



Persuading Consumers



Consumer Behavior

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Chapter 7 Learning Objectives



- 7.1 To understand the elements and persuasive capabilities of communication, as well as the barriers to effective communication.
- 7.2 To understand the distinctions between broadcasting and narrowcasting.
- 7.3 To understand how to design persuasive messages effectively.
- 7.4 To understand the effectiveness and limitations of prominent advertising appeals.
- 7.5 To understand how to measure the effectiveness of advertising messages.

Humor and Fear Appeals

Humor



FIGURE 7.1 A Humorous Appeal: Delsey Luggage

Fear



FIGURE 7.2 A Fear Appeal: Family Peace Center

Learning Objective 7.1

7.1 To understand the elements and persuasive capabilities of communication, as well as the barriers to effective communication.

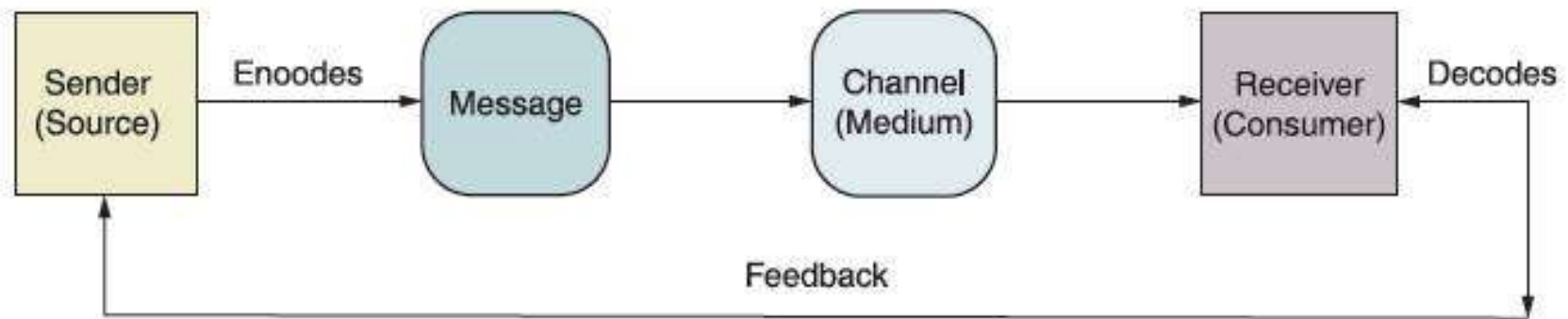


FIGURE 7.5 Communication Model

Communications

- Impersonal vs. interpersonal
- Formal vs. informal

I HAD A PRODUCT CLIENTS HAD TO SEE TO BELIEVE.

THANKS TO FACE-TO-FACE MEETINGS, THEY DID.

Morgan Newman, Miss Paint co-founder

ARE YOU THINKING WHAT I'M THINKING?

DEAL!

Morgan Newman and his college friends had a great idea: the original paint. They just needed to get the right partners on call. Now thanks to British Airways, Iowa Paints may distribute their idea to Australia, and business couldn't be better.

Last year at British Airways, we put hundreds of small business owners in front of the people they needed to see – for free. This year, we're doing it again.

To find out more visit ba.com/facetoface.

BRITISH AIRWAYS

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FIGURE 7.6 The Importance of Interpersonal Communication

Communication Interference

- Selective exposure
- Time shift
- Psychological noise
- Overcoming psychological noise:
 - Repetition
 - Contrast
 - Digital technologies
 - Effective positioning and providing value

Discussion Questions

- How have informal sources affected your decision as a consumer?
- Which informal sources are the most powerful? Why? When?



Learning Objective 7.2

7.2 To understand the distinctions between broadcasting and narrowcasting.

Comparison

Traditional media

- Broadcast
- One-way
- Directed at groups
- Not customized or interactive
- Less accurate feedback, delayed feedback

New media

- Narrowcast
- Two-way
- Addressable
- Customized
- Interactive
- Response-measurable

Discussion Question

- How are cable operators making advertisements more addressable?
- How do you feel consumers will react to cable operators' use of data to make ads more targeted?

Learning Objective 7.3

7.3 To understand how to design persuasive messages effectively.

Messages

- Verbal, nonverbal or both
- Steps for sponsor (individual or organization)
 - Establish objectives
 - Create awareness
 - Promote sales
 - Encourage/discourage practices
 - Attract patronage
 - Reduce dissonance
 - Create goodwill/favorable image
 - Select medium
 - Design (encode) message

Message Decisions

- Images and text
- Message framing
- One-sided vs. two-sided messages
- Order of presentation

Images and Text



FIGURE 7.7 Nonverbal Communication

Message Framing

Discussion Question:

When should a marketer use positive message framing? Negative message framing?



One- vs. Two-Sided Messages



Source: Bayer HealthCare LLC

FIGURE 7.9 An Illustration of Comparative Advertising

Order Effects

Discussion Question:

When should marketers rely on the primacy effect? When should they rely on the recency effect?

Learning Objective 7.4

7.4 To understand the effectiveness and limitations of prominent advertising appeals.

Comparative Ads

- Sophistication
- Negativity
- Gender
- Promotion vs. Prevention-focused
- Reasonable factual evidence



Fear Appeals

- When do they work?
- When are they unlikely to work?



