

UNIT 3


EXTERNAL INFLUENCES

What are external influences in consumer behavior?

What a consumer eats, wears, and believes are all learned and influenced by the culture they live in, their family, childhood and social environment. All of these are external factors that affect purchases.

Examples include: Religious, Political, Family, Friends, Co-workers, Clubs and Associations.

People are social and they want to belong to special groups. Group members share common interests, influence each other, and share rules and values. Primary groups are those with the most influence, such as family members; secondary groups have less interaction than the primary group, such as clubs and organizations. As children grow into teenagers, their parents become less of an influence and peer groups become more of an influence. All groups exert what is called *social power*; some groups have more power than others over consumers' decisions.

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- Values
 - Community
 - Family Life Cycle

- **Influence of Culture & Social Class**

An individual has his own choice and mindset. Consumer buying behavior eventually refers to the buying behavior of an individual. An individual can get

affected by the environment in which he lives, his culture, his social class, his psychology and his personality. Now, marketers need to understand this psychology and the mindset of these consumers, also, understand what all factors influence their behavior to develop effective marketing strategies.

Culture

Culture is a very important aspect to understand the behavior of a consumer. It signifies the set of values of a particular community.

An individual decides to behave in a certain manner because of his culture. He gets all these values from his parents and family. Every individual has different sets of values as compared to others, what they see from their childhood when they start practicing those habits, they become their culture.

Culture does vary from individual to individual, region to region, and country to country, so the marketer needs to pay a lot of attention in analyzing the culture of various regions and groups. Throughout the process, the consumer is under influence of his culture as his friends, family, society, and his prestige influence him.

For a marketer, it is very crucial to take all these things into consideration while analyzing or observing a consumer's behavior as they play a vital role in his behavior, perception and expectations.

For example, if we observe the taste and preferences, people in southern India prefers rice to roti whereas north Indian people prefer roti than rice.

Social Classes

The social groups or membership groups to which an individual belongs are the social classes that influence him. In the social classes, we usually find people with similar values, lifestyle and behavior. Now a marketer or a researcher needs to pay

attention here because generally the buying behavior of people in a particular social class to some extent is similar, though the level of influence may be low or high, he can tailor his marketing activities according to different social classes. Social perception is a very important attribute that influences the buying behavior of an individual.

Example – A person from a low-income group may focus on price while making the purchase while a person from a higher income group may consider the quality and uniqueness of the product.

Sometimes an individual also is influenced by a social group to which he does not belong, but wishes to get connected with others. For example, in a college a student is in no need to buy a smart phone but purchases it to be part of that group and be accepted by them.

Marketers need to understand these situations well and plan their strategies accordingly for such social benefits. Individuals play various roles in the consumer buying process –

- **Initiator** – Initiator is usually the person who comes up with an idea and suggests the purchase.
- **Influencer** – He is the individual who actually pushes for the purchase. He highlights the benefits of the product. This individual can be from the family or friend or outside the group too.
- **Decision Maker** – He is generally the person who takes the final decision or the final call after analyzing all the pros and cons of the product. He may not necessarily be the final buyer as may also take the decision on behalf of the consumer.

For example, a father might decide on buying a laptop for his son or a brother might decide on the best career option for his sister.

- **Buyer** – Buyer is generally the end user or the final consumer who uses the product.

Family

As we, all know family plays a very important role in making a purchase. The family is responsible for shaping up the personality of an individual. Our attitude, perception and values are inculcated through our family.

An individual tends to have similar buying habits and similar taste and preference and consumption patterns as he gets to see within the family. Perception and family values have strong influence on the buying behavior of an individual which they tend to keep constant.

Social Status

A social status of an individual usually comprises of an individual's attitude, class and prestige. It depends on the way he carries himself socially or the position at which he is in his work or family or even in his group of friends. The social status of an individual influences his consumption pattern.

Example – A CEO may want to have a celebration and give a party to his colleagues, friends and family, so for his social status he may want to book a five star hotel, something like Taj or Oberoi instead of any other normal hotel.

A purchase decision takes place because of the above-mentioned factors. A consumer is influenced by his culture, environment, family, social status and groups. Companies need to understand these factors and develop strategies and market themselves accordingly to meet the needs of the consumers and increase sales.

