

The Communication Process

Prepared by Dr. Perihan Salah

MKT728

Lecture 3



The Communication Process

Lecture 3

MKT728

The Role of IMC Planning Process

Chapter
3

LEARNING OBJECTIVES

- Describe the communication process and its role in IMC
- Describe the basic model of the communication process.
- Discuss the role of word-of-mouth influence and viral marketing.
- Analyze receivers' responses to marketing communications and their implications for promotional planning and strategy.
- Describe the influence of social media on the consumer decision process.
- Discuss consumers' cognitive processing of marketing communications.

Communication

- Passing of information or exchange of ideas
- Process of establishing a commonness of thought between a sender and a receiver
- Success depends on the:
 1. Nature of the message
 2. Audience's interpretation
 3. Environment in which it is received
- Major barrier—Language

WILLKOMMEN स्वागत
欢迎 BIENVENIDA
WELCOME
BIENVENUE ようこそ
добро пожаловать
ترحيب BEM-VINDO



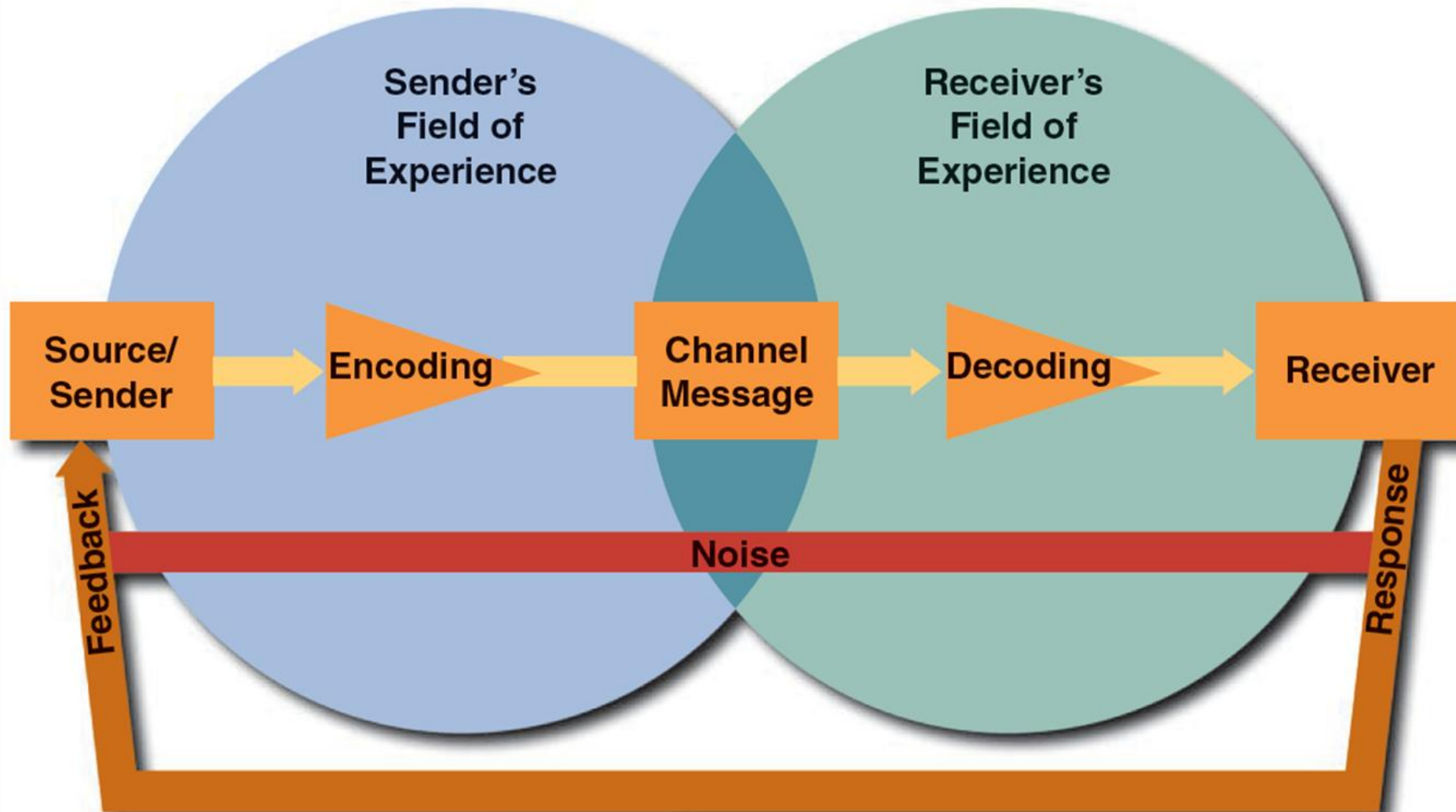








A Model of the Communication Process





- **Source Encoding**

- **Source**

- Person or organization that has information to share with another person or group of people