FIGURE 7.11 A Fear Appeal: Discouraging Distracted Driving

Guidelines for Fear Appeals

1. Understand reaction and previous experiences
2. Beware the boomerang effect
3. Behavior change long and complex process
4. Study relationship with action and anxiety
5. Determine whether rational or emotional fear appeal
6. Repeat advertising over the long term
7. Accept that some addicts may not respond
8. Consider alternatives

Humor Appeals

What are some key findings related to the effectiveness of humor appeals?



FIGURE 7.12 A Humorous Appeal: Parents Daydream about Their Children “Disappearing” while Vacationing at Ving Resorts

Sexual Appeals



FIGURE 7.3 A Sexual Appeal: ALT Magazine

Timeliness Appeals

TABLE 7.1 Advertising Appeals During Economic Downturn

OBJECTIVE	CAMPAIGN THEME
Restore confidence in banks	Humor: “We love Chase and not just because they have a million dollars.”
Make people feel good during down economic times	Happiness: Bank of America: “Bank of opportunity”; Coca Cola: “Open happiness”; Western Union: “Yes”; Ads for a Broadway show promise “a happy moment” during “challenging times” and predict better times ahead.
Attract consumers who became more sensible	Advertising so products seem affordable and sensible rather than indulgent and fabulous. Not appealing to conspicuousness or status. Avoiding aspirational advertising.
Attract buyers who feel uncomfortable about buying real estate	Initially, an ad for an NYC condo proclaimed “not just an address, it’s an attitude,” and showed beautiful young people dining out or shooting pool. During the economic downturn, new marketing materials promise “clean styling and attractive pricing,” and feature a child reaching for a juice box at a local market and an older gentleman leaving the building with his dog.
“Comfort marketing”: appeal to nostalgia	Bringing back vintage characters, themes, and jingles to evoke past fond memories that make shoppers feel better about buying products now. Reassuring consumers who demand value for their money that they are buying products that have stood the test of time.
Encourage consumers who are short on cash to paint and renovate their homes themselves	Selling paint: The marketers chose not to show people painting walls or interiors, because such ads remind people that painting is a mundane chore. Instead, they attempted to position paint as the mind-space of the consumers and appeal to their imaginations and emotions. For example, one ad states that: “To others, a wall is a canvas, an invitation, a blank slate”; the voiceover continues, to a lush soundtrack: “The right color can turn any wall into so much more.”

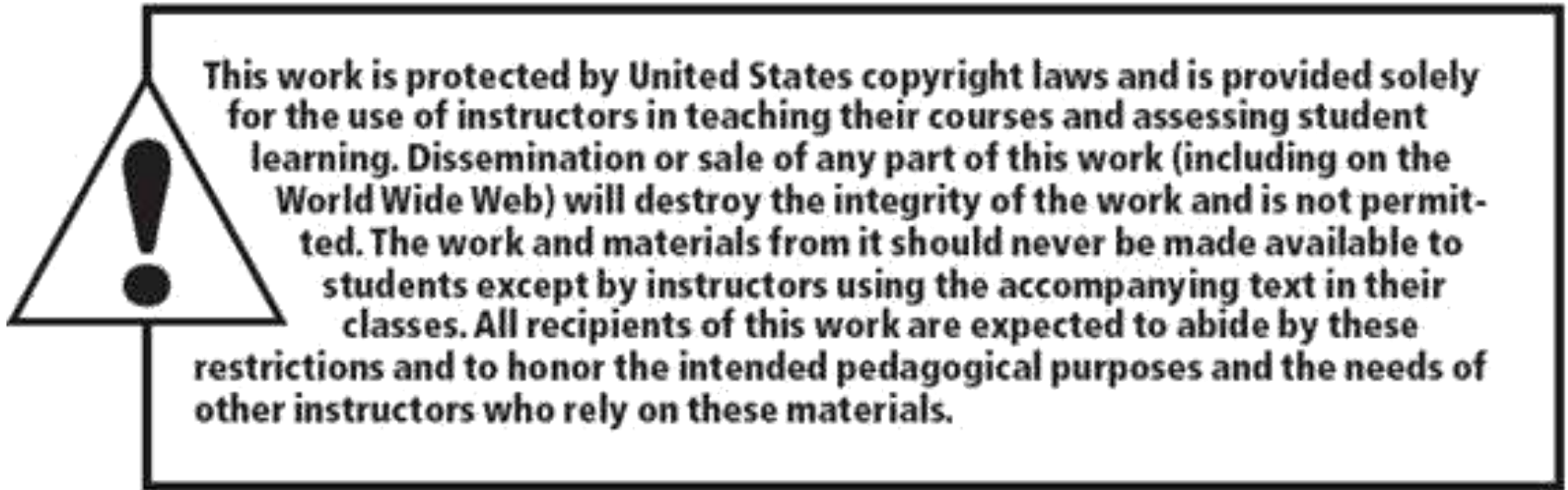
Learning Objective 7.5

7.5 To understand how to measure the effectiveness of advertising messages.

Measuring Feedback

- Interpersonal communications → immediate feedback
- **How are sales effects different from persuasion effects?**
- **How are persuasion effects different from media exposure effects?**





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