REFERENCE GROUP

Reference groups are groups of people that influence an individual's attitude or behaviour. Individuals use these groups as reference points for learning attitudes, beliefs and behaviour, and adapt these in their life.

Family and close friends are considered to be primary reference groups in an individual's life due to their frequency of interaction with the individual and primacy of these significant others in an individual's life. **Schoolmates, neighbourhood, colleagues**, other acquaintances are a part of the secondary reference groups of an individual. An individual may or may not personally interact with others to imitate their behaviour, and thus, even those individuals or groups from whom an individual learns by mere observation are also part of his reference group.

Reference groups influence product and brand purchases, particularly when the consumption is conspicuous in nature. Where a product is conspicuously consumed, the brand chosen may be influenced by what buyers perceive as acceptable to their reference groups.

In case of conspicuous luxuries, even product consumption is influenced by reference groups. In case of inconspicuous products, reference group influence is lower, as there are little or no consequences (sanctions) for not buying the 'right' choices.

Among various members in a reference group, there are some who are referred to as opinion leaders. Members respect the views of an opinion leader, and seek his counsel and guidance on a particular issue. An opinion leader can influence purchase decisions because members respect them for their expertise, or their social standing.

An opinion leader is a very credible source of word-of-mouth communication, and most of them ensure that their views on issues are known to members of the reference group. Their credibility is higher, as they are part of the reference group and do not have vested interests in selling the product to others, unlike marketers.

Opinion leaders are product or category specific and are characterized by high involvement level. It is extremely difficult to identify opinion leaders as they appear to be like other members of their group. They do not stand out, though their influencing power is stronger.

Marketers can identify reference group members only by conducting appropriate research, which has to be product specific. Such research must include questions about the involvement levels of the respondent, level of knowledge, social standing in groups, inclination to adopt new products and ability to influence others.

Reference Groups

Every individual has some people around who influence him/her in any way.

Reference groups comprise of people that individuals compare themselves with.

Every individual knows some people in the society who become their idols in due course of time. Co workers, family members, relatives, neighbours, friends, seniors at workplace often form reference groups.

Reference groups are generally of two types:

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- a. **Primary Group** - consists of individuals one interacts with on a regular basis.
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Primary groups include:

- Friends
 - Family Members
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- Relatives
- Co Workers

All the above influence the buying decisions of consumers due to following reasons:

They have used the product or brand earlier. They know what the product is all about.

They have complete knowledge about the features and specifications of the product.

Tim wanted to purchase a laptop for himself. He went to the nearby store and purchased a Dell Laptop. The reason why he purchased a Dell Laptop was because all his friends were using the same model and were quite satisfied with the product. **We tend to pick up products our friends recommend.**

A married individual would show strong inclination towards buying products which would benefit not only him but also his family members as compared to a bachelor. **Family plays an important role in influencing the buying decisions of individuals.**

A consumer who has a wife and child at home would buy for them rather than spending on himself. An individual entering into marriage would be more interested in buying a house, car, household items, furniture and so on. When an individual gets married and starts a family, most of his buying decisions are taken by the entire family.

Every individual goes through the following stages and shows a different buying need in each stage:

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- **Bachelorhood:** Purchases Alcohol, Beer, Bike, Mobile Handsets
(Spends Lavishly)
 - **Newly Married:** Tend to purchase a new house, car, household furnishings. (Spends sensibly)
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- **Family with Children:** Purchases products to secure his as well as his family's future.
- **Empty nest (Children getting married)/Retirement/Old Age:** Medicines, Health Products, and Necessary Items.

A Ford Car in the neighbourhood would prompt three more families to buy the same model.

- b. **Secondary Groups** - Secondary groups share indirect relationship with the consumer. These groups are more formal and individuals do not interact with them on a regular basis, Example - Religious Associations, Political Parties, Clubs etc.
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Role in the Society

Each individual plays a dual role in the society depending on the group he belongs to. An individual working as Chief Executive Officer with a reputed firm is also someone's husband and father at home. The buying tendency of individuals depends on the role he plays in the society.

Social Status

An individual from an upper middle class would spend on luxurious items whereas an individual from middle to lower income group would buy items required for his/her survival.

Family

Family of a consumer plays an important role in the decision making process. The parents, siblings, relatives all have their own views about a particular purchase.

Following are the roles in the family decision making process –

Influencers – Influencers are the ones who give ideas or information about the product or service to the consumer.

