old-fashioned, it is the most effective tool for creating purchases, especially in shaping preferences, beliefs, and purchasing actions. One of the products that are not optimal if sold technologically or online is a product that has a high-involvement product, which is a product that requires consumers to be involved a lot to make decisions, such as four-wheeled automotive products (cars) included in this criterion, everyone does not buy cars, and when considering buying a car, consumers will look at several brands, as well as variants of the same brand and compare features and prices, before deciding to buy a car. High-involvement products are expensive products and are also not often purchased, and that is the reason why people think and research these products first before deciding whether to buy this product or not. High-involvement products are expensive products and are also not frequently purchased, and that is the reason why people think and research these products first before deciding whether to buy these products or not.

Marketing Communication. Marketing communication is an attempt to convey information to communicants, especially to potential consumers, and messages about the existence of goods and services in the market. According to the researcher's understanding, all definitions of marketing communication have the same goal, namely conveying specific messages to prospective customers who have been identified in order to create consumer interest in the products offered, in order to complete the sale and consumers know the product until they finally decide to buy the product, not all products can be sold only through digitalization or online personal purchase transaction as part of the marketing communication activities carried out by each company through sales people because the most crucial goal of marketing communication is to get a customer response (Shimp, 2014).

Interpersonal Communication. Interpersonal communication is word-of-mouth communication that occurs in face-to-face interactions between individuals. Interpersonal communication is carried out in words or verbal messages and non-verbal messages. In interpersonal communication, messages are transmitted in verbal form and in the form of touch, eye gaze, facial expressions, or intonation in pronouncing words. It does not rule out the opportunity if all these elements join so that the message sent becomes more intact (Mulyana, 2010).

Elaboration Likelihood Model. Petty and Cacioppo (1984) born on June 12, 1951, and died on March 5, 2018; they intend to provide a general framework for organizing, classifying, and understanding the fundamental processes underlying the effectiveness of persuasive communication. The elaboration likelihood model means that a person's ability to think critically depends on how the communicant is interested in the subject being discussed. This theory is based on the assumption that people can process persuasive messages in different ways. The assumption of elaboration is how the message's intent can influence people or recipients of messages conveyed so that the goals desired by the communicator can be directly realized. The idea of the Elaboration likelihood model, developed by social psychologists Richard Petty and John Cacioppo in 1986, is a persuasive communication theory that leads to attitude change. Namely, customers use two routes of thought in making decisions. The central route refers to the details of the message being persuaded. So that decisions that are made consciously and thoughtfully can change attitudes. This process requires a solid motivation to want to process the message and the ability to evaluate it critically. The peripheral route refers to whether this message is accepted or rejected without much regard to the necessary or expected attitude change. Trust in the persuader is also a consideration; the cultivation level determines the environment's reaction, the person's mood, and the chosen path.

Indetermining the route taken between them, it is influenced by motivational factors and ability factors. Previous research on applying the Elaboration Likelihood model belongs to Arfika Pertiwi Putri (2021), which discusses the Komodo Island marketing communication model in Indonesia using the Elaboration Likelihood Model (ELM). The results showed that Indonesia's Komodo Island marketing communication model operates through the central channel in ELM and effectively influences consumer attitudes and behavior.

Furthermore, Hidayat and Solihah (2021) discuss the Implementation of the Elaborated Likelihood Model (ELM) in the 2019 Jokowi-Ma'ruf Presidential Election Campaign Advertisement "This study discusses the implementation of the Elaboration Likelihood Model (ELM) in the 2019 Jokowi-Ma'ruf Presidential Election campaign advertisement. The results showed that the campaign advertisement used the central persuasion path in ELM by providing vital and relevant information about Jokowi-Ma'ruf's programs. Similar research was also conducted by Park (2018) researched the effects of the Elaborated Likelihood Model (ELM) and changes in attitudes toward investment. This study investigates how ELM affects attitudes toward investing in gold and bitcoin. The results showed that solid arguments and high source credibility conditions significantly influenced changes in attitudes toward investment. Research on the influence of customers. Offline and online customers are on sale at Toko 3 Second Plaza Mulia Samarinda. The study aims to determine the effect of offline and online customers on sales in the store. The results showed that offline and online customers positively and significantly affected sales at Toko 3 Second Plaza Mulia Samarinda. The effect of offline and online customers on sales can vary depending on product type, target market, and marketing strategy. Integrating offline and online channels can provide a more comprehensive and practical approach to reaching customers and increasing sales. By combining both channels, businesses can cater to the needs and preferences of different types of customers and provide a seamless shopping experience. For example, businesses can offer online ordering and delivery services for customers who prefer convenience while providing an in-store experience for customers who prefer to see and touch products before buying. In addition, businesses can also utilize digital technology to enhance the in-store experience and interact with customers. For example, businesses can use digital signage, interactive displays, and augmented reality to provide product information and recommendations and create an immersive and personalized shopping experience. Businesses can increase satisfaction, loyalty, and sales by adopting a customer-centric approach and leveraging offline and online channels.

