The Communication Process
The Communications Process

Fields of Experience

Source / Sender

Encoding

Channel

MESSAGE

Decoding

Receiver / Audience

Noise

Response Feedback Loop
Encoding / Decoding Symbols

- **Graphic**
  - Pictures
  - Drawings
  - Charts

- **Musical**
  - Arrangement
  - Instrumentation
  - Voice or chorus

- **Verbal**
  - Spoken word
  - Written word
  - Song lyrics

- **Animation**
  - Action/motion
  - Pace/speed
  - Shape/Form
Experiential Overlap

Different Worlds

Moderate Commonality

High Commonality

Sender Experience

Receiver Experience
Three Components of a marketing message

Object
Brand such as Marlboro

Sign or symbol representing intended meaning (Cowboy)

Interpretant/intended meaning (masculine, rugged individualistic)
What is the symbolic meaning of the Snuggle bear?
Two Types of Channels

- Direct (Personal)
  - One-on-one
  - One to group
  - Team to group

- Indirect (Media)
  - Paid media
  - Unpaid media
  - Special media
Human Communicators

- Verbal
  - Vocabulary
  - Grammar
  - Inflection

- Nonverbal
  - Gestures
  - Facial expression
  - Body language
Levels of Audience Aggregation

- Mass Markets
- Market Segments
- Niche Markets
- Small Groups
- Individuals
## Models of the Response Process

<table>
<thead>
<tr>
<th>Models</th>
<th>Stages</th>
<th>Cognitive</th>
<th>Affective</th>
<th>Behavioral</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIDA model</td>
<td>Attention</td>
<td>Awareness</td>
<td>Preference</td>
<td>Action</td>
</tr>
<tr>
<td>Hierarchy of effects model</td>
<td>Knowledge</td>
<td>Linking</td>
<td>Conviction</td>
<td>Purchase</td>
</tr>
<tr>
<td>Innovation adoption</td>
<td>Awareness</td>
<td>Evaluation</td>
<td>Adoption</td>
<td>Trial</td>
</tr>
<tr>
<td>Information Processing</td>
<td>Presentati</td>
<td>Yielding</td>
<td>Retention</td>
<td>Behavior</td>
</tr>
<tr>
<td></td>
<td>on Attention</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Comprehension</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Advertising is used to make consumers aware of new products and their features.
### Models of Obtaining Feedback

<table>
<thead>
<tr>
<th>Persuasion Process</th>
<th>Effectiveness Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation reach</td>
<td>Exposure, presentation</td>
</tr>
<tr>
<td>Listener, reader, Viewer recognition</td>
<td>Attention</td>
</tr>
<tr>
<td>Recall, checklists</td>
<td>Comprehension</td>
</tr>
<tr>
<td>Brand attitudes, Purchase intent</td>
<td>Message acceptance/ yielding</td>
</tr>
<tr>
<td>Recall over time</td>
<td>Retention</td>
</tr>
<tr>
<td>Inventory, POP Consumer panel</td>
<td>Purchase behavior</td>
</tr>
</tbody>
</table>
An Alternative Response Hierarchy

Topical Involvement

<table>
<thead>
<tr>
<th>High</th>
<th>Low Involvement Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Learning Model</td>
</tr>
<tr>
<td></td>
<td>Cognitive</td>
</tr>
<tr>
<td></td>
<td>Affective</td>
</tr>
<tr>
<td></td>
<td>Conative</td>
</tr>
<tr>
<td>Low</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dissonance/</td>
</tr>
<tr>
<td></td>
<td>Attribution Model</td>
</tr>
<tr>
<td></td>
<td>Conative</td>
</tr>
<tr>
<td></td>
<td>Affective</td>
</tr>
<tr>
<td></td>
<td>Cognitive</td>
</tr>
</tbody>
</table>

Perceived product differentiation
An ad for a low involvement product

Must not be Heinz.

A good meal out deserves a great ketchup. Insist on Heinz.

