Learning Objectives

- To study the major variables in the communication system and how they influence consumers’ processing of promotional messages
- To examine the considerations involved in selecting a source or communicator of a promotional message

Learning Objectives

- To examine different types of message structures and appeals that can be used to develop a promotional message
- To consider how the channel or medium used to deliver a promotional message influences the communication process
Persuasion Matrix

Helps marketers see how each controllable element interacts with the consumer’s response process.

Figure 6.1 - The Persuasion Matrix

Decisions Evaluated with the Persuasion Matrix

- Can the receiver comprehend the ad?
- Which media will increase presentation?
- What type of message will create favorable attitudes or feelings?
- Who will be effective in getting consumers' attention?
Source

- Person involved in communicating a marketing message
- Direct source - Delivers a message and/or endorses a product or service
- Indirect source - Draws attention to and enhances the appearance of an ad

Figure 6.2 - Source Attributes and Receiver Processing Modes

Source Attributes

- Credibility
- Attractiveness
- Power

Processing Modes

- Internalization
- Identification
- Compliance

Source Credibility

- Knowledge
- Skill
- Expertise
- Trustworthy
- Unbiased
- Objective
Source Credibility

- **Extent to which the recipient:**
  - Sees the source as having relevant knowledge, skill, or experience
  - Trusts the source to give unbiased, objective information
- **Internalization:** Adopting the opinion of a credible communicator and the belief that information from this source is accurate

Source Credibility

- **Enhanced by:**
  - Applying expertise and trustworthiness
  - Using corporate leaders as spokespeople
- **Limitations**
  - High- and low-credibility sources are equally effective when arguing for a position opposing their own best interest
  - **Sleeper effect:** Persuasiveness of a message increases with the passage of time

Source Attractiveness

- **Attractiveness:** Characteristic that encompasses similarity, familiarity, and likability
- **Identification:** Receiver is motivated to seek some type of relationship with the source
  - Adopts similar beliefs, attitudes, preferences, or behavior
Source Attractiveness

- Enhanced by:
  - Applying similarity
  - Using celebrities as spokespeople
  - Understanding the meaning of celebrity endorsers
- Limitations of celebrities as spokespeople
  - Overshadow the product
  - Overexposure
  - Target audiences’ receptivity
  - Risk to the advertiser

Source Attractiveness

- Similarity
  - Resemblance between the source and recipient of the message
- Familiarity
  - Knowledge of the source through repeated or prolonged exposure
- Likeability
  - Affection for the source resulting from physical appearance, behavior, or other personal traits

Choosing a Celebrity Endorser

- Match w/audience
- Match w/product
- Image
- Cost/ROI
- Trust
- Risk
- Familiarity
- Likability
Top Celebrity Endorsers

- Top male endorsers
  - Tiger Woods
  - Phil Mickelson
  - LeBron James
  - Peyton Manning
- Top female endorsers
  - Maria Sharapova
  - Jennifer Lopez
  - Venus/Serena Williams

Risks of Using Celebrities

- The celebrity may overshadow the product being endorsed
- The celebrity may be overexposed, reducing his or her credibility
- The target audience may not be receptive to celebrity endorsers
- The celebrity's behavior may pose a risk to the company

Figure 6.3 - Meaning Movement and the Endorsement Process
Source Power

- Source is capable of administering rewards and punishments to the receiver
- Depends on a source’s perceived control, concern, and scrutiny
- **Compliance**: Receiver accepts a source’s persuasive influence and acquiesces to his or her position
  - To obtain a favorable reaction or to avoid punishment

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Source Power

- Perceived control
- Perceived concern
- Perceived scrutiny

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Message Factors

- **Message structure**
  - Order of presentation
  - Conclusion drawing
  - Message sidedness
  - Refutation
  - Verbal versus visual messages

- **Message appeals**
  - Comparative advertising
  - Fear appeals
  - Humor appeals
Message Structure

- Order of presentation: Strongest arguments should be presented early or late in the message but never in the middle
  - Primacy effect: Information presented first is most effective
  - Recency effect: Last arguments presented are most persuasive
  - Depends on:
    - Target audience's receptivity to the message

