

Chapter 4

A Model of the Communication Process

-Communication → passing of info, exchange of ideas, or process of establishing a commonness or oneness of thought between a sender and a receiver

-For communication to occur, there must be common thinking between 2 parties and info must be passed from 1 person to another

Overview of the Model

-Communication process often very complex

-Success depends on:

-nature of the message

-audience's interpretation of it

-environment in which it is received

-Receiver's perception of the source and the medium used to transmit message may also affect ability to communicate as do many other factors

-Words, pics, sounds, colours have diff meanings to diff audiences

-Major participants: sender & receiver

-Major communication tools: message & channel

-Major communication functions and processes: encoding, decoding, response, feedback

-Noise → any extraneous factors in the system that can interfere with the process and work against effective communication

Source Encoding

-Source (aka sender) → person or organization that has info to share with another person or group

-Source can be individual or nonpersonal entity

-Must be careful to select a communicator that the receiver believes is knowledgeable and trustworthy

-Receiver must identify or relate to source

-Communication process begins when the source selects words, symbols, pics, etc to represent the message that will be delivered

-Encoding → process that involves putting thoughts, ideas, or info into a symbolic form

-Sender's goal is to encode message in a way that will be understood by receiver

Message

-Message → contains the information or meaning the source intends to convey

-Verbal or nonverbal

-Oral

-Written

-Symbolic

-Transmittable form that is appropriate for channel of communication

-Marketers make decisions concerning the message content, structure, design, etc for optimal communication

-Message content → info and/or meaning contained in message

-Message structure/Message design → way the message is constructed to deliver the information or intended meaning

-Sometimes not the actual words of message that determine communication effectiveness but rather the impression or image the ad creates

Channel

-Channel → how the communication travels from the source or sender to the receiver

-Personal

-Nonpersonal

Personal Channels

-Direct interpersonal contact (face to face)

-Salespeople

-Mediated through technology now

-Friends, neighbours, associates, co-workers, family are also personal channels

-Word-of-mouth communication → companies attempt to generate +

-Marketers target trendsetters or loyal customers

-Encourage consumers to communicate their brand in day-to-day living

-Social media, chat sites, etc

-Interactive capabilities online make it resemble personal channels

-Agents who were not loyal customers of the store were more effective at generating sales through word-of-mouth than were loyal customers

-Loyal customers have already told their friends and acquaintances about a product and are already generating + word-of-mouth

-90% of convos about products take place offline

-Face-to-face interaction accounts for vast majority of word-of-mouth communication

Nonpersonal Channels

-Nonpersonal channels → methods of communication that carry a message without interpersonal contact between sender and receiver

-Mass media/mass communication

-Message sent to many individuals at the same time

-Print

-Broadcast

Receiver/Decoding

-Receiver → person with whom the sender shares thoughts/info

-Generally consumers in target market or audience

-Read, hear, or see marketer's message

-Decoding → process of transforming the sender's message back into thought

-Decoding heavily influenced by receiver's frame of reference or field of experience

-Field of experience → experiences, perceptions, attitudes, and values someone brings to the communication situation

-For effective communication → message decoding process of receiver must match encoding of

the sender

- Receiver should understand and correctly interpret what the source is trying to communicate
- Effective communication → more likely when there is common ground
- More knowledge sender has about receiver → more ability to understand their needs, empathize with them, and communicate effectively

Noise

- Message is subject to extraneous factors that can distort or interfere with its reception
- Ex of noise → errors or problems that occur during message encoding or distractions at point of reception
- Advertising clutter → receiver is confronted with many competing messages

Response/Feedback

-Response → receiver's set of reactions after seeing, hearing, or reading message

- Nonobservable actions → ex: storing info in memory
- Immediate action → ex: visiting brand's facebook pg
- Emotional → consumers enjoy or dislike message
- Stronger awareness of brand
- Attitude changes toward brand

-Feedback → part of the receiver's response that is communicated back to sender

- Feedback → closes the loop in communication flow
- Let's sender monitor how intended message is being decoded and received
- Ultimate feedback → sales