Gate Keepers – Gatekeepers are the family members who usually panel the information. They can be our parents or siblings too who can in any form provide us the information about the product.

Decision Makers – Family or our parents who usually have the power to take decisions on our behalf are the decision makers. After the complete the research they may decide to purchase the particular or dispose it.

Buyers – Buyer is the one who actually makes the purchase of the product.

End Users – The person who finally uses the product or consumes the service is the ultimate consumer also called as End user as per the context.

A consumer gets influenced by his family members as well as friends. Since childhood the culture which he follows or the rituals which he observes and the moral values and the religious principles he usually receives them from his family. However, the individual learns fashion, attitude or style from his friends. All these attributes or traits together influence the buyer's decision making.

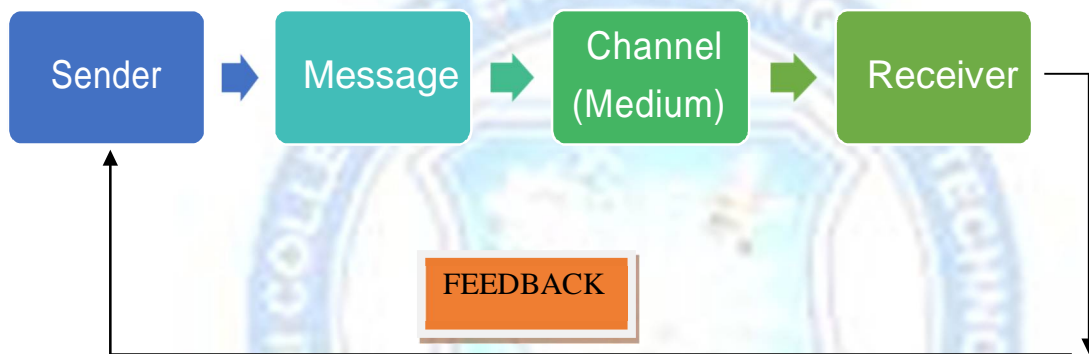
Communication Influenced on consumer behavior

COMMUNICATION AND CONSUMER BEHAVIOR

Communication (from Latin 'communis', meaning to share) is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visual, signals, writing or behaviour. (Wikipedia, 2012). Communication is the unique tool that marketers use to persuade consumers to act in a desired way to vote, to make a purchase, to make a donation, to patronize a retail store. Communication takes many forms; it can be either verbal or visual, and a combination of two. There are many ways to define communication; most writers

would agree that communication is the transmission of a message from a sender to a receiver via a medium of some sort. Many people believe that communication is a feedback which alerts the sender intended message. There are five basic components of communication process from the perspective of marketing and consumer behaviour.

Basic Communication Model



The Element of Communication Process

The message initiator (the source) The sponsor, or initiator, of the message first must decide what the message should convey to whom to be sent and then must encode the message in such a way that its meaning is interpreted by the targeted audience in precisely the intended way. The sender has a large arsenal from which to draw encoding their message they can use words, picture, symbols, spokesperson, and special channel. They can buy space or time in selected media to advertise or broadcast their message or they can try to have their message published.

The **sender** as the initiator of the communication can be a formal or an informal source. A formal source is likely to represent either for profit or non profit organization. An informal source can be a parent or friend who gives product information or advice. It also known as a word of mouth to mouth communication

that tends to be highly persuasive, unlike formal sources, the sender apparently has nothing to gain from the receiver's subsequent actions.

The **receiver** of formal communication is likely to be targeted prospect or a customer. In this process there are two type of audience involve intermediary audience and unintended audience. *Intermediary audience* are consist of wholesaler, distributors and retailers who are sent trade advertising designed to persuade them to order and stock merchandise and relevant professional to prescribe the marketer's products. *Unintended audiences* include everyone who exposed to the message, whether or not they are specifically targeted by the sources. No matter how large the audience, it is composed of individual receiver, each of whom interprets the message in his or her special way.

The **Medium or communication channel** can be interpersonal an informal conversation (face to face, telephone or by email). The medium can be impersonal a mass medium such as a newspaper or television program. In some communities consumer can do their grocery shopping electronically as the TV camera scans the grocery shelves. Despite the general use of the term mass media to describe impersonal media, there is a growing trend toward demas sification as publishers shift their focuses from large, general interest audience.

