

**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).