Summary of the Model

- 50+ years
- Successful communication is accomplished when the marketer selects an appropriate source
- Develop effective message or appeal
- Encode properly
- Select channels or media that will best reach target audience
- Message can then be decoded and delivered

The Response Process

- Traditional
- Alternative

Traditional Response Hierarchy Models

- Process a consumer may pass through in moving from a state of not being aware of a company, product, or brand to actual purchase behaviour
- AIDA
- Hierarchy of effects
- Information Processing Model

AIDA Model

- Represent the steps a salesperson must take a customer through in the personal selling process
- Get customer's attention

- Arouse interest
- Strong levels of interest should create desire to own or use product
- Get customer to make a purchase commitment
- Close the sale

A → Attention

I → Interest

D → Desire

A → Action

Hierarchy of Effects Model

- Assumes a consumer passes through a series of steps in sequential order from initial awareness of a product/service to actual purchase
- Basic premise → advertising effects occur over a period of time
- Marketing communication may not lead to immediate behavioural response or purchase

Information Processing Model

- Assumes the receiver in a persuasive communication situation like advertising is an information processor or problem solver
- Includes the step of RETENTION
- Important since most ads are designed not to motivate consumers to take immediate action but rather to provide info that they will use later when making a purchase decision

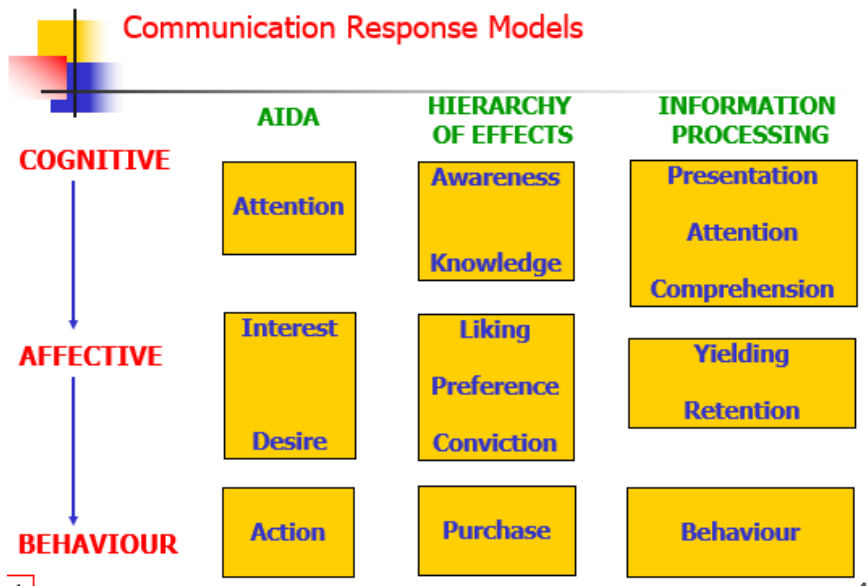
Implications of the Traditional Hierarchy Models

Individual Steps

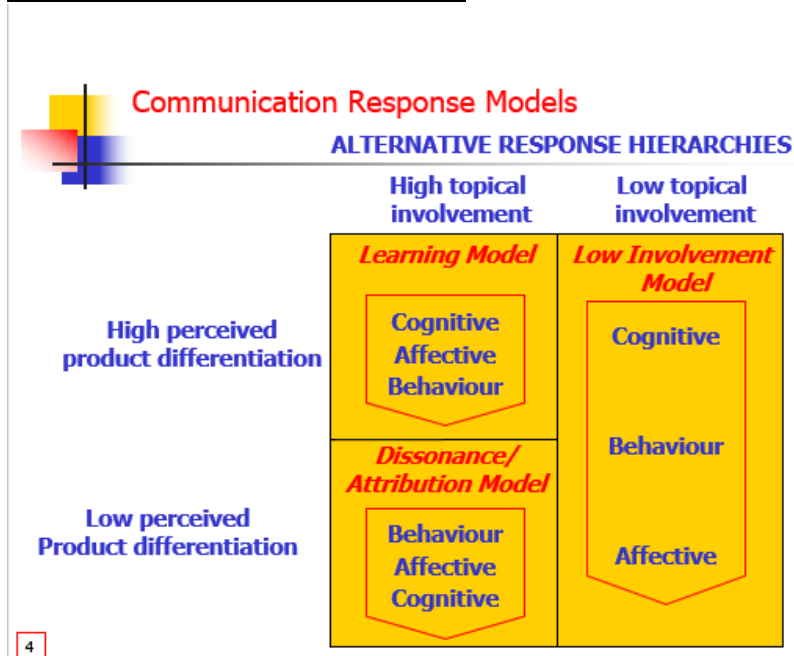
- Potential buyers may be at diff steps in the hierarchy so the advertiser will face diff sets of communication problems
- The marketer needs to know where audience members are on the response hierarchy and make the appropriate decision