The **message** can be verbal or nonverbal, or a combination of two. A verbal message can usually contain more specific product or service information. Sometimes it combined with illustration or a demonstration and together it will provide more information to the audience. Sometimes nonverbal information takes the form of symbolic communication. In semiotics study, define that the meaning implied by sign and symbols. Marketer develops logo or symbols as their trademark on their product.

The **target audience (the receivers)** decode the message they receive on the basis of their personal experience and personal characteristic. The trust level of each customer display towards the message they receive from the sender. Comprehension the amount of meaning accurately derived from the message is a function of the message characteristic, the receiver's opportunity and ability to process the message, and the receiver motivation.

A person's level of involvement plays a key role in how much attention is paid to the message and how carefully it is decoded. People who have a low level of involvement may not pay much attention. Mood or affect plays a significant role in how message is decoded. The term mood is used here to describe an individual subjectively feeling state. Apart from that, selective exposure and selective attention also influence the reception of marketing communications. Similarly, they selectively expose themselves to advertising messages. Consumers have long exercised their right to ignore print advertisement as well they exercise the same toward television commercial. Psychological noise is another barrier to message reception. The best way for a sender to overcome noise is simply to repeat the message several times.

Feedback is an essential component of both interpersonal and impersonal communication. Prompt feedback permits the sender to reinforce, to change or to modify the message to ensure that it is understood in the intended way clearly it is easier to obtain feedback (both verbal and nonverbal) in interpersonal situation, but its ever more important for sponsors of impersonal communication to obtain feedback as promptly as possible.

Issue in credibility

The credibility of the source affects the decoding of the message. Credibility is built on a number of factors, the most important being the perceived intentions of the source.

Credibility of Informal Sources is one of the major reasons that informal sources such as friends, neighbour, and relative have such a strong influence on a receiver's behaviour is simply that they are perceived as having nothing to gain from a product transaction they recommend. Interestingly enough, informal communication sources, called opinion leaders, often do profit psychologically if not tangibly by providing product information to others. The fact that the opinion leader does not receive material gain from the action recommended increases the likelihood that the advice will be seriously considered.

Credibility of formal source such formal sources as neutral rating services have greater credibility than commercial sources because of the likelihood that they are more objective in their product assessment. When the intentions of a source are clearly profit making, then reputation, expertise and knowledge become important factors in message credibility. The credibility of commercial message is often based on the composite evaluation of the reputations of the sender, (the organization that approves and pay for the advertising message) the retail outlet that carries the product, the medium that carries the message, and the company spokesperson (the actor or sales representative who delivers the message). Since consumer recognize that the intention of commercial sources (manufactures, service companies, commercial institution, retailer) are clearly to make a profit they judge commercial source credibility on such factors as past performance, the kind and quality of service they are known to render, the quality and image of other products they manufacture, the type of retail outlets through which they sell and their position in the community.

Besides that, firm with well establish reputations generally have an easier time selling their product than do firms with lesser reputation. The ability of a quality image to invoke credibility is one of the reasons for the growth of family brands. Manufacturer with favourable brand images prefer to give their new products the existing brand name in order to obtain ready acceptance from customers.

Credibility of Spokesperson and retailer People sometimes regard the spokesperson who gives the product message as the source of the message. Thus the person who appears personally or in advertisement has a major influence on message credibility. the reputation of the retailer who sells the product has a major influence on message credibility. Product sold by well known quality stores seem to carry the added endorsement and implicit guarantee of the store itself. The aura of incredibility generated by reputable retail advertising reinforce the manufacturer's message as well.

Message credibility the perceived control of the message can influence the target market's perception of message credibility. For example, when product are being shown many customer views a comparative advertisement to be superior to a competitor product. If the same comparison is mentioned in media it may be more favourable view to author who possessing an unbiased point of view

The sleeper effect

Sleeper effect is psychological phenomenon whereby a highly persuasive message, paired with discounting cue, causes an individual to be more persuaded by the message over time. (Wikipedia, 2The impact of a persuasive message will generally tend to decrease over time. Under the correct circumstance the sleeper effect expect that a message from a low credibility source can increase persuasiveness. Thus, when using it make the message more dramatic than the deliverer. When making a

decision based on specific evidence, the deliberately recall the source and hence credibility of the data.

The receiver as the target audience.

