

MODERN APPROACH OF ARTISTIC AND PERSUASIVE MARKETING COMMUNICATION

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ABSTRACT. Persuasion sparks interest among the general public and marketers. Persuasive strategies activate discourses on responsible and sustainable business. This is an interesting phenomenon that needs to be studied, explained, and understood in order to destroy the myth among consumers. The purpose of this paper is to explore influence techniques used in marketing communication in order to test and develop a theoretical approach of art implication as a persuasive tool. This article, based on a secondary source case study, is reviewing the influence of art on consumer behavior. Related results from persuasive literature and survey results, based on 689 respondents, mainly from Romania, indicate that persuasive power has an impact according to the style of communication. Some advertisements try to increase persuasiveness, as a company's marketing communication needs to appeal to ethics and morality. Art represents "one of the world's most sacred cultural resources". Different categories of artwork are mentioned, as well as their degree of cultural recognition. Art and persuasion are also the main principles for luxury retailers. After a conceptual framework, we developed a study that embraced art and science. Studying art as an influence technique represents interest among marketers, as a notoriety topic, not enough studied. The implications and findings of this research suggest that persuasive techniques based on art require continued research. This paper helps to place this subject in a proper perspective and clarifies much of its confusion. The results advance specialty theory and provide insights for marketers.

Keywords: persuasion, art, influences technique, advertising, marketing.

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Introduction

Marketing communication, as a link between consumer and company, is required to be implemented in a legal, responsible and with respect to its promises. Also, art and persuasion apply to an ethical approach. The research question of this article is to present a persuasive modern approach based on art. The research methodology is exploratory research based on secondary dates and the result of the survey. Its purpose is to explore opinions, motives, attitudes, and values. This editorial aims to develop the role of art and persuasion in marketing communication. In this paper, we were motivated to describe marketing communication processes.

The main contribution of our article is to describe the impact of art in marketing communication persuasion. The research adds to the scientific and academic literature theoretical notions of persuasive techniques and art implementation as a technique of marketing communication, also its role in company successful modern activity. This editorial contributes to the body of knowledge by theoretically underlining art-based techniques with influence on consumer behavior used marketing communication. In addition, it underlines the well-recognized marketing communicators that influence consumer behavior.

This study has a limitation as it is based on secondary data regarding art influence. The article contributes to future studies. This research brings added value to marketers and to the scientific literature. It underlines the persuasive techniques and art implication in marketing communication through poems, sculpture, paintings, and music. Also, one must study the art-based implication in the image of the city and country.

This paper concludes that culture and art can be considered as a modern approach to marketing communication. A complete summary of findings suggests that marketing communication techniques can expand to art implication that requires companies to change their long-term strategies.

Literature review

One may consider interpersonal persuasion as a change in consumer behavior by another intended person through communication. Over time, many studies have analyzed changes in people's attitudes after receiving persuasive messages. In economics, the literature on persuasion focuses on open consumer behavior. It is considered that there are differential prospects for persuasion of different kinds of ideas, products, or services. Also, distrusted advisors are discouraging the customers when the proposed solution lacks "the success criteria", regardless of its promise. It is a known fact that persuasion is increasing in solution demonstrability and falling in difficulty (Hoffmanna et al., 2020).

In the post-World War II consumer boom, these techniques, employed by the marketing industry, were firstly mentioned in "The Hidden Persuaders" book. The book was initially criticized for being considered to promote subliminal techniques. However, it has helped to shape public opinion, advertising research, regulation, and practice (Nelson, 2008).

From the beginning, the art of persuasive communication was called rhetoric, the science, and the art of persuading. It is considered that in any company persuasive marketing communication is the base of "understanding, cooperation, and action". The performance capacity of the company is essentially dependent on "the content and nature of the communication". Marketing communication can have both a positive and a negative impact. The authors assume that a positive impact causes information to spread, achieve desired behaviors, or objectives. Otherwise, it may distort the message to cause frustration or tension (Sabie & Androniceanu, 2012).