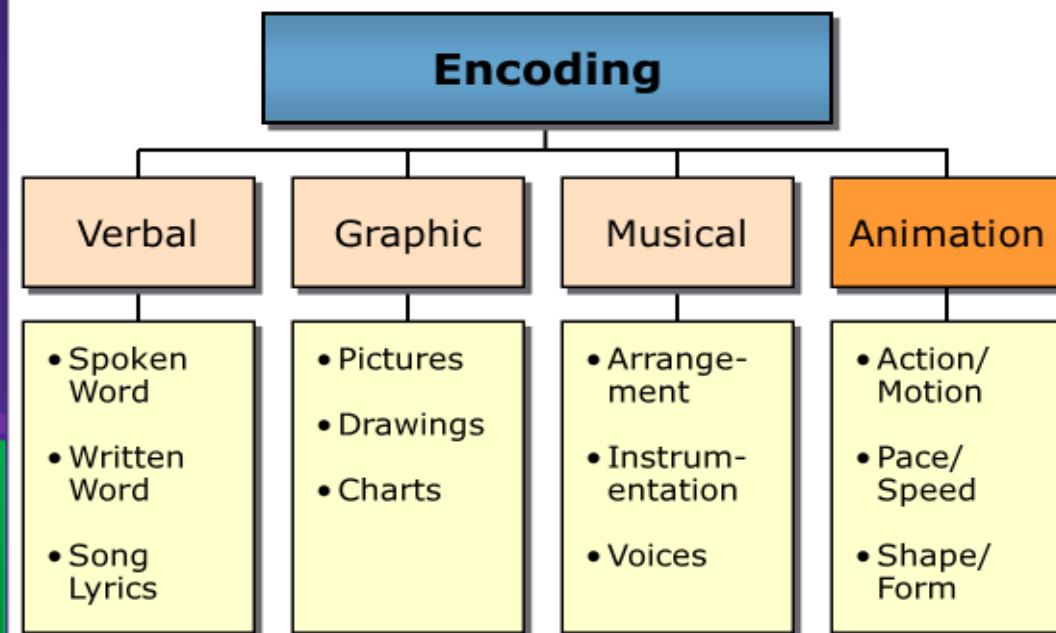
- **Encoding**

- Putting thoughts, ideas, or information into a symbolic form. Depends on Market research and media channel.

- **Message**

- Contains the information or meaning the source hopes to convey the receiver with.

There are many forms of message encoding



< Gold's Gym



Gold's X Breakfast. Exclusive to our Members, Enjoy 50 EGP OFF your 1st Order with 150 EGP or more. Promo Code LD5G
Valid till: 25/10
Order: app.breadfast.com



Encoding with info about factory & product & spokes person source)



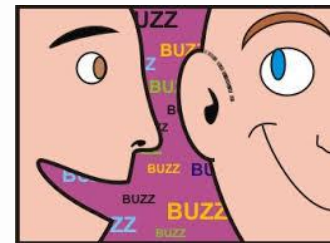
• Channel

- Facilitates communication between sender and receiver
- Non-personal channel or mass media (TV)
 - Lacks direct, interpersonal contact between the sender and receiver
- Personal channel or direct communication between two or more persons (may comes out of personal experience)



1. Word-of-mouth (WOM): Informal communication among consumers about products and services for free. Later on comes out jobs like influencers, bloggers & brand ambassadors. Small scale