The initiator of the message first must decide to whom the message should be deliver, and what meaning it should convey. The receiver of formal marketing communication is generally a targeted prospect or customer. Intermediary and unintended audience is also likely to receive marketer communications. It is important to remember that all audience is composed of individual receivers, each of whom interprets the message according to his or her personal perceptions and experiences. The message source must encode the message in such a way that its meaning is interpreted by the targeted audience in precisely the intended way. Marketers encode messages by using words, pictures, symbols, spokespersons, and special channels. The message receiver decodes the messages they receive on the basis of their personal experiences characteristics, and motives.

Personal characteristics and motives.

The meaning derived from the message is a function of the message itself, the receiver opportunity and ability to process the message, and the receiver motivation. All of an individual personal characteristic influence the accuracy with which the individual decodes a message. The demographics person such as ages, genders, and marital status. The sociocultural memberships such as social class, race, and religion. Lifestyle determines how a message interpreted. Personality, attitudes, and prior learning all affect how a message is decoded. Perception, based as it is on expectations, motivation and past experience, also influences message

interpretation. Therefore, not everyone reads and understands the marketing communications they receive in the same way that the sender intended.

Some promotional message is focused at stimulating WOM. Some people provide information or advice other to satisfy some basic need of their own. However, opinion leader may be unaware of their own underlying motives. Opinion leader may simply be trying to reduce their own post purchase dissonance by conforming their own buying decision.

People who generate WOM read special-interest publication and visit Web sites devoted to the specific topic or product category in which they specialize. Thus, the opinion leader tends to have greater exposure to media specifically relevant to his or her area of interest than the other consumers. Market mavens possess a wide range of information about many different types of products, retail outlets, and other dimensions of markets. Markets maven appears to be motivated by a sense of obligation to share information, a desire to help others and the fell administrated scale used to identify market mavens.

Involvement and congruency.

A person level of involvement plays a key role in how much attention is paid to message and how carefully it is decoded, thus involvement is an important consideration in the design and content of persuasive communication. The study discovered a relationship between level of involvement and the style and context of an ad, Subject with low involvement with the product preferred messages placed within a congruent context while person highly involved with the product preferred messages that contrasted the style of ad and the context within which it was placed. Another study showed that cognitively involving commercials shown in a cognitively involving program context produced higher recall among viewers than low involvement commercials placed within an affective program context.

Mood.

Mood, or affect, example of mood is cheerfulness or unhappiness that plays a significant role in how a message is decode, perceived, recalled, and acted upon. Generally, positive mood is likely to enhance the consumer reaction to any ad. Marketers of many image- centered products such as perfume, fashion, and liquor have found that appeals focused on emotions and feelings associated with these products are more effective than rational appeals depicting the products benefits. The consumer's mood is influence by the content of the ad and by the context in which the advertising message appears such as accompanying TV program or adjacent newspaper story, these in turn affect the consumer evaluation and recall the message. Another study showed that consumer with low familiarity with a service category prefer ads based on story appeals rather than list of attributes and that such appeals work better when the receiver are in a happy mood while decoding the messages.

Barriers to communication.

Various "barriers" to communication may affect the accuracy with which consumer messages interpret. These include psychological noise and selective perception.

In psychological noise, telephone static can impair a phone conversation, psychological noise in the form of competing advertising messages or distracting thoughts, can impact the reception of a promotional message. A viewer with the clutter of nine successive commercial messages during a program break may actually receive and retain almost nothing of what he has seen. Similarly, an executive planning a department meeting while driving to work may be too engrossed in her thoughts to hear a radio commercial. There are various strategies that marketers use to overcome psychological noise. First, digital technology allows marketers to monitor the consumer's visit to Web sites infer the person's interests

from this data, and design and send customized promotional message to that person. Indeed, personalization of promotional messages is a key feature of non traditional media discussed in the following section. Second, copywriters often use contrast to break through the psychological noise and advertising clutter. Contrast entail using features within the message itself to attract additional attention. Such strategies include featuring unexpected outcomes, increasing the amount of sensory input and identifying through testing, message appeals that attract more attention. And third is repeated exposure to an advertising message helps surmount psychological noise and facilitates message reception. Thus, repeating an ad several times is a must. The principle of redundancy also is seen in advertisement that uses both illustrations and copy to emphasize the same points. To achieve more advertising redundancy, many marketers now place their message in such places as video games, movie theaters, elevators, floors in supermarkets, and even public restrooms.

