Source, Message and Channel Factors
The Persuasion Matrix

<table>
<thead>
<tr>
<th>Dependent Variables</th>
<th>Source</th>
<th>Message</th>
<th>Channel</th>
<th>Receiver</th>
<th>Destination</th>
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<tbody>
<tr>
<td>Message presentation</td>
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<td>Attention</td>
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<td>Comprehension</td>
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<td>Yielding</td>
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<td>Retention</td>
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<td>Behavior</td>
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Promotional Planning Through The Persuasion Matrix

1. Receiver/comprehension
   - Can the receiver comprehend the ad?

2. Channel/presentation
   - Which media will increase presentation?

3. Message/yielding
   - What type of message will create favorable attitudes?

4. Source/attention
   - Who will be effective in getting consumers’ attention?
Source Attributes and Receiver Processing Modes

Source attribute

- Power
- Attractiveness
- Credibility

Process

- Compliance
- Identification
- Internalization
Source Credibility

- The extend to which the source is seen as having:
  - Knowledge
  - Skill
  - Expertise

- And the source is perceived as being:
  - Trustworthy
  - Unbiased
  - Objective
Dell Computer uses its founder and CEO as an advertising spokespeson
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
The Use of Celebrities

• Endorsements
  – The celebrity, whether an expert or not, merely agrees to the use of his or her name and image in the promotion of the product.

• Testimonials
  – The celebrity, usually an expert with experience with the product, attests to its value and worth.

• Dramatizations
  – Celebrity actors or models portray the brand in use during dramatic enactments designed to show the goods.
Pepsi used pop star Brittany Spears as an endorser for several years.

Source: Courtesy of Pepsi-Cola Company. Used with permission.
Risks of Using Celebrities

• The celebrity may overshadow the product

• The celebrity may be overexposed which reduces 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
Pony used an athlete with a controversial image in this ad.
Meaning Movement and the Celebrity Endorsement Process

Stage 1

Role 3

Role 2

Role 1

Objects
Persons
Context

Celebrity

Celebiry

Stage 2

Product

Product

Stage 3

Consumer
Lance Armstrong’s image helps assign meaning to Power Bar

"I once met three guys named pain, suffering, and sacrifice. Now, we're inseparable. We're best friends. Be great."
Message Factors

Message Structure

• Order of presentation (primacy vs. recency)

• Conclusion Drawing (open vs. closed end)

• Message sidedness (one vs. two-sided)

• Refutation

• Verbal vs. visual
The visual image supports the verbal appeal in this ad.
Message Recall and Presentation Order

Recall

Beginning | Middle | End
Message Factors

Message Appeals

• Comparative Advertising

• Fear Appeals

• Humor Appeals
Sorrell Ridge uses a comparative ad

With a name like Smucker's, it has to be good.

With 100% fruit, Sorrell Ridge has to be better.

Compare Sorrell Ridge with Smucker's preserves and you'll find a big difference. Smucker's has refined sugar, corn syrup and just some fruit. Sorrell Ridge is 100% fruit and fruit juice. That's it.

And to prove just how good Sorrell Ridge tastes, here's a coupon to save on your favorite flavor.

Save 50c on any jar of Sorrell Ridge.

Source: Courtesy of Allied Old English, Inc.
Fear Appeals and Message Acceptance

Facilitating effects

Resultant nonmonotonic curve

Inhibiting effects

Acceptance

Rejection

Level of fear
Pros and Cons of Using Humor

**Advantages**
- Aids attention and awareness
- May aid retention of the message
- Creates a positive mood and enhances persuasion
- May aid name and simple copy registration
- May serve as a distracter and reduce the level of counterarguing

**Disadvantages**
- Does not aid persuasion in general
- May harm recall and comprehension
- May harm complex copy registration
- Does not aid source credibility
- Is not effective in bringing about sales
- May wear out faster
### Use of Humor

**FAVORABLE TOWARD HUMOR**
- Creative personnel
- Radio and television
- Consumer non-durables
- Business services
- Products related to the humorous ploy
- Audiences that are:
  - Younger
  - Better educated
  - Up-scale
  - Male
  - Professional

**UNFAVORABLE TOWARD HUMOR**
- Research directors
- Direct mail, newspapers
- Corporate advertising
- Industrial products
- Goods or services of a sensitive nature
- Audiences that are:
  - Older
  - Less educated
  - Down-scale
  - Female
  - Semi- or Unskilled
Payday uses a humorous print ad
Channel Factors

• Personal versus nonpersonal channels

• Effects of alternative mass media
  – Externally paced media (broadcast)
  – Internally paced media (print, direct mail, Internet)

• Effects of Context and Environment
  – Qualitative media effect
  – Media environment (mood states)

• Clutter