2. Buzz marketing: Generating positive word-of-mouth discussion. Medium scale

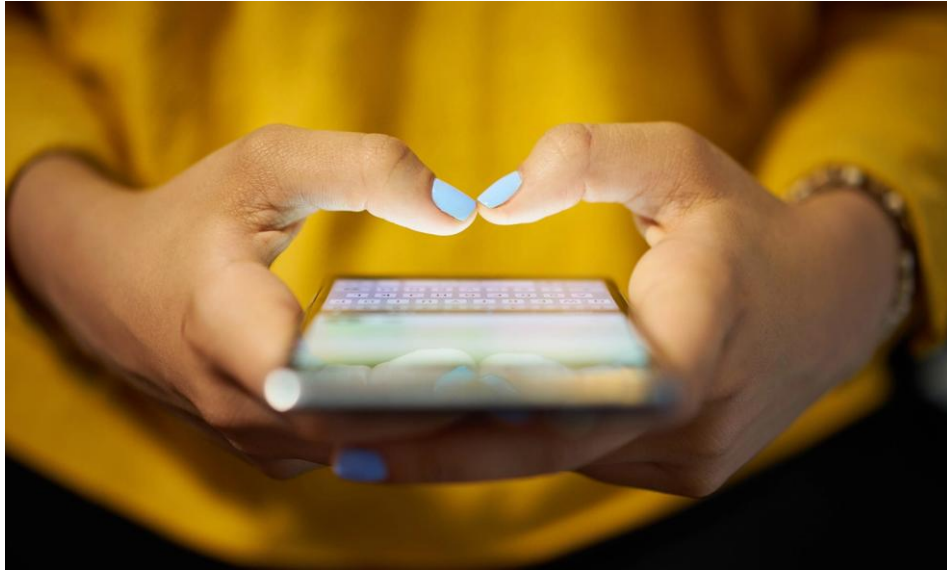


3. Viral marketing: Propagating marketing on large scale-relevant messages with the help of individual consumers. Likes & Share

- Factors affecting success
 - Message characteristics
 - Individual sender or receiver characteristics
 - Social network characteristics
- **Seeding:** Identifying and choosing the initial group of consumers who will be used to start spreading the message. Choosing fashionistas & influencers to wide spread the message.



What are the Motivations for Social Sharing of Videos



Motivations for Social Sharing of Videos

Motivation	Description
Opinion Seeking	I want to see what my friends think
Shared Passion	It lets me connect with my friends about a shared interest
Conversation Starting	I want to start an online conversation
Social Utility	This could be useful to my friends
Self-Expression	It says something about me
Social in Real Life	It will help me socialize with my friends offline
Social Good	It's for a good cause and I want to help
Zeitgeist	It's about a current trend or event
Kudos: Authority	I want to demonstrate my knowledge
Kudos: Cool Hunting	I want to be the first to tell my friends

Receiver/Decoding

- **Receiver:** Person with **whom** the sender shares thoughts or information
- **Decoding:** Transforming the sender's message into thought
 - Heavily influenced by the receiver's field of experience
 - **Field of experience:** The experiences, perceptions, attitudes, and values a person brings to the communication situation

خليك
عطشان





Super

K!X

شحيحة

أحمد نظام كترول
ليك انت وعيلتك

للشترك #707*
تطبق الشروط والأحكام

يبلش



we

Decoding message into thoughts



Noise

- Unplanned distortion in the communication process. **Clutter Ads**
 - Occurs because the fields of experience of the sender and receiver don't overlap

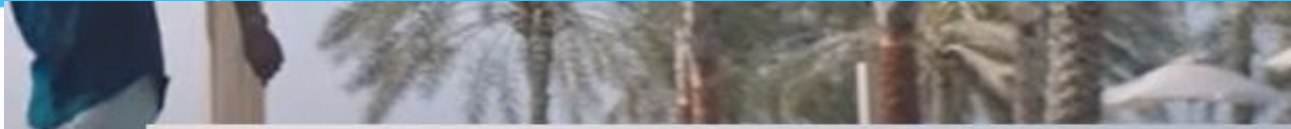
Response/Feedback

- **Response:** Receiver's set of reactions after seeing, hearing, or reading the message
- **Feedback:** Receiver's response that is communicated back to the sender





- Delineate the steps involved in taking potential purchasers **from unawareness of a product to readiness to purchase it**
- Identify which stage in the hierarchy a potential buyer is in
- Used as **intermediate measures** of communication effectiveness