However in selective exposure to message, consumer read ads carefully for product they are interested in and tend to ignore advertisements that has no interest or relevance to them. Furthermore, technology provides consumers with increasingly sophisticated means to control their exposure to media. Consumer can now can control their exposure to media and avoid commercial while watching TV by using the pause function when a string commercial starts and then quickly returning to the broadcast once the ads are over. Readers of newspaper and magazine online can create personalized edition of these publications and avoid many ads, and satellite radio allows consumer to avoid hearing radio ads.

Effective positioning and a unique value proposition are the most effective ways to ensure that a promotional message stands out and is received and decoded appropriately by the target audience. Advertisement for product that are perceived to be unique and provide better value than competitive products are more likely to

be received in their intended ways than other promotional messages within the advertising clutter.

The Media as the Channels for Transmitting Messages

Media and communications models are presently changes through the changes of time. Today's media and communications models become more effectively, efficiently and fastest than before. The communications channel can be impersonal like mass medium and interpersonal which mean a formal and informal conversation between two or more person by telephone, mail or online. Mass media and new communication technologies are the two types of media that marketers use right now. Mass media are generally categories as print like newspaper and magazines, and broadcast such as radio and television. It also is impersonal because the same messages are received by all receivers.

TARGETING CONSUMERS THROUGH MASS MEDIA

The key component of a communications strategy is selecting the appropriate audience. The sender must segment the audience into groups that are relevant to their characteristics. It is because; it will help the sender to create the specific messages for each of the groups. Sometimes, companies that have diverse audiences may develop of an overall communication message to all their audiences. Most large organizations use public relations to broadcast favourable and to suppress unfavourable information about the company to maintain positive communications with their publics.

In addition, an essential component of a communications plan is *media strategy*. It calls for the placement of ads in the specific media read, viewed, or heard by each targeted audience. Advertisers develop a consumer profile of their customers to accomplish media strategy. In addition, advertisers must select general media

categories that will enhance the message they want to convey before selecting specific media vehicles. Many advertisers use a multimedia campaign strategy rather than select one media category to the exclusion of others.

TARGETING CONSUMERS THROUGH NEW (NONTRADITIONAL) MEDIA

New media or called “unmeasured media” are more dynamic than traditional mass media. Messages that transmitted via new media are addressable, interactive, and response-measurable. Addressable means by, they can be customized and addressed to a particular receiver and different receivers can get varied renderings of the same basic message. Then, interactive means the interactions between the receivers and the sender. Response-measurable is a receiver’s response to promotional messages can be measured more directly than response to messages via mass media.

Out-of-Home and On-the-Go Media

These media target mobile customers in more innovative, captivating, and interactive ways than mass media. It includes; (1) *captive advertising screens* placed in building like hotels, stores, theatres, and transit vehicles like taxis; (2) digital billboards and displays placed within roads, transit locations, events, and stores; and (3) *ambient advertising* which includes messages delivered through platforms and have not been used before.

Online and Mobile Media

This category is also called consumer-generated media and mobile advertising and it includes all ads reaching the consumer online and on any mobile communication device like personal digital assistants, cell phones, and smartphones. Online and mobile media help marketers to send addressable, customized messages, based on data gathered from tracing consumer’s surfing and clicks online, in combination with

other information. In addition, addressable communications often termed narrowcast messages are significantly more response measurable than traditional broadcasted ads.

Besides, because of mobile phones are an ideal forum for personalized advertising, advertising on cell phones is gaining popularity. A TV network has teamed up with an online social network in recruiting participants in an experiment in addressable and location-based advertising. Mobile advertising is likely to become a component of most advertisers' media plans as the increasing of the number of cell phones and other wireless communications devices.

Interactive TV (i TV)

Interactive TV combines TV programming and the interactivity of the Web. It can be delivered to one's TV, computer, or mobile device in the form of a two-way communication between a subscriber and provider of cable or satellite TV. In addition, it is probably the most advanced form of new media because it allows marketers to send addressable ads, allows interactivity between the sender and the receiver, and permits marketers to measure the results and the persuasive impact of their messages very effectively.