Hierarchy of Effects. This marketing communication model describes a process of stages. Consumer hierarchy, from not knowing the product to buying the product. Although sometimes buyers prefer direct purchases, businesses and companies that use this strategy expect consumers or potential customers to make decisions more quickly. Effect Hierarchy Theory is a model of how advertising influences consumer decisions to buy or not buy goods or services, (Lavidge & Steiner, 1961). This Effect Hierarchy Model is widely used in advertising and explains consumers' six steps before making a final purchase decision. If someone does not like the product brand, the salesperson should find out what causes it, whether it is due to internal or external factors. The next stage is to fix what needs to be fixed by communicating with potential consumers. Each brand of a product must have competitors. At this stage, the salesperson must show what the advantage of the brand is and arouse consumer sympathy. At this stage, consumers will make the brand a reference for purchase. It is the communicator's task; in this case, the salesperson must foster consumer intentions to create the desire and behavior to purchase. So that the communicator, in this case, the salesperson, must guide and direct consumers to take the final step, namely conative.

METHODS

This research uses a mixed method, combining qualitative and quantitative research methods. Using a mixed method leads to a better understanding of the research question than using one approach alone. Using the Embedded Design mix method, the researcher uses a mixed method. This research uses a post-positivist paradigm because researchers want to examine and analyze in depth how the implementation of a series of promotions and the suitable marketing communication model is carried out by Honda salespeople in promoting products, both online and offline, in the era of disruption. This research uses case study research to study phenomena related to the elaboration likelihood model as an interpersonal communication pattern in persuading consumers in the disruption era. A case study is a type of qualitative research that explicitly explores current phenomena in real life across the blurred boundaries between phenomena and context using various current data sources but still leaves a broad, strong impression and a particular influence at the time of research. Data collection by participatory observation, in which the researcher is directly involved in the daily activities being observed or used as research data sources, in-depth interviews and questionnaires, and data analysis techniques using the Miles & Huberman model.

RESULT AND DISCUSSION

The elaboration likelihood model is about how relationships are formed, and attitudes change; this persuasion theory tries to predict when and how people will or will not be persuaded by a message. This elaboration likelihood model states that Honda consumers go through a central route when processing persuasive messages. Recipients carefully examine the message's content and evaluate the topic's idea. The second element is dissent; message recipients consider opinions from various sources. When the recipient of the message receives various information, it will be more challenging to assess the information received, so the recipient of the message in this element uses rote. Central. Honda consumers will process and scrutinize the message's content and evaluate what the Honda salesman conveys.

Messages sent through this route must have a high level of involvement, i.e., the recipient must care about and relate to the topic because it is important to them, then the message will be carefully evaluated. Persuasion messages sent through the central route must be direct and complete. Promotion means activities that convey product benefits and persuade customers to buy them. Marketing communication is a means company use to inform, persuade, and remind consumers directly and indirectly about the products and brands they sell. Combining marketing and communication studies will produce a new study called marketing communication. Companies also need offline marketing to ensure consumers receive a satisfying experience from the products or services offered to potential consumers. In this case, it is not that the online market is trying to take down the offline market. Machine interaction and artificial intelligence have been developed to drive digital marketing strategies, but companies still need the human touch to improve customer interaction. So this combination is called Marketing 4.0. The application of promotion mixes activities carried out by Honda sales in promoting products by combining offline and online methods. Online placing advertisements on social media as a personal branding and introducing Honda products to potential customers, besides providing attractive promos and prizes, then offline conducting exhibitions in several malls and conducting personal selling to increase customer satisfaction. Potential consumers make a purchase action.



Source: ResearcherDocumentation, 2023
Figure 1. Offline Activities

Figure 4 above shows one of the promotional activities carried out by PT Honda Maju Mobilindo offline; this is one of the most frequent forms of promotion and brand strengthening, especially by car companies offline, namely participation in car exhibitions or events whose primary purpose is to get a database or potential consumers.