ZAHRA

العلمين الجديدة

حالة حلوة



19839

معمار المرشدي

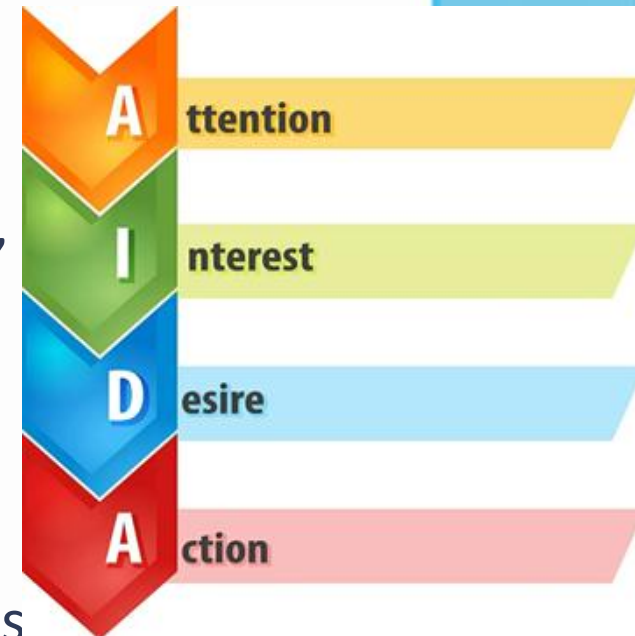
Traditional Response Hierarchy Models

– AIDA model

- A model that depicts the successive stages a buyer passes through in the personal-selling process, including attention, interest, desire, and action

– Hierarchy of effects model

- A model of the process by which advertising works that assumes a consumer must pass through a sequence of steps from initial awareness to eventual action. The stages include awareness, interest, evaluation, trial, and adoption



Traditional Response Hierarchy Models continued

– Innovation adoption model

- A model that represents the stages a consumer passes through in the adoption process for an innovation such as a new product. The series of steps includes awareness, interest, evaluation, trial, and adoption





Models of the Response Process

(Company perspective to analyze consumer comprehension)

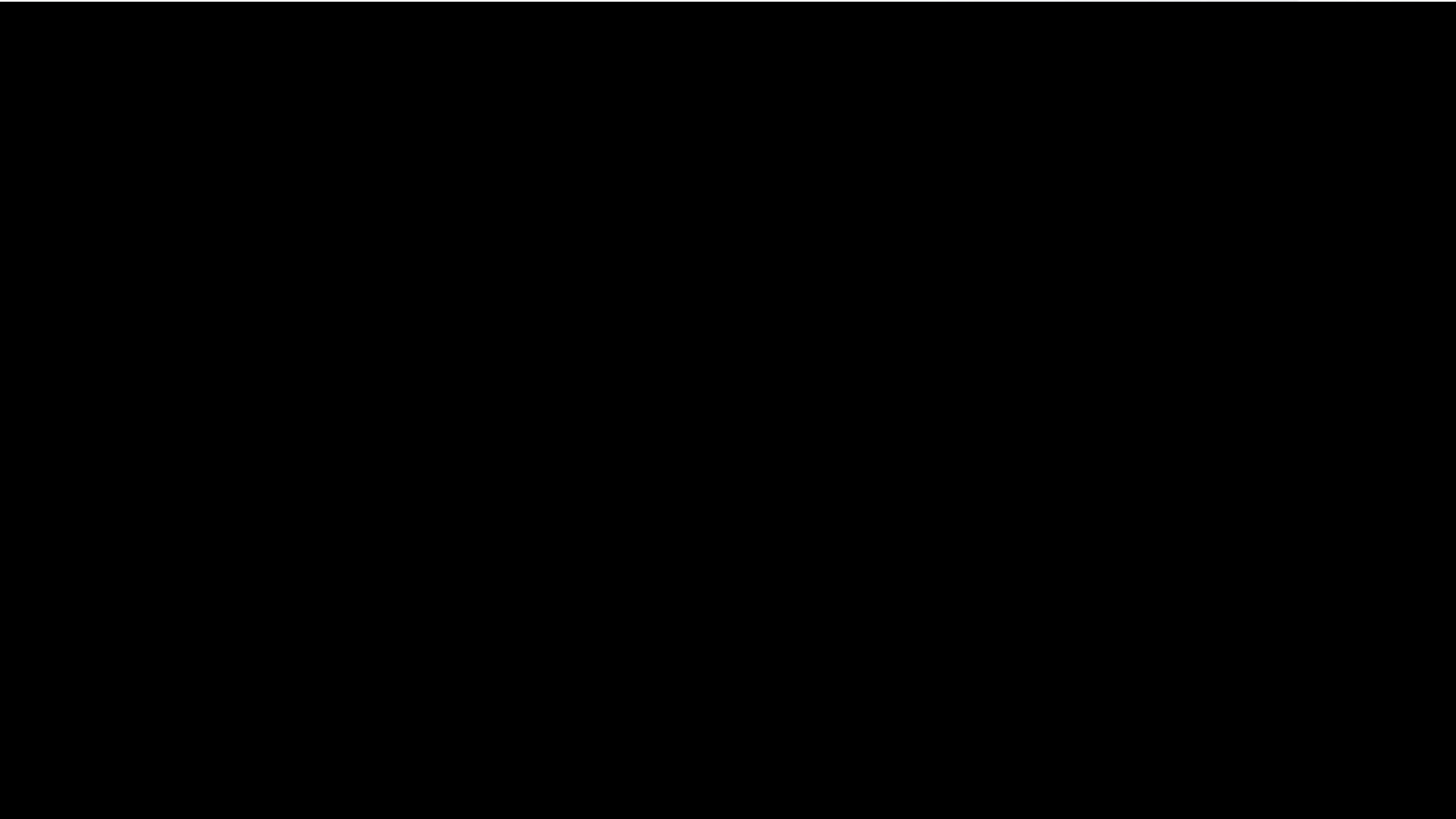
	Direct Sales	On ads effect	Innovative products	Interpretation for ads & WOM
	Models			
Stages	AIDA model	Hierarchy of effects model	Innovation adoption model	Information processing model
Cognitive stage	Attention	Awareness	Awareness	Presentation
		Knowledge		Attention
Affective stage	Interest	Liking	Interest	Comprehension
	Desire	Preference	Evaluation	Yielding
Behavioral stage		Conviction	Trial	Retention
	Action	Purchase	Adoption	Behavior