Message Structure

- Length of the message
- Medium used to communicate the message
- Conclusion drawing: Messages with explicit conclusions are more easily understood and effective in influencing attitudes
  - Depends on:
    - Target audience
    - Type of issue or topic
    - Nature of the situation

Message Structure

- One-sided message: Mentions only positive attributes or benefits, effective if target audience:
  - Already holds a favorable opinion about the topic
  - Is less educated
- Two-sided message: Presents both good and bad points, effective when the target audience:
  - Holds an opposing opinion
  - Is highly educated
Message Structure

- **Refutational appeal:** Communicator presents both sides of an issue and then refutes the opposing viewpoint.
- **Verbal versus visual messages - When verbal information is:**
  - Low in imagery value, use of pictures increase immediate and delayed recall.
  - High in imagery value, addition of pictures do not increase recall.

Recall and Presentation Order

Recall and Presentation Order

Message Appeal Options

<table>
<thead>
<tr>
<th>Comparative Ads</th>
<th>Fear Appeals</th>
<th>Humor Appeals</th>
</tr>
</thead>
<tbody>
<tr>
<td>• May be especially useful for new brands</td>
<td>• May stress physical danger or threats to health</td>
<td>• They can attract and hold attention</td>
</tr>
<tr>
<td>• Often used for brands with small market share</td>
<td>• May identify social threats: disapproval or rejection</td>
<td>• They are often the best remembered</td>
</tr>
<tr>
<td>• Frequently use in political advertising</td>
<td>• May backfire if the level of threat is too high</td>
<td>• They put the consumer in a positive mood</td>
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</table>
Message Appeals

- **Comparative advertising**: Directly or indirectly naming competitors in an ad and comparing one or more attributes

- **Fear appeals**: Evoke an emotional response to a threat and arouse individuals to take steps to remove the threat
  - Effective when the recipient is:
    - Self-confident and prefers to cope with dangers
    - A nonuser of the product

- Protection motivation model - States that ads using fear appeals should give the target audience information on the:
  - Severity of the threat
  - Probability of its occurrence
  - Effectiveness of a coping response
  - Ease with which the response can be implemented

Figure 6.5 - Relationship between Fear Levels and Message Acceptance
Message Appeals

- Humor appeals - Humorous ads:
  - Attract and hold consumers’ attention
  - Put consumers in a positive mood
  - Increase consumers' liking of the ad and their feeling toward the product
  - Distract the consumer from counter-arguing against the message
  - May wear out faster than serious appeals
    - Wearout: Tendency of a commercial to lose effectiveness when seen or heard repeatedly

Humor Appeals Advantages and Disadvantages

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Aid with awareness and attention</td>
<td>• Harm recall and comprehension</td>
</tr>
<tr>
<td>• Aid name and simple copy registration</td>
<td>• Harm complex copy registration</td>
</tr>
<tr>
<td>• Aid retention</td>
<td>• Do not aid persuasion in general</td>
</tr>
<tr>
<td>• Aid persuasion to switch brands</td>
<td>• Do not aid source credibility</td>
</tr>
<tr>
<td>• Create a positive mood that enhances persuasion</td>
<td>• Not very effective in bringing about sales</td>
</tr>
</tbody>
</table>

Channel Factors

- Personal versus nonpersonal channels - Information received from personal channels is more persuasive than that received from the mass media
- Effects of alternative mass media
  - Differences in information processing
    - Self-paced - Readers process the ad at their own rate and study it as long as they desire
    - Externally paced - Transmission rate is controlled by the medium
Self versus External Paced Media

Self-Paced Media
- Newspapers
- Magazines
- Direct Mail
- Internet

Externally Paced Media
- Radio
- Television

Channel Factors
- Effects of context and environment
  - Qualitative media effect: Influence the medium has on a message
  - Image of the media vehicle affect reactions to the message
- Clutter: Amount of advertising in a medium
  - All the nonprogram material that appears in the broadcast environment