Dissimilarity conditions and similarity impact were used as a benchmark in a study, as source characteristics that positively influence persuasion attempts. Earlier research assumed that customers ignore the dissimilar opinions of others. However, more recent ones have argued that the dissimilarity may lead to "preference and choice contrast". These perceptions trigger "a more general hypothesis" of dissimilarity. A contrast of preferences is determined by the tendency of people to "interpret the provided opinion in a way that confirms their hypothesis of dissimilarity".

One may consider that the “emergence of preference and choice contrast due to dissimilarity and support the proposed mechanism” (Tuka et al., 2019). It was considered that the study of fine politics, as a “social” tactic or index, has been directed to persuade the beneficiary of intentional dynamics (Ervin-Tripp et al., 1990).

Companies are using social media techniques through the theory of entertainment persuasion by incorporating different communication strategies to reach stakeholders. It is a known fact that these strategies and tactics have a statistical correlation with the popularity of the company, even if persuasion is incorporated modestly (Watersa et al., 2012). Customized advertising was examined in the academic literature as a part of marketing communication. It is a known fact that it is represented by the customer’s intervention in the advertising process, mainly personalized with specific elements of a personal message or in collaboration with others. Otherwise, personalized advertising is something that “happens to the viewer”. Customer advertising is defined as a modification in marketing communication that is generated proactively by the customers, as opposed to the company. The authors assume that as customization increases, so does the perceived empowerment of the customer relationship with the company, the sense of commitment to the task, the perception of the company’s integrity, trust, and also attitude toward advertising (Olsena & Pracejusb, 2020).

Previous persuasive messages are considered to influence subsequent persuasive messages. The target message has an impact on consumer attitudes when precedes an initial stimulus about something else containing less information. This effect encourages “perceived knowledge” with respect to the target message. When customers are persuaded by a key variable to present an influencing message, but initially receive another stimulus that contains information about something else, then the initial stimulus has “a contrast effect” on perceived knowledge that influences target attitudes.

It is considered that customer attitudes can be persuaded by the information perceived from a message transmitted “in the absence of any differences” in real knowledge (Tormala & Petty, 2007). It is also a well-known fact that influencers persuade others by “highlighting a target’s

achievements". For example, a company or a person is the top-rated. The authors assume that "highlighting a target's potential" is an even more effective strategy, such as that a company or person can become the top-rated (Kupor et al, 2014).

The construction of 'pricing tactic persuasion knowledge' is also considered a moderator of the preference for 'partitioned versus combined pricing', according to a study of persuasion knowledge, pricing, and mood. Persuasive knowledge is defined as consumer awareness of a company's motives and tactics used to persuade them to "buy" a product or service. This concept has been extended to the price field. This argues for different levels of customer awareness of the intent to emphasize "marketers' pricing tactics" (Dasa et al., 2020).

One may consider a study that examined the effectiveness of persuasive arguments in negotiations and their impact on the style of marketing communication. The type of persuasion tactics used has a significant impact. One of the positive or effective tactics is to inform the customers that other companies have managed the same issue in a consistent manner, with a required preference. The findings, also confirmed by the persuasion literature, point to the widespread power of social validation. It is considered that the fact that the customers offer more concessions has a positive evaluation and is more satisfied with "the negotiation outcome" when the company argues using a cooperative style of marketing communication. Companies can benefit from the use of persuasive tactics to achieve desirable negotiation outcomes (Perreault & Kida, 2011).

Positive results were reported after studies on "the elaboration likelihood model of persuasion" for the development and testing of "a model of persuasive influence". For companies that have the capacity and motivation to be more careful in their activities, the issue-relevant information matters most. Identity cues have an influence when adopting a group among inexperienced companies and those with smaller transaction amounts (Allison et al. 2017).

Different persuasive strategies activate people's discourses. Rhetoric is ubiquitous and persuasive. It focuses mainly on *ethos* that is credibility, *logos* that is reason, and *pathos* which is emotion. Reports

from New Zealand companies promoting communication speeches on “the proper role of business in society” indicated that “persuasive strategies” facilitate social effects and that business organizations appear to be “trustworthy”. It is considered that in a company the language of marketing communication used influences the way “social actors” think, feel, and act (Higginsa & Walkerb, 2012). Friedman (1988) used techniques “to reveal” rhetorical strategies, for this purpose he analyzed interdependent essays and poetic function. Based on a case study of writing research, one can consider a rhetorical detail “the work in the constitution of the discursive field” and literary theory.