Awareness stage is very crucial

Advocate

Traditional Response Hierarchy Models continued

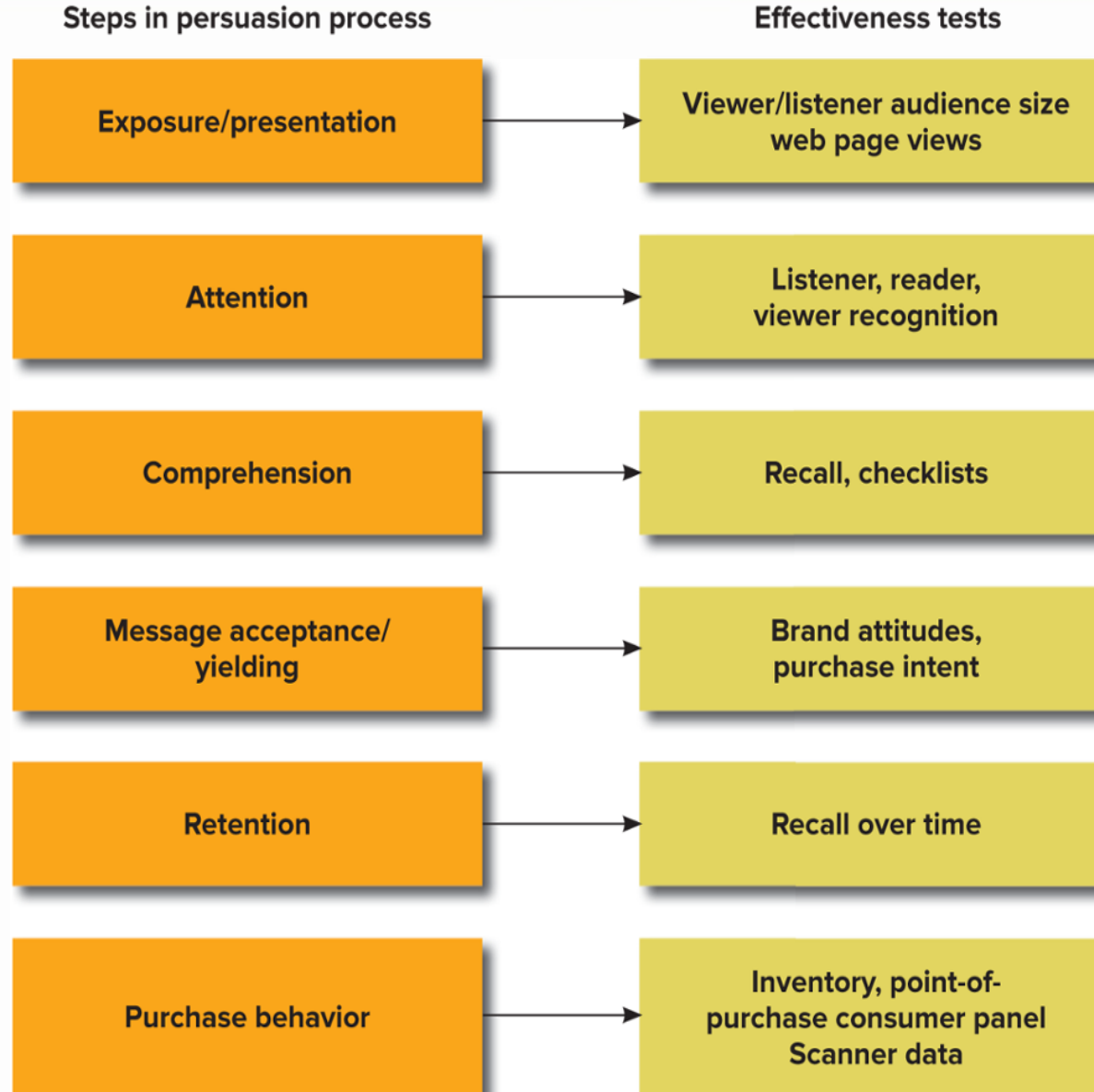
- Implications of the Traditional Hierarchy Models
 - **Cognitive stage**
 - Represents what the receiver knows or perceives about the particular product or brand
 - **Affective stage**
 - Receiver's feelings or affect level for the particular brand
 - **Behavioral stage**
 - Refers to the consumer's action toward the brand



