

PSYCH

by Psych Psych

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An analysis of psychological effects of persuasion and social influence

Changes in any society from a psychological perspective begin with personal changes, resulting in motivation and commitment needed to spearhead a group or a societal change. The behaviors of persons may, however, be influenced by communications from different people through persuasion. Persuasion is how an individual is influenced through contact—physiological being, coercion, or threats. Persuasion works to influence the attitude, behavior, or intentions of an individual towards someone or something. In psychology, this is a tool that can significantly be used to control significant changes in society. Psychologists have realized the power behind using such psychological aspects as persuasion, propaganda, social influence, and attitude towards bringing changes in a community.

In every situation, an individual has the attitude towards everything that they come across. The type of attitude varies from one individual to another, which ranges from negative to positive moods. Most new products in any given market tend to attract a negative attitude which may emanate from external forces or internal drive. Internal attitude drive is the tension one experiences when they conflict with certain feelings within them. The internal form of attitude is basically under the control of the specific individual and may be hard to influence. On the other hand, external forces include such media as advertising, which provides for various features such as message source and the intended audience that influence the behaviors of persons (VanMeter, 2018). Coca-cola, for instance, is a multinational company that has survived in the market for a long time. The company uses secretive means of attitude to allure and maintain their customers using the source of their product as coca leaves and kola nuts which seem to speak their natural. In their ads, coca-cola adopts happy individuals in groups sharing the drink. The aspect is good

enough to change the attitude of many individuals to end up using the product despite them having had a negative attitude towards soft drinks.

From time immemorial, coca-cola has been using advertising and product marketing, which has maintained the name and brand of the company. Coca-Cola Company using various slogans that tend to communicate the information they have for their audience effectively fully. In 1906, alcoholic beverages were falling out of the market, and therefore Coca Cola Company was the only best alternative. The company used a slogan in the United States to allure many audiences who had earlier on opted for alcoholic beverages. Coca-cola has been able to use the aspect of persuasion to brand its name and market the quality of its products. In 1925, the company had managed to influence three million customers through various persuasive means. The psychology behind many of its slogans is their state of not only being memorable but also persuasive. Some of these slogans included you can't beat the real thing, always coca-cola, open happiness, life tastes good, make it real, among many other sayings (Vincent, 2019). Their slogans are built on convincing power directed to the target audience with a powerful, persuasive nature and intriguing (Bhatia, 2019). Coca-Cola Company uses various links connected to unforgettable memories, great tastes, good times, and sportsmanship geared through positive assemblies.

Coca-Cola Company uses a strategy that aims at reaching out to the emotions of its target customers. They do not concentrate on the features of their products but instead connect with their customers emotionally, which creates a strong bond. The company tells of the lifestyle their drinks are accompanied with. Coca-cola has communicated brilliantly with many of its target audience through various platforms such as Facebook, which has attracted and connected fifty million people socially (Serodio, 2020).

In conclusion, coca-cola has effectively used the effects of social influence, persuasion, propaganda, and attitude to make their operations a success. Through a psychological understanding of these aspects, the company has remained influential in the market and enhanced the wide sale of its products. This is a strategy that needs to be adopted by business entities aiming to be successful in the business world. The positive impacts of persuasion, social influence, and attitude are a great source of success in any business entity, and therefore every entrepreneur needs to understand.

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