

Documents

Teng, S., Khong, K.W., Goh, W.W.

Persuasive Communication: A Study of Major Attitude-Behavior Theories in a Social Media Context (2015) *Journal of Internet Commerce*, 14 (1), pp. 42-64. Cited 4 times.

DOI: 10.1080/15332861.2015.1006515

^a Taylor's Business School, Taylor's University, Subang Jaya, Selangor, Malaysia

^b School of Computing and IT, Taylor's University, Subang Jaya, Selangor, Malaysia

Abstract

Although numerous studies on attitude-behavior theories exist in the social media context, few extensive studies have been conducted in reviewing and classifying the extant literature. This study aims to critically review, discuss, and examine five major attitude-behavior theories in the social psychology field. Theory of Planned Behavior, Elaboration Likelihood Model, Heuristic-Systematic Model, Cognitive Dissonance Theory, and Social Judgment Theory have been empirically dissected and reviewed in a systematic manner, after which criticisms and compliments of these theories have been observed and evaluated. The significance of the study is to identify the trend of applying attitude-behavior theories to manifesting practical social media marketing implications. This study found that Elaboration Likelihood Model studies are trending upward among persuasive communication studies in the context of social media. © 2015, Taylor & Francis Group, LLC.

Author Keywords

Cognitive Dissonance Theory; ELM; HSM; Social Judgment Theory; social media marketing; TPB

Correspondence Address

Teng S.; Taylor's Business School, Taylor's University, Lakeside Campus, 1Jalan Taylor's, Malaysia

Publisher: Routledge

ISSN: 15332861

Language of Original Document: English

Abbreviated Source Title: J. Internet Commer.

Document Type: Article

Source: Scopus