Implications of the Alternative Response Models

- Provide insight into promotional strategies marketers might pursue in different situations
- Marketers should analyze the following:
 - Involvement levels and product/service differentiation
 - Consumers' use of various information sources
 - Consumers' levels of experience with the product or service

Methods of Obtaining Feedback in the Response Hierarchy



Social
media &
engagement



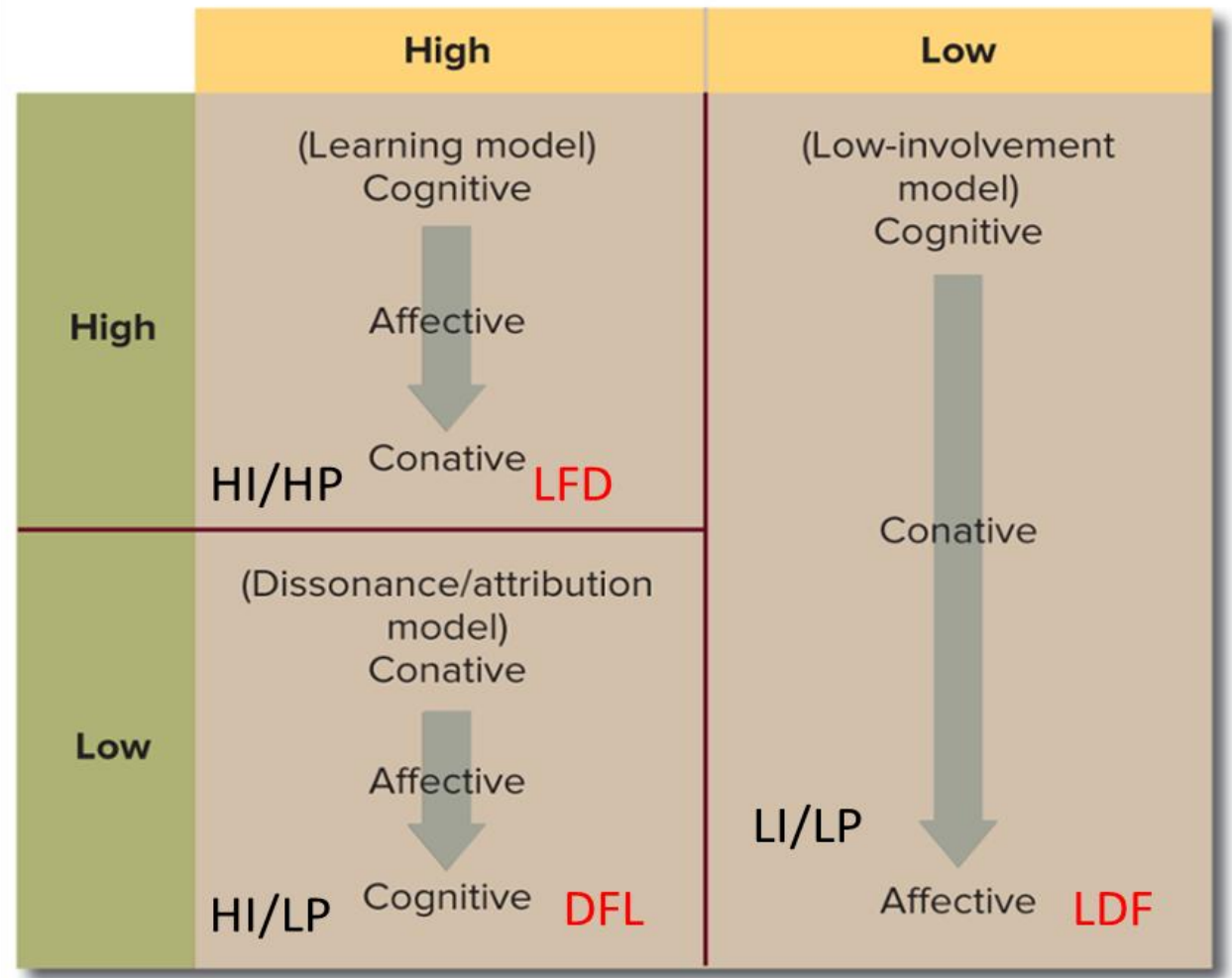
Alternative Response Hierarchies – The Three-Orders Model of Information Processing (Customer perspective & comprehension)

