**The Elaboration Likelihood Model**

In 1986 Petty and Cacioppo have proposed the elaboration likelihood model to account for attitude change or persuasion. According to this model, persuasion can take either a central or a peripheral route. The central route requires the person to think critically about the argument or arguments being presented, weighing their relative strengths and weaknesses and elaborating on the relevant themes. At issue is the actual substance of the argument, not its emotional or superficial appeal. The peripheral route, on the other hand, refers to attempts at persuasion in which the behavior or attitude to be changed is associated with something positive – a professional athlete, a millionaire, or an attractive female model – that actually may have nothing to do with the issue of importance. Selling products by associating them with attractive people or implying that buying the product will result in emotional, social, or financial benefits are examples of the use of peripheral attitude change techniques.