Consistent Stages

- The 3 models presented all consistently view the response process as involvement movement through a sequence of 3 stages even though the specific steps within the stage might be unique or defined with variation
- Cognitive stage → what the receiver knows or perceives about the particular product or brand
- Affective stage → what the receiver feels about the brand, their affect level (like/dislike)
- Behavioural stage → what the receiver's actions or behaviour toward the brand are (ex: purchase)
- Cognitive → Affective → Behavioural



Alternative Response Hierarchies



The Standard Learning Hierarchy

- Learn → Feel → Do
- Learn → info is acquired
- Consumer is viewed as an active participant in the communication process
- Consumer gathers info through active learning
- Highly involved in purchase process
- Lots of differentiation

The Dissonance/Attribution Hierarchy

- Behave → develop attitudes or feelings → Learn
- Do → Feel → Learn
- Consumers must choose between 2 alternatives that are similar in quality
- Complex decision with unknown attributes
- May purchase product on basis of recommendation and then attempt to support decision by developing positive attitude toward the brand and even develop negative feelings toward the rejected brand
- This reduces postpurchase dissonance
- Attitudes develop after purchase
- Critical marketers resist his view because they can't accept the notion that mass media has no effect on a consumer's initial purchase decision

The Low-Involvement Hierarchy

- Learn → Do → Feel
- Involvement is low
- Minimal diff among brand alternatives
- The consumer does not compare the message with previously acquired beliefs, needs, or past experiences

Implications of the Alternative Response Models

- Traditional hierarchy model does not always apply
- The notion of a highly involved customer who engages in active information processing and learning and acts on the basis of higher-order beliefs and a well-formed attitude may be inappropriate for particular types of purchases
- Sometimes consumers make a decision on the basis of general awareness resulting from repetitive exposure to advertising
- Attitude development occurs after the purchase, if at all
- Role of advertising → induce trial
- Marketers must determine which types of response process is most likely to occur
- Analyse involvement levels
- Analyse product differentiation
- Once determined which response sequence most likely → IMC program can be designed to influence the response process in favour of company's product/service

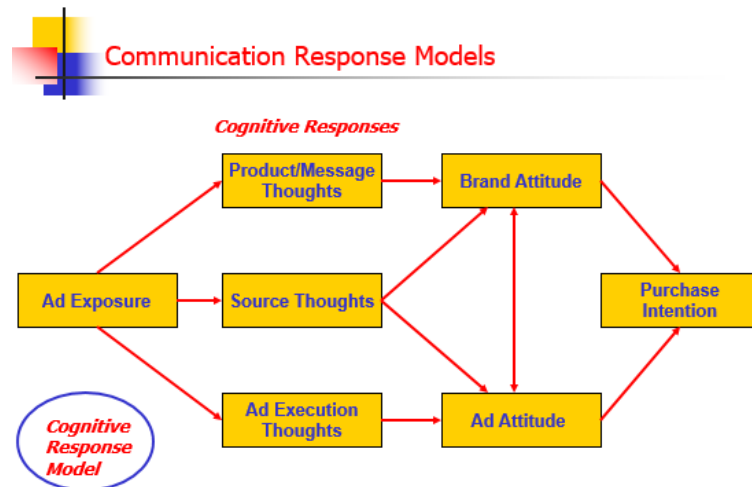
Cognitive Processing of Communications

- Before → research on response models centred on identifying relationships between specific controllable variables (source and message factors) and outcome or response variables (attention, comprehension, attitudes, purchase intentions)
- Did not explain what caused the reactions