MEDIA AND MESSAGE CONGRUENCE

The broadcast model means that all the viewers of a given TV program received the same advertising message. Marketers can customize advertisements and send addressable promotional messages directed at individuals, or narrowcast message to relatively small audiences. Marketers increasingly use sophisticated forms of branded entertainment in order to bypass the clutter in the advertising sphere and consumer's reluctance to view ads.

Addressable Advertising.

It is more response measurable than standard advertising that are sent to individual consumers which include a digital tracking device that enables the sender to monitor responses. It also the most common tool used is electronic cookie and more commonplace, more sophisticated measures of promotional messages' persuasive impact in terms of actual consumer behavior and will certainly emerge.

Branded Entertainment

It also often called product placement. Advertisers' expenditures on branded entertainment have increased significantly, and this method has spread beyond movies and TV and into other vehicles of communications. Marketers believe that they can build significant product awareness by integrating brands into the content of entertainment programs, where consumers cannot avoid them. In addition, marketers now develop webisodes and use advergaming to embedding brands in films and TV programs.

Designing Persuasive Messages

Messages can be verbal (spoken or written) or non verbal (a photograph, illustration, or a symbol), or a combination of two. The objective of a persuasive message include creating awareness of service, promoting sales of a product, encouraging (or discouraging) certain practices, attracting retail patronage, reducing post purchase dissonance, creating goodwill or favorable image, or any combination of these and other communications objectives.

Issues in Messages Presentation

Some of the decision that marketers must make in designing a message include the use of *resonance*, *positive* or *negative message framing*, *one-side* or *two-sided messages*, and the *order* of the presentation.

Resonance

Advertising resonance is wordplay, often consisting of a humorous double meaning, and usually accompanied by a relevant picture. Resonance usually will help marketers in increasing the chances that the consumers will notice on the ads, remember them, and view them favorably. For example, research has examined the effectiveness of metaphors and puns, such as a car seat with a package of motion sickness remedy serving as the seat's belt buckle. The study then concludes that using rhetorical figures and symbols in ads increase the recall and memory of these messages.

Message framing

Message framing can be either positive or negative message framing. Messages framing decision depends on the consumer's attitude and the characteristics as well as the product itself. For example, a study found that person with low need for cognition was more likely to be persuaded by negatively framed messages. Another study found that people with an independent self-image were more persuaded by message stressing an *approach* goal (positive framing). Based on most of the studies, that might be conclude that message framing decision rely on the consumer's attitude and the product characteristics as well.

One-sided versus two-sided messages

The reliability of an advertised claim can often be enhanced by actually disclaiming superiority of some product features in relation to a competing brand or by not claiming the product as universal cure. The admission that the product did not always work enhanced the credibility of the ad. The decision whether to use one- or two-sided message also depends on the nature of the audience and the nature of competition. If the audience is friendly (for example if it uses the advertiser's product) then a one-sided (supportive) message that stresses only favorable information is most effective. However if the audience is not friendly (for example

if it uses competitive products) then two-sided (refutational) message is likely to be more effective. Two-sided messages also effective when consumers likely to see competitors' negative

Order effects

The order in which the message is presented gives impact on consumer acceptance. For example, the commercials (on TV) which shown first are recalled the best. Materials presented first produces a greater effect (primary effect), whereas others have found that the material presented last is more effective (recency effect). Publishers' of magazine aware the impact order effects by charging more for ads on the front, back, and inside covers of magazines than for inside magazine pages because of their greater visibility and recall. Order also important in listing product benefits within ads.

Advertising Appeals

There are many options that marketers have in selecting the appeal to be conveyed by a promotional message.

Comparative advertising

Comparative advertising is widely used marketing strategy in which a marketer claims product superiority for its brand over one or more explicitly name or implicitly identified competitors. Comparative ads elicit higher level of cognitive processing and better recall, and likely to be perceived as more relevant than non comparative ads. In comparative ads, negative framing led prevention-focused consumers to evaluate the advertised brand positively and the other brand negatively.

Fear

Fear is an effective appeal often used in marketing communications. Some researchers have found that negative relationship between the intensity for fear

appeals and their ability to persuade, so that strong fear appeals tend to be less effective than mild fear appeals. Marketers should use reasonable but not extreme fear appeals and also recognize the fear are not always appropriate. There is no single explanation of the relationship between fear appeals and persuasiveness.