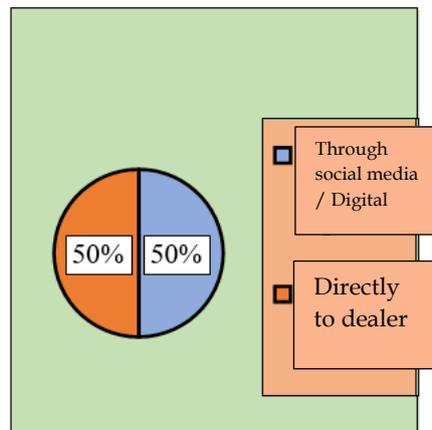


Source: Honda Maju Mobilindo, 2023
Figure 2. Online Ad Feedback

Figure 5 above is one form of Online Advertising Feedback posted on one social media; this is evidence that the implementation of the promotion mix carried out is a combination of offline and online methods because in the digital era or era of disruption, change, especially for automotive products, active participation is needed in purchasing decisions, as well as helping to generate a sense of interest and finally liking and choosing to decide to buy cannot be done by machine to machine. However, it must involve human-to-human contact in the buying process, not just by going

online or relying on advertisements on several social media.

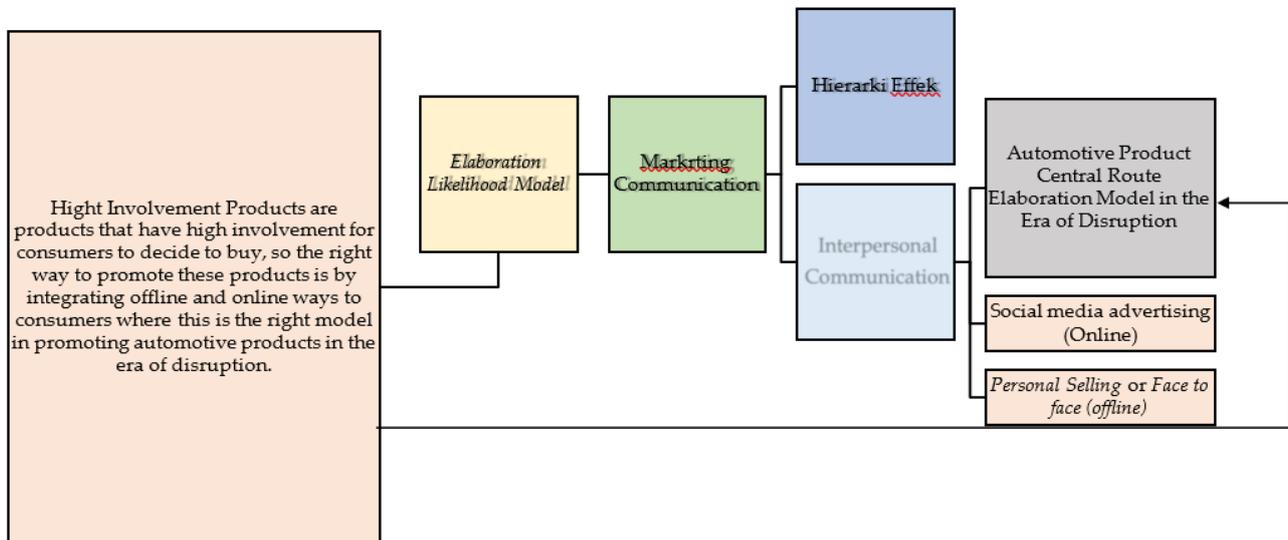
Honda employees met by researchers in their office with the initials "I" on October 21, 2022, said, "In carrying out daily activities, salesmen have to look for a lot of prospects or data base from various sources, one of which is online, namely placing advertisements on social media or market places, which aims to get data or prospects from potential customers who are interested in the advertisements they place, but if they only rely on online, salesmen will not be able to sell because the nature of the advertisement itself is passive, it is only waiting for feedback from potential customers, so salesmen must also look for a database by offline means."



Source: Researcher, 2022

Figure 6. Sources of Information for Consumers Buying a Vehicle

Figure 6 shows that direct buyers from social media have the same weight as buyers who come to the store or dealer directly. The suitable marketing communication model to promote Honda products combines offline and online methods and a customer-oriented approach. Because in the digital era or era of disruption, especially for four-wheeled automotive products, active participation is needed in purchasing decisions, so prospective consumers must have a good understanding of the product, both exterior and interior, and help generate a sense of interest and finally like and choose to decide to buy cannot be in a machine to machine way but must involve human to human contact in the buying process so that consumers get satisfaction and can provide references to other consumers. So, the elaboration model of the central route of automotive products in the era of disruption is formed with a more consumer approach which is a novelty in this research.



Source: Author, 2023

Figure 7. Elaboration model

CONCLUSION

Conveying information on a product with high involvement, such as automotive products, requires critical evaluation for the recipient of the message to process the message received. Not all products can be sold only through digitization or online; personal relationships are needed for a product that involves consumers in decision making, therefore when conveying messages, face-to-face communication or personal selling is needed so that the recipient of the message can be recognized by the content of the message and persuaded to decide to buy. Integrating online and offline interactions between companies and consumers in promoting a product is a suitable communication model for promoting automotive products in the era of disruption.

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