

Source, Message, and Channel Factors

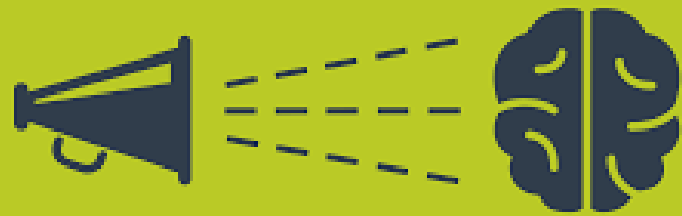
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MKT728

Lecture 4



- To study the major variables in the communication system and how they influence consumers' processing of promotional messages
- To examine the considerations involved in selecting a source or communicator of a promotional message
- To examine different types of message structures and appeals that can be used to develop a promotional message
- To consider how the channel or medium used to deliver a promotional message influences the communication process

Helps marketers see how each controllable element interacts with the consumer's response process



The Persuasion Matrix

Uncontrollable
from marketers

Controllable from marketers

Dependent variables: Steps in being persuaded	Independent variables: The communication components				
	Source	Message	Channel	Receiver	Destination
Message presentation			(2)		
Attention	(4)				
Comprehension				(1)	
Yielding		(3)			
Retention					
Behavior					

Decisions Evaluated with the Persuasion Matrix

Receiver/
comprehension



Can the receiver
comprehend the
ad?

Channel/
presentation



Which media will
increase
presentation?

Message/
yielding



What type of
message will
create favorable
attitudes or
feelings?

Source/
attention



Who will be
effective in
getting
consumers'
attention?

CR The more you criticize him the more he performs better next time.

He is well known to handle pressure. (Attention & Yielding)



Source Attention



Attention for Product



Person involved in communicating a marketing message.

- **Direct source** - Delivers a message and/or endorses a product or service (CEO or video for plant is best to deliver msg)
- **Indirect source** - Draws attention to and enhances the appearance of an ad (celebrity)