Model rely on cons. comprehension

To what extent consumer is involved with product



Perceived the brand among competition Perceived product differentiation



Do-Feel-Learn Model

The Social Consumer Decision Journey

– Social media

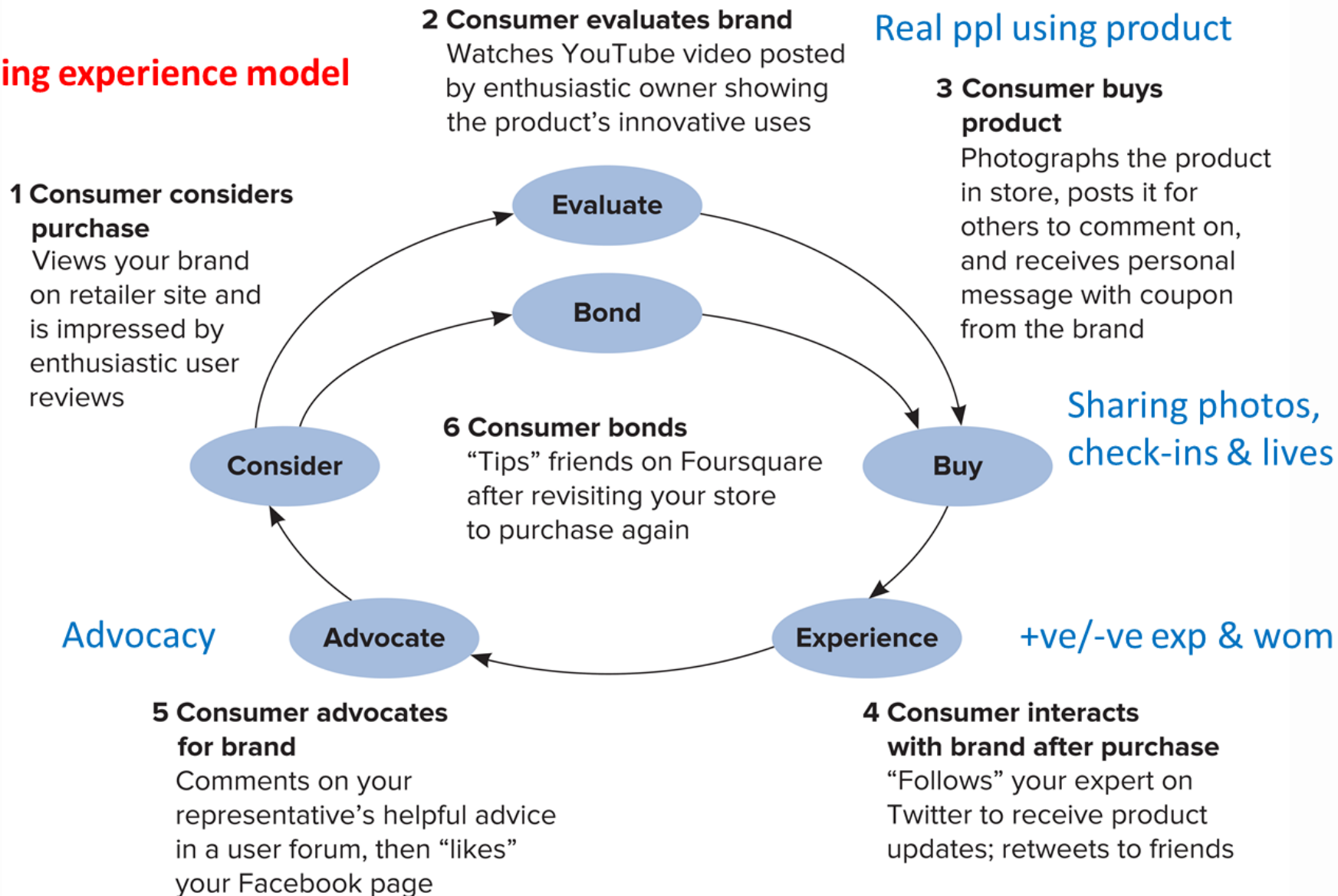
- Consumers can connect with one another, discuss products/services, and interact with marketers