Source: © H.J. Heinz Company, L.P. Used with permission
Involvement Concept

Antecedents of involvement derived from the literature

Person factors
- Needs
- Importance
- Interest
- Values

Object or stimulus factors
- Differentiation of alternatives
- Source of communication
- Content of communication

Situational factors
- Purchase/use
- Occasion

Possible results of involvement

- Elicitation of counterarguments to ads
- Effectiveness of ad to induce purchase
- Relative importance of the product class
- Perceived differences in product attributes
- Preference of a particular kind
- Influence of price on brand choice
- Amount of information on search
- Time spend deliberating alternatives
- Type of decision rule used in choice

Involvement

With advertisements

With products

With purchase decisions

Possible results of involvement

Elicitation of counterarguments to ads
Effectiveness of ad to induce purchase
Relative importance of the product class
Perceived differences in product attributes
Preference of a particular kind
Influence of price on brand choice
Amount of information on search
Time spend deliberating alternatives
Type of decision rule used in choice

Involvement

With advertisements

With products

With purchase decisions

Possible results of involvement

Elicitation of counterarguments to ads
Effectiveness of ad to induce purchase
Relative importance of the product class
Perceived differences in product attributes
Preference of a particular kind
Influence of price on brand choice
Amount of information on search
Time spend deliberating alternatives
Type of decision rule used in choice
<table>
<thead>
<tr>
<th>Thinking</th>
<th>Feeling</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Involvement</strong></td>
<td></td>
</tr>
<tr>
<td>1 Informative</td>
<td>2 Affective</td>
</tr>
<tr>
<td><em>The Thinker</em></td>
<td><em>The Feeler</em></td>
</tr>
<tr>
<td><strong>Low Involvement</strong></td>
<td></td>
</tr>
<tr>
<td>3 Habit Formation</td>
<td>4 Self-Satisfaction</td>
</tr>
<tr>
<td><em>The Doer</em></td>
<td><em>The Reactor</em></td>
</tr>
</tbody>
</table>

Involvement levels:
- **High Involvement**
- **Low Involvement**
1
Informative
*The Thinker*
Car-house-furnishings-new products
Model: Learn-feel-do (economic?)

Possible implications
Test: Recall diagnostics
Media: Long copy format
      Reflective vehicles
Creative: Specific information
         Demonstration
2
Affective
*The Feeler*
Jewelry-cosmetics-fashion goods
Model: Feel-learn -do (psychological?)

Possible implications
*Test:* Attitude change
  Emotional arousal
*Media:* Large space
  Image specials
*Creative:* Executional
  Impact
Habit formation

*The Doer*

Food-household items
Model: Do-learn-feel (responsive?)

Possible implications

Test: Sales
Media: Small space ads
10-second ID’s
Radio; Point of Sale
Creative: Reminder
4
Self-satisfaction
*The Reactor*
Cigarettes, liquor, candy
Model: Do-feel-learn (social?)

Possible implications
*Test:* Sales
*Media:* Billboards
  Newspapers
  Point of Sale
*Creative:* Attention
A method for examining consumers’ cognitive processing of advertising messages by looking at their cognitive responses to hearing, viewing, or reading communications

Examines types of thoughts that are evoked by an advertising message
A Model of Cognitive Response

Cognitive Responses

Exposure to advertisement

Product/message thoughts

Source-oriented thoughts

Ad execution thoughts

Attitudes

Brand attitudes

Purchase intention

Attitude towards the advertisement
Cognitive Response Categories

- **Product/Message Thoughts**
  - Counter arguments, support arguments

- **Source - Oriented Thoughts**
  - Source derogation – source bolstering

- **Ad – Execution Thoughts**
  - Thoughts about the ad itself
  - Affect attitude toward the ad
  - Important determinant of advertising effectiveness
The Elaboration Likelihood Model

Focuses on the way consumers respond to persuasive messages based on the amount and nature of elaboration or processing of information.

Routes to attitude change

- Central route to persuasion – ability and motivation to process a message is high and close attention is paid to message content.

- Peripheral route to persuasion – ability and motivation to process a message is low and receiver focuses more on peripheral cues rather than message content.
Central processing usually occurs for high involvement products.
An ad using peripheral cues

With a clear advantage, one always improves one’s game.
—Scottie Pippen

Right Guard® Clear Stick or Clear Gel.
Get all the wetness and odor protection of a white stick, now in a powerful clear stick.
Or choose powerful Right Guard protection in a cool, refreshing gel.
Both go on clear. Without leavingicky white stuff. Anti-perspirant and deodorant.
Either way, you win.
Right Guard. Anything less would be uncivilized.
A framework for studying how advertising works

Advertising Input
Message Content, media scheduling, repetition

Filters
Motivation, ability (involvement)

Consumer
Cognition | Affect | Experience

Consumer Behavior
Choice, consumption, loyalty, habit, etc.