Material and method

The research method of this paper is exploratory research based on secondary dates and the result of a survey. Its purpose is to explore opinions, motives, attitudes, and values. The empirical analysis was based on 689 respondents (55% women and 45% men; 83% from urban areas). The response rate was 73% of the overall inclusion of the population (see Table 1), and the majority of the sample respondents were from Romania.

This research is a conceptual paper that aims to develop the role of art-based persuasion in marketing communication. Persuasion as a form of social influence is more effective when there is personal contact between the communicator and the marketer with the consumer. Entities that incorporate the principles of persuasive communication are considered to increase the probability of success in “encouraging” the change in consumer behavior (Clarke, 1999).

Table 1. Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Decisive when buying *Men Women	511	74.2%	178	25.8%	689	100.0%

Source: Authors' own processing based on survey results

Table 2. Decisive in the buying process*Men Women Cross tabulation

When you make the decision to buy, what interests you the most?			% of the total number of respondents	Men	Women	
\$ Decisive when buying ^a	Price	Count	30.72%	69 (44%)	88 (56%)	157 (100%)
	Quantity	Count	69.67%	162 (56%)	194 (54%)	356 (100%)
	Quality	Count	16.05%	39 (48%)	43 (52%)	82 (100%)
	Packaging and label	Count	83.76%	197 (55%)	231 (45%)	428 (100%)
	Color	Count	93.74%	217 (49%)	262 (51%)	479 (100%)
	Presentation	Count	78.86%	186 (58%)	217 (42%)	403 (100%)
	Company's reputation	Count	72.02%	169 (62%)	199 (38%)	368 (100%)
	Hometown	Count	96.48%	219 (47%)	274 (53%)	493 (100%)
	Country of origin	Count	78.67%	177 (56%)	225 (44%)	402 (100%)
	Taste, in the case of food	Count	60.08%	138 (67%)	169 (33%)	307 (100%)
	Persuasive marketing communication and/or promotion	Count	94.91%	223 (49%)	262 (51%)	485 (100%)
	Total	Count	100.00%	228 (45%)	283 (55%)	511 (100%)
Percentages and totals are based on respondents.						
a. Dichotomy group tabulated at value 1.						

Source: Authors' own processing based on SPSS analysis

After an SPSS analysis (see Table 2), mainly consumers confirmed that are interested mostly by company hometown (96.48%), persuasive marketing communication, promotion (94.94%), color (93.74%), followed by packaging and label (83.76%), presentation (78.86%), country of

origin (78.67%), company's reputation (72.02%), quantity (69.67%), taste, in the case of food (60.08%), price (30.72%) and quality (16.05%). The descriptive analysis of consumers' attitudes regarding the decision in the purchasing process confirms that persuasive marketing communication has an impact both for women (51%) and men (49%) in decision making (see Table 2).

The present time is characterized by an increasing focus on "science and the scientific method", while art is required to be studied. It can be considered "a multilevel field" of research that embraces both the perspectives of art and science. It is assumed that the revision of eclectic and holistic thinking might encourage "both art and science" in future research (Caniato et al., 2020). Culture is symbolic communication, while art is a form of knowledge. Arts-based initiatives provide benefits for companies, while marketing incorporates art to "add value for consumers" (Estes et al., 2018).

Cultural marketing

Culture is "an essential element of economic development, social regeneration", and a good indicator of "quality of life" or individual well-being. As an example, for the development of a city, it is important to study the cultural potential, also to identify a good cultural strategy of the central piles (Plesa, 2009). As for cultural organizations through suitable promotion, they can create a "positive image" for products (Muhcina & Moraru, 2016) The imaging strategy is effective in increasing persuasion, which is why marketers have a tendency to ask the consumers directly to "imagine arguments" that support the message of the advertisement. This technique is most effective when used "to enhance the motivation level" of otherwise unmotivated consumers (Silvera et al., 2014).

