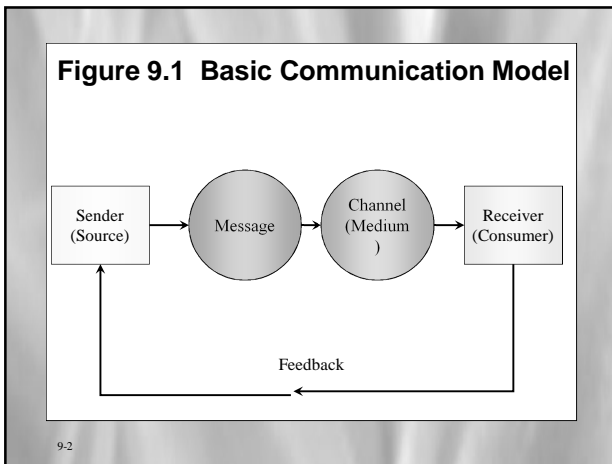


Consumer Behavior,
Eighth Edition
SCHIFFMAN & KANUK

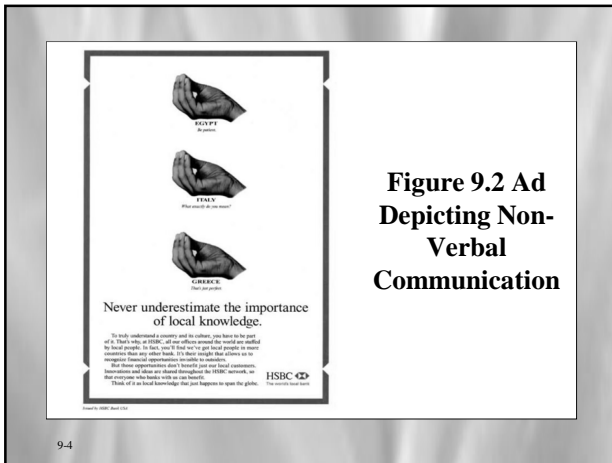
Chapter 9

Communication and Consumer Behavior

9-1



- ### Elements of the Communications Process
- The Message Initiator (the Source)
 - The Sender
 - The Receiver
 - The Medium
 - The Message
 - The Target Audience (the Receivers)
 - Feedback - the Receiver's Response
- 9-3



Issues in Credibility

- Credibility of Informal Sources
- Credibility of Formal Sources
- Credibility of Spokespersons and Endorsers
- Message Credibility

Endorser Credibility

- Endorser credibility is important when message comprehension is low
- Match must exist between product attributes and endorser attributes
- Credibility is higher when endorser's demographic characteristics are similar to those of target audience
- Endorser credibility is not a substitute for corporate credibility

Sleeper Effect

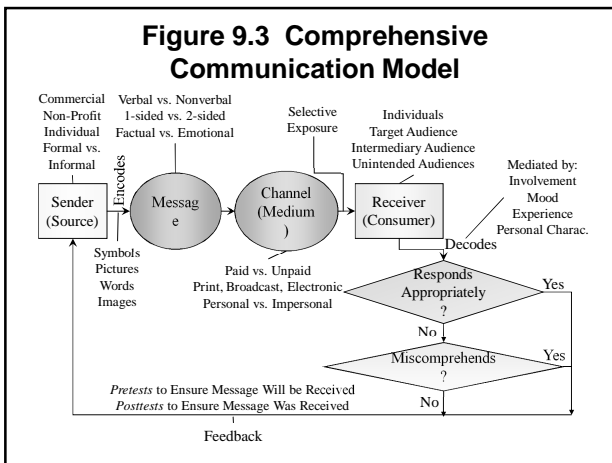
The idea that both positive and negative credibility effects tend to disappear after a period of time.

9-7

Barriers to Communication

- Selective Perception
 - Wandering, Zapping, Zipping, and Channel Surfing
 - Combat with Roadblocking
- Psychological Noise
 - Combat with repeated exposures, contrast in the copy, and teasers

9-8



Issues in Designing Persuasive Communications

- Communications strategy
- Media strategy
- Message strategy

9-10

Communications Strategy

9-11

Figure 9.4 Perception/ Experience/ Memory Model of Advertising

```
graph TD; A[Pre-experience Exposure] --> B[Framing Perception]; A --> C[Enhancing Experience]; B --> D[Expectation  
Anticipation  
Interpretation]; C --> E[Sensory Enhancement  
Social Enhancement]; E --> F[Post-experience Exposure]; F --> G[Organizing Memory]; G --> H[Cueing  
Branding  
Interpretation];
```

9-12

Media Strategy

- Consumer profiles
- Audience profiles

A cost-effective media choice is one that closely matches the advertiser's consumer profile with the medium's audience profile.

