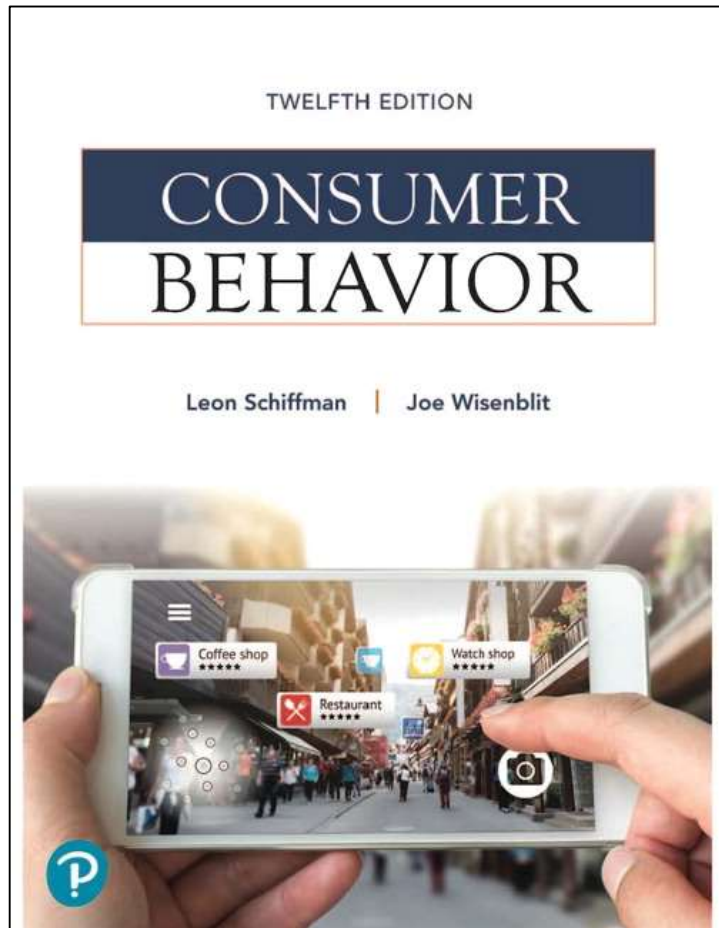


# Consumer Behavior

Twelfth Edition



## Chapter 7

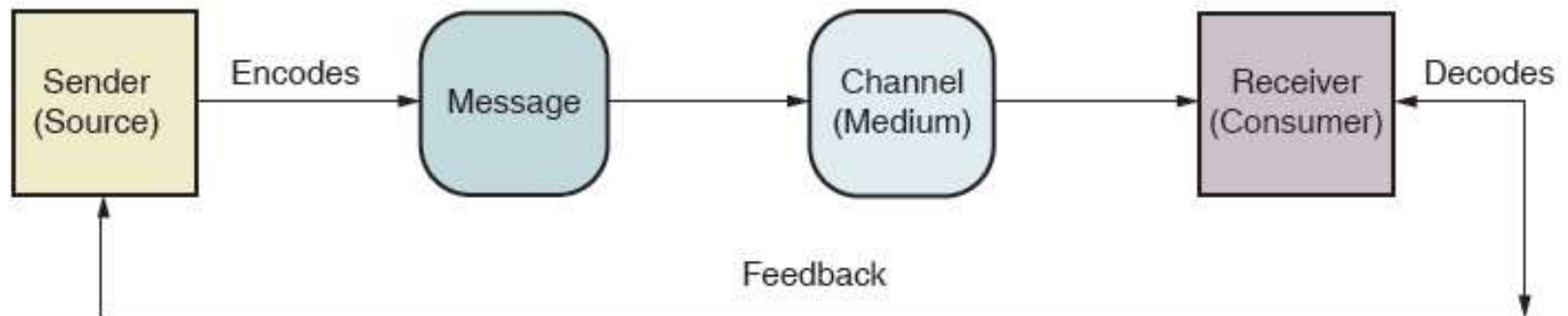
### Persuading Consumers

# Learning Objectives

- 7.1** To understand the components of communications, source credibility, and barriers to effective transmissions.
- 7.2** To understand the distinctions between broadcasted and addressable messages.
- 7.3** To understand elements of message structure.
- 7.4** To understand the effectiveness and limitations of prominent advertising appeals.
- 7.5** To understand how to measure the effectiveness of advertising messages.