Intermediate persuasion work is often seen as a hidden "aspect of urban cultural policy". At the core of the achievements in developing "a hybrid cultural-industrial policy" are considered visions of creative cities based on the novel. Welfare-based traditional arts policy considers "the internal processes and dynamics of culture" as a production system (Bennett, 2020). Advertising persuasion, as a marketing tool, may also differ depending on "different languages and/or dialects". A Chinese

study based on the influence of product involvement and advertising appeals assumed that the persuasion of advertising about a speaker's accents is noticeable. These findings have implications for advertising marketers in a multilingual environment (Liu, et al., 2013).

It is essential that influential practitioners appeal to ethics and morals. The authors assume that studies of Romanian images, from English travel writings, have been manipulated in order to meet readers' expectations. This can be problematic in "terms of ethics" (Sasaic, 2020).

Art is one of "the most sacred cultural resources in the world". The total value of the artworks, "currently in circulation worldwide", is estimated to exceed \$1.5 trillion. Culture-based assets and art are classified as difficult to value. The evaluation of works of art is considered at an international art institution based on an analysis of "art valuation" agents in the United States of America, Australia, and individual participants. It is a known fact that there are four categories of artworks "according to their degree of cultural recognition", mainly decorative, emerging, trending, and blue-chip art. The valuation of artworks by categorization according to the interpretation, accreditation, and design of the value of cultural significance is both hierarchical and efficient (Plante et al., n.d.).

The role of social influence in "the art market" is substantial (Ternovski & Yasseri, 2020). Museums' and galleries', as well as sculpture galleries', roles are as "guardians of the past". They can be considered to continue to provide "sacred domains" in which to explore "ancient spiritual reveries". As part of the social economy, they are affected by "the tides of change", for which a network of directors, curators, and designers is recommended to meet the intellectual and social "expectations" of public (Ryder, 1992).

Museums are also part of a country's culture. Until recently, museum marketing tended to ignore the competition and considered exhibits to be "more important" than providing services. However, some museum professionals have tried to involve visitors in "the active creation" of the museum experience (Komarac et al., 2017).

Celebrity credibility can also be considered "a peripheral element" in a persuasive communication context. The authors assume that "celebrity credibility" acts only by internalizing the dual role (peripheral and central)

with persuasive effects, uniformly on “different product involvement levels” and brand-purchase motive types (Hedhli et al., 2021).

Persuasive marketing communication through art

Companies use art in marketing communication. A marketing campaign illustrated the brand as valuable. Some campaigns have implemented art as an allusion to either “recreating famous works of art” or included art as a background for the advertisement, as well as art prints on packages (Estes et al., 2018). It is a known fact that the luxury retail strategy differs from other retail strategies while offering an aesthetic brand ideology. The luxury industry is based on the principles of “art and magic”. Their strategy enlists “magical and aesthetic principles” both within and without the store. The authors assume that luxury brands are like works of art. They similarly possess “an aura of authenticity” that surrounds the original work, while endowing it with qualities of “uniqueness, distance, and otherness”. Luxury retail marketing aims to “generate awe rather than community”. In addition, luxury brands, such as Louis Vuitton, Dior, and Chanel, are linking their craft skills and know-how with the artistic director (Dion & Arnould, 2011).

Some studies have tested an emotion-based model, created by advertisements, by increasing the infusion effect of art or due to the perceived product value created by artworks (Vermeer, Leonardo da Vinci, and van Gogh). Authors assume that the art infusion effect affects brands. Emotions are an essential mechanism by which art affects brand valuations (Estes, Brotto, and Busacca, 2018). For art marketing, it is important to find the required methods in promoting, such as special promotions, “presentations and booklets”, for example, an advertising magazine. Marketing, culture, and sales can be considered as a concept. The thesis of “selling image transfer” was also put forward, the need to find arguments to sell to “the right customer” before moving on to its strategy (Zorn and Koidl, 1991).