Ordered protection motivation model (OPM) theory is the theory propose that individuals cognitively appraise the available information regarding the severity of the threat, they appraise the likelihood that the threat will occur; they evaluate whether coping behavior can eliminate the threats danger, and if so, whether they have the ability to perform the coping behavior.

HUMOR

Humorous appeal will increase the acceptance and persuasiveness of advertising communications. The findings of research on using humor in advertising indicated that humor attracts attention and enhance one's liking of the product advertised. Humor also does not harm the comprehension of ads. Plus, humor also does not increase an ad's persuasive impact or a source's credibility. The findings also reveals that humor that is relevant to the product is more effective than humor unrelated to the product and more effective in ads of existing products than in ads of new products and more effective in targeting consumers that already have a positive attitude for the product. Using humor is more appropriate for advertising low – involvement than high – involvement products. But the effects of humorous ads vary by the audience's demographics. By placing product in humorous movie scenes evoked positive emotions.

ABRASIVE ADVERTISING

Agony commercials which depict in diagrammatic detail the internal and intestinal effects of heartburn, indigestion and so on which with the sponsor credibility

established, the message itself tends to be highly persuasive in getting consumers to buy the advertised product which pharmaceutical companies often run such commercials.

AUDIENCE PARTICIPATION

The allocation of feedback changes the communication process from one – way to two – way communications process. It is crucial to senders because it enables them to determine whether and how well communication has taken place. However, feedback also important to receivers because it allows them to participate and to experience in some way the message itself.

TIMELY ADVERTISING

Time also impact the advertising trends. The advertiser have to be up to date to the current situation and environment to make their ads.

CELEBRITIES

A firm employ a celebrity to promote their product or service can use the celebrity in a testimonial, an endorsement, as an actor in a commercial or as a spokesperson of the company or product.

FEEDBACK DETERMINES THE MESSAGE'S EFFECTIVENESS

The objective of the marketing communications is to get the receiver's response. The sender must obtain feedback as fast and accurate as possible. Through feedback, sender can determine how well the message has been received. Communication feedback is an essential component for both interpersonal and impersonal communication because it allows the sender to reinforce or change the message to ensure it is understood in the intended way.

Interpersonal communications are able to obtain immediate feedback through verbal and nonverbal cues. Immediate feedback is the factor that makes personal selling so effective because it enables the salesperson to tailor the sales pitch to the expressed needs and observed reactions of each prospect.

Mass communications feedback is rarely direct, instead, it is usually inferred. The companies seek feedback from mass audience is the degree of customer satisfaction (or dissatisfaction) with a product purchase. To evaluate the impact of their messages, marketers must measure their exposure effects, persuasion effects, and sales effect of their messages. However, the sales effect of mass communications are difficult to assess. Advertisers gauge the exposure and persuasion effects of their messages by buying data from firms monitoring media audiences and conducting audience research to find out which media are read, which television programs are viewed, and which ads were remembered by their target audience.

MEDIA AND MESSAGE EXPOSURE MEASURES

The tools used to monitor the total media exposures are portable people meters which the small, GPS – enabled personal devices. Many company used media exposure measures to determine the size of their audiences and set the rates they charge advertisers for placing promotional messages in their media. Many believe

MESSAGE ATTENTION, INTERPRETATION, AND RECALL MEASURES

Attitudinal measures gouge consumer's cognitive responses to messages, including levels of engagement and involvement with the messages tested. Semantic- differential and Likert scale are used in copy pretests or posttests to assess whether respondents like the message, understand it correctly, and regard it as effective and persuasive.

Physiological measures track bodily response to stimuli. Facial electromyography is a technique that tracks the electrical activity and subtle movements of facial muscles in order to gauge the emotions generated by different types of TV commercials. Another method is brain wave analysis, tracks the degree of attention paid to components of viewed advertisement through monitoring electrical impulses produced by the viewed brain.

MEASURES OF THE IMPACT OF ADDRESSABLE ADVERTISEMENT

Addressable advertising is significantly more response measurable than standard advertising because it are sent to individual consumers and often include a digital tracking device that allows the sender to monitor the receiver's responses. The most common tools use is the electronic cookie, an ad used by AOL to explain the intricacies of this device. This ads becomes more commonplace, sophisticated measures of promotional messages' persuasive impact which in terms of actual consumer behaviour which will certainly emerge.