# Learning Objective 7.1

**7.1** To understand the components of communications, source credibility, and barriers to effective transmissions.



# Communications

- Impersonal vs interpersonal
- Formal vs informal

# Source Credibility

## Defined

A source's persuasive impact, stemming from its perceived expertise, trustworthiness, and believability

# Source Credibility and Time

- Sleeper effect
- Differential decay

# Barriers to Communications

- Selective exposure
- Time shift
- Psychological noise

# Sensory Input

## Defined

The stimuli that are received and perceived from our five senses: smell, sight, touch, taste, and sound



# Overcoming Noise

- Repetition
- Contrast
- Digital technologies
- Effective positioning and providing value

# Experiential Ads

## Defined

Allow customers to engage and interact with products and services in sensory ways and to create emotional bonds between consumers and brands

# Learning Objective 7.2

**7.2** To understand the distinctions between broadcasted and addressable messages.

# Mid-Roll Ads

## Defined

Promotions that run in the middle of streaming videos, allowing viewers to view about 50 percent of the program before they appear

# Comparison

## **Traditional media**

- Broadcast
- One-way
- Directed at groups

## **New media**

- Narrowcast
- Two-way
- Addressable

# Addressable Advertising

- Customized
- Interactive
- Response-Measurable

# Learning Objective 7.3

**7.3** To understand the elements of message structure.

# Messages

- Verbal, nonverbal or both
- Cognitive learning



# Steps for Sponsors

- 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 (1 of 2)

- Visual complexity
  - Feature complexity
  - Design complexity
- Preference for words v s pictures varies

## **Table 7.1** Preference for Text or Images

Scale Items to Measure Preference of Processing in Words versus Pictures

1. I enjoying doing work that requires the use of words. (W)
2. There are some special times in my life that I like to relive by mentally “picturing” just how everything looked. (P)

# Images and Text (2 of 2)

## Table 7.1 [Continued]

3. I can never seem to find the right word when I need it. (P)
4. I do a lot of reading. (W)
5. When I'm trying to learn something new, I'd rather watch a demonstration than read how to do it. (P)
6. I think I often use words in the wrong way. (P)
7. I enjoy learning new words. (W)
8. I like to picture how I could fix up my apartment or a room if I could buy anything I wanted. (P)
9. I often make written notes to myself. (W)

**P = pictures W = words**

# Message Framing

Discussion Question:

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

# One- vs Two-Sided Messages



**Source:** ©2018 The Clorox Pet Products Company. Reprinted with permission.

# Native Advertising

- Designed to blend in with editorial content
- Podcasts
- Advertorials

# 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.

# Need for Cognition (NFC)

## Defined

A personality trait that reflects a person's craving for or enjoyment of thinking

# Comparative Ads

- Promotion vs Prevention-focused
- Reasonable factual evidence

# Fear Appeals

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



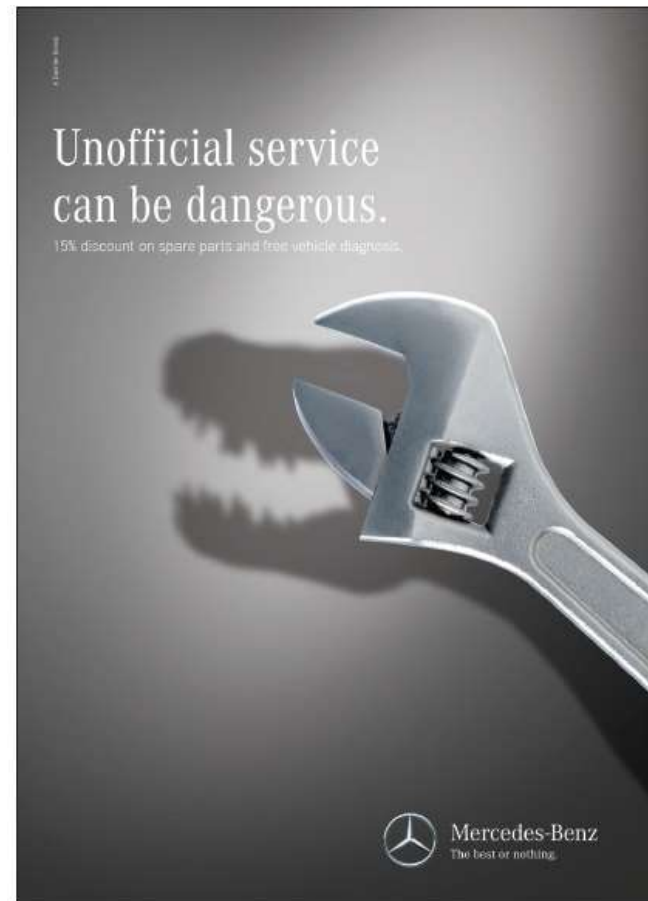
**Source:** Sojourner Family Peace Center

# 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?



**Source:** Mercedes-Benz USA, LLC

# Sex Appeals

- Sexual self-schema
- Sensation seeking

# Timely Appeals

**Table 7.2** Timely Appeals

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 promises 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.



# 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?**

# Measure Emotional Appeals

- Physiological measures
- Self-reports
- Symbolic measures

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