– Consumer decision journey framework

- Marketers should target stages in decision journey
- Marketers should consider role of owned media

The Social Consumer Decision Journey

Sharing experience model



The Cognitive Response Approach

What arose
& triggers
you

Objections &
-ve thoughts

Support the
ad & brand

Cognitive responses

Thoughts that occur to individuals while reading, viewing, and/or hearing a communication

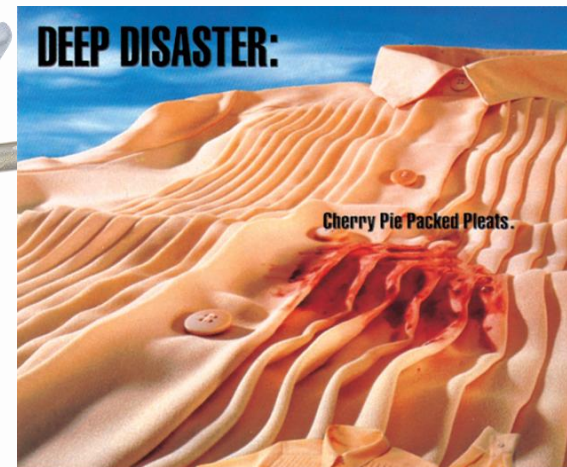
Counterarguments

Thoughts the recipient has that are opposed to the position taken in the message

Relate negatively to message acceptance

Support arguments

Contains the information or meaning the source hopes to convey



DEEP CLEAN:



WHEN STAINS GET DEEP IN
ULTRA TIDE GETS THEM CLEAN OUT.

© 1991 The Procter & Gamble Company



The Cognitive Response Approach

-ve thoughts about the
source & reject it

Source derogations

Negative thoughts about the spokesperson or organization making the claims

Leads to a lower message acceptance

Source bolsters / reinforce

Positive thoughts about the spokesperson or organization making the claims

How to choose source

The Cognitive Response Approach continued

- Ad execution-related thoughts (**emotional**)

- Contains the information or meaning the source hopes to convey

- **Attitude toward the ad**

- Represents the receivers feelings of favorability or unfavorability toward the ad







هي حياتنا ناس همما النساس





تطعيمهم أمانتك

It is important to learn as much as possible about target audience and how it may respond to advertising and other forms of marketing communication.



- We described the communication process and its role in IMC
- We described the basic model of the communication process.
- We discussed the role of word-of-mouth influence and viral marketing.
- We analyzed receivers' responses to marketing communications and their implications for promotional planning and strategy.
- We described the influence of social media on the consumer decision process.
- We discussed consumers' cognitive processing of marketing communications.



Chapter

03

To Sum Up...



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY



Thank You

Dr. Perihan Salah