The Cognitive Response Approach

- Assessment of cognitive responses
 - Cognitive responses → the thoughts that occur to them while reading, viewing, and/or hearing a communication*

- Measured by having consumers write or verbally report their reactions to message
- These thoughts reflect recipients' cognitive processes or reactions and shape ultimate acceptance/rejection of the message
- Determine the types of responses evoked by an ad message
- How do these responses relate to attitudes toward brand, ad, etc



Product/Message Thoughts

- Thoughts directed at product or service and claims being made in the communication
 - Counterarguments** → *thoughts recipient has that are opposed to the position taken in the message*
 - Support arguments** → *thoughts that affirm the claims made in the message*
- Likelihood of counterarguing is greater when message makes claims opposed to receiver's beliefs

Source-Oriented Thoughts

- Directed at the source of communication
 - Source derogations** → *negative thoughts about the spokesperson or organization making the claims*
- If find source annoying/untrustworthy → less likely to accept message
 - Source bolsters** → *favourable reactions to the source that generate favourable thoughts*

Ad Execution Thoughts

- Individual's thoughts about the ad itself
- Execution factors such as creativity, quality, colours, voice tones
- Favourable or unfavourable

Attitude to Ad

- Receiver's favourable or unfavourable feelings toward the ad
- Affective reactions are an important determinant of advertising effectiveness
- Reactions to ad may be transferred to brand itself
- People who enjoy a commercial are 2X as likely to be convinced that the brand is the best (vs people who are neutral about brand)

-Many advertisers now use emotional ads designed to evoke feelings and affective reactions as the basis of their creative strategy

The Elaboration Likelihood Model

-Elaboration likelihood model → shows the differences in the ways consumers process and respond to persuasive messages

-Explains the process by which persuasive communications (ex: ads) lead to persuasion by influencing ATTITUDES

-Attitude formation depends on the amount and nature of ELABORATION or processing of relevant info that occurs in response to a persuasive message

-Elaboration likelihood → function of 2 elements: motivation and ability to process the message

-Motivation → depends on factors like involvement, personal relevance, individual's needs, arousal levels

-Ability → depends on individual's knowledge, intellectual capacity, opportunity to process message

-High elaboration (central route to persuasion) → receiver carefully considers, thinks, and evaluates info contained in message

-Low elaboration (peripheral route to persuasion) → receiver doesn't actively process info or think but rather infers conclusions about the position being advocated in message on basis of simple + or - cues

Central Route

-Receiver is viewed as a very active, involved participant in communication process

-High ability and motivation to attend, comprehend, and eval messages

-Consumer pays close attention to message

-Scrutinizes message and arguments

-High level of cognitive response activity or processing occurs

-Predominantly favourable cognitive responses = favourable changes in cognitive structure = + attitude change

Peripheral Route

-Receiver lacks motivation or ability to process info

-Not likely to have detailed cognitive processing

-Receiver relies on peripheral cues

-Cognitive shortcuts rather than carefully evaluating message

-Favourable response → endorser is attractive/likeable, good music, nice imagery

-Rejection of message → extreme positions, endorsers who are unlikeable/not credible, not executed well

Explanation for ELM

-Classical conditioning → assumes that learning is an ASSOCIATIVE PROCESS with an already existing relationship between a stimulus and a response

-Conditioned stimulus that elicits conditioned response

-2 important factors:

- Contiguity → unconditioned stimulus and conditioned stimulus must be close in time and space
- Repetition → frequency of the association
- Buyers can be conditioned to form favourable impressions of brands through associative process
- Associate product with perceptions and emotions known to evoke positive reactions
- Music important to enhance associative process

Implications of the ELM

- Most effective type of message depends on route to persuasion the target audience follows
- High involvement → message should contain strong arguments difficult to refute
- Low involvement → peripheral cues such as music or images more important
- Low involvement → can rely on creative tactics
- Effectiveness of celeb endorsement depends on involvement level
- Low involvement = celeb endorser had significant effects on attitudes
- High involvement = celeb endorsement had no effect on brand attitudes
- Celeb → peripheral cue