Poems, as part of art, are structured “poetic exercises” that may be used in different theoretical persuasions (Gladding, 1985). Rhetorical interpretation contributes to argumentation. Modern science perceives rhetoric as an art of persuasion and communication. Part of persuasion

is due to the person's "appeals to the emotions" and the "character of the speaker". While as a part of the verbal communication field for organizing information, it is based on speech and written presentation (Finocchiaro, 2011). Persuasion was also comparatively analyzed with the power distance (Orts, 2016). The authors assume that language is important in structuring shared perceptions" among stakeholders" within an industry (Blanc & Huault, 2019).

Music is an art that promotes emotional purchasing. Music can be made available to the public through a mobile application, like iTunes (Ogden et al., 2011). It is a known fact that music is good for people. It can be in its various forms "engaging, emotional, physical, personal, social, and persuasive", promoting the synchronization of movement. These musical capacities or properties interact with brain function. In this sense, a model has been developed that takes into account "the profound value" offered by the music of human well-being (Brancatisano et al., 2020).

The interactive music application, for "the design of e-commerce websites", has been investigated to create an engaging consumer experience. There has been a positive effect of background "interactive music" on the consumer. Consumers were "more effectively engaged in the shopping task compared" due to a higher level of novelty (Hwanga & Ohb, 2020). An ethnographic study of "the literacy practices" described voice manipulation as part of rhetorical considerations and sound design (Castillo, 2020).

Results and discussions

Marketing has extended its approaches to a modern perspective. Modern persuasion techniques implemented in market communication have not been extensively researched at the scientific level. The empirical study confirms that persuasive marketing communication has an impact when the consumer makes a decision. For this purpose, it is advisable to extend studies on persuasive techniques used in marketing communication. The persuasive role based on art in marketing communication is noticeable in society. When we study the evolution of persuasive techniques that are

used in marketing communication, we elucidate their importance in the modern approach. This editorial describes marketing communication processes based on persuasion and art. The research topic comes from the extension of marketing communication techniques that have required change. The current period is marked by a change in the way of life of the population. This analysis indicates the role of art and culture in modern life in order to increase persuasiveness.

The research contributes to the academic and scientific literature. First, it contributes to the body of marketing knowledge through the theoretical notions of persuasive marketing communication and the analysis of persuasion perception by survey respondents. Second, it indicates the impact of culture as a marketing communication technique and as a social form of persuasion. This research evaluates and describes the complexity of marketing communication. Third, this study assesses the trends in modern art used in marketing communication. It can be concluded that art as a modern trend can have a considerable impact on marketing communication. Our editorial has also studied the implementation of persuasive techniques to describe new marketing communication processes.

Conclusions

The main contribution of this article is to describe the impact of art as a technique of persuasive marketing communication. The review allows the hypothesis that art is an essential element of marketing communication that can contribute to the well-being of a person, a company, and even society as a whole. This art-based persuasion is of strategic importance to the company's future, as market mobility and new marketing communication trends require the creation of a favorable environment in a short time.

More extensive research on the level of art-based persuasion of marketing communication can provide valuable information. However, this research brings added value to marketers and the scientific literature. This article also proposed a contribution emphasizing persuasive techniques and art integration in marketing communication through

poetry, sculpture, paintings, and music. A study of art-based integration in city and country image is recommended. Finally, this study contributes to further larger studies and requires continuous research. It provides a basis for future studies of marketing communication techniques with the implementation of art as a persuasive strategy. The suggested future direction of studies could examine persuasive marketing communication with respect to the effect of the art effect on the consumer.

Marketers are facing new opportunities and challenges due to the modernization of marketing. The managerial implications of the editorial present usefulness to run successful marketing communication campaigns. For the business environment, from a managerial perspective, the results concluded that successful companies tend to allow marketers to manage the company's strategy. The editorial also suggests that a company should evaluate all marketing communication techniques and then fulfill its promises in order to satisfy the customer and to make a profit.

Furthermore, our findings indicate that since persuasive marketing communication is already an extensive literature, it has not been researched from a cultural or artistic point of view in order to meet or exceed customer expectations. The complete summary of the findings suggests that marketing communication techniques may be extended to artistic implications. In conclusion, persuasive communication has faced recent modernization changes that are forcing companies to change their marketing strategies. This is the first research to explore this issue in such a complex and modern range. The editorial emphasizes the range from traditional persuasion to modern art-based marketing communication.

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