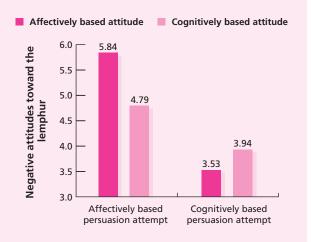
bro0796X ch07 238-273 5/2/05 1:58 PM Page 247 Nish-01:Desktop Folder:SANJAY.05-02-05:GQ342 R:bro1ch07:

Persuasion

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## FIGURE 7.2

## Affective-Cognitive Matching Effects in Persuasion

An affectively based persuasion attempt was more effective at changing affectively based attitudes, but a cognitively based persuasion attempt was more effective at changing cognitively based attitudes. These findings demonstrate an affective–cognitive matching effect: Persuasive appeals tend to be most effective when the nature of the appeal matches the basis of the attitude.

Source: Fabrigar and Petty (1999).