

Abstract

This study examines Cialdini's six principles of persuasion, which are *reciprocity*, *scarcity*, *authority*, *commitment*, *consensus*, and *liking*, and people's perceptions of these principles based on personality, gender, age, and level of education. The specific goals of the research are to find out how respondents with different personality traits according to the Big Five personality model are related to the rating of individual principles, whether there is a significant difference in the rating between men and women, between younger adults, older adults and seniors, as well as between several levels of education, and what order of persuasiveness the individual principles take according to respondents' rating. In the theoretical part, the study also provides an insight into the possible way of using knowledge about connections with persuasive principles in practice, through artificial intelligence.

Several findings emerged from the questionnaire. Respondents rated individual principles from most to least persuasive in the following order: commitment, reciprocity, liking, authority, consensus, and scarcity. This order was the same within all persons and individual groups. Research has found associations between personality factors and ratings of persuasive principles. It shows that less open personalities are related to the highest number of persuasive principles. The results also indicate that age is a significant predictor of different perceptions of the principles of persuasion, differences were found between age groups within their evaluation of the principles of scarcity, authority and liking. No significant difference was found between women and men or different education groups.