9-13

Excerpts from Table 9.2 Persuasive Capabilities and Limitations of Major Media (Newspaper)

- Access to large audiences
- Effective for local reach
- Flexible
- Fast
- Feedback possible through coupon redemption, etc.
- Not selective
- Short message life
- Clutter
- Cost varies based on ad size and vehicle circulation

9-14

Excerpts from Table 9.2 Persuasive Capabilities and Limitations of Major Media (Magazines)

- Highly selective
- Selective binding possible
- High quality production
- High credibility
- Long message life
- High pass along rate
- Long lead time
- High clutter
- Delayed and indirect feedback
- Rates vary based on circulation and selectivity

9-15

Excerpts from Table 9.2 Persuasive Capabilities and Limitations of Major Media (Television)

- Large audiences possible
- Appeals to many senses
- Emotion and attention possible
- Demonstration possible
- Very high costs overall
- Low costs per contact
- Long lead time
- High clutter
- Short message life
- Viewers can avoid exposure with zapping, etc.
- Day-after recall tests for feedback

9-16

Excerpts from Table 9.2 Persuasive Capabilities and Limitations of Major Media (Radio)

- High geographic and demographic selectivity
- Short lead time
- Relatively inexpensive
- Good local coverage
- Short exposure time
- Audio only
- High clutter
- Zapping possible
- Delayed feedback through day-after recall tests

9-17

Excerpts from Table 9.2 Persuasive Capabilities and Limitations of Major Media (Internet)

- Potential for audience selectivity
- Customized tracking possible and other feedback tools possible
- Useful for branding and reinforcement of messages
- Demographic skew to audience
- Very high clutter
- Zapping possible
- Great variation in pricing
- Privacy concerns

9-18

Excerpts from Table 9.2 Persuasive Capabilities and Limitations of Major Media (Direct Mail)

- High audience selectivity
- Personalization possible
- Novel, interesting stimuli possible
- Low clutter
- Perception of junk mail
- Feedback possible through response
- High cost per contact

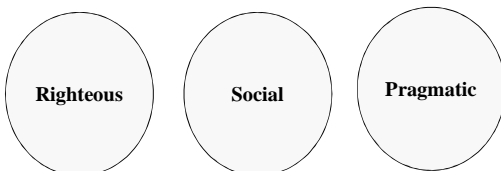
9-19

Excerpts from Table 9.2 Persuasive Capabilities and Limitations of Major Media (Direct Marketing)

- Development of databases
- High audience selectivity
- Relatively free of clutter
- Privacy concerns
- Measurable responses
- Cost per inquiry, cost per sale, revenue per ad can be calculated

9-20

Table 9.3 Buyer Personalities and Advertising Strategies



How might advertising be designed for these three distinct buyer types?

9-21

Involvement Theory and Persuasion

The Elaboration Likelihood Model (ELM) proposes that marketers use the

- central route to persuasion for high involvement products and the
- peripheral route to persuasion for low involvement products

9-22

**Figure 9.5
Central Route
to Persuasion**



9-23

Issues in Message Presentation

- Resonance
- Message Framing
- One-sided Versus Two-sided Messages
- Comparative Advertising
- Order Effects
- Repetition

9-24

**Figure 9.6
Resonance
in
Advertising**

Imagine never running out of hot water again.

Continuum
www.continuum.com

**John's losing his hair.
His mission: get it back.**

ASAP!
What? No! Transplant? Not for him. A hairpiece? Never, never. What John really wants is his own hair back. And now he's found it. For male pattern baldness, only Rogaine has been proven to regrow hair.

Rogaine
minoxidil 5%

**Figure 9.7
Two-Sided
Appeal**

Call 1-800-965-1199 for more information.

Figure 9.8 Comparative Advertising

Don't expect Windex Wipes to do a Clorox Wipes job.

LESS IS MORE.


CLOROX
Wipes

Windex® Wipes do a lot of things. Clorox® Wipes have cleaning and disinfecting power from Clorox.

Windex® Wipes do a lot of things. Clorox® Wipes have cleaning and disinfecting power from Clorox.

HOW A SAAB COMPARES TO A SAAB.

SAAB BY MANUFACTURER: 1998-2000	DESIGN: 1998-2000	ENGINE: 1998-2000	ACCELERATION (0-60): 1998-2000	INSTRUMENTATION: 1998-2000	SAFETY SYSTEMS: 1998-2000
SAAB BY SAAB: 1998-2000	DESIGN: 1998-2000	ENGINE: 1998-2000	ACCELERATION (0-60): 1998-2000	INSTRUMENTATION: 1998-2000	SAFETY SYSTEMS: 1998-2000



**Figure 9.9
Comparative Advertising**

9-28

Emotional Advertising Appeals

Fear
Humor
Abrasive advertising
Sex in advertising
Audience participation

9-29

radical cofounders
CLIF BAR INC

radical attack on free radicals

**Figure 9.10
Humor to Baby Boomers**

9-30



Table 9.4 Impact of Humor on Advertising

- Humor attracts attention.
- Humor does not harm comprehension.
- Humor is not more effective at increasing persuasion.
- Humor does not enhance source credibility.
- Humor enhances liking.
- Humor that is relevant to the product is superior to humor that is unrelated to the product.
- Audience demographic factors affect the response to humorous advertising appeals.
- The nature of the product affects the appropriateness of a humorous treatment.
- Humor is more effective with existing products than with new products.
- Humor is more appropriate for low-involvement products and feeling-oriented products than for high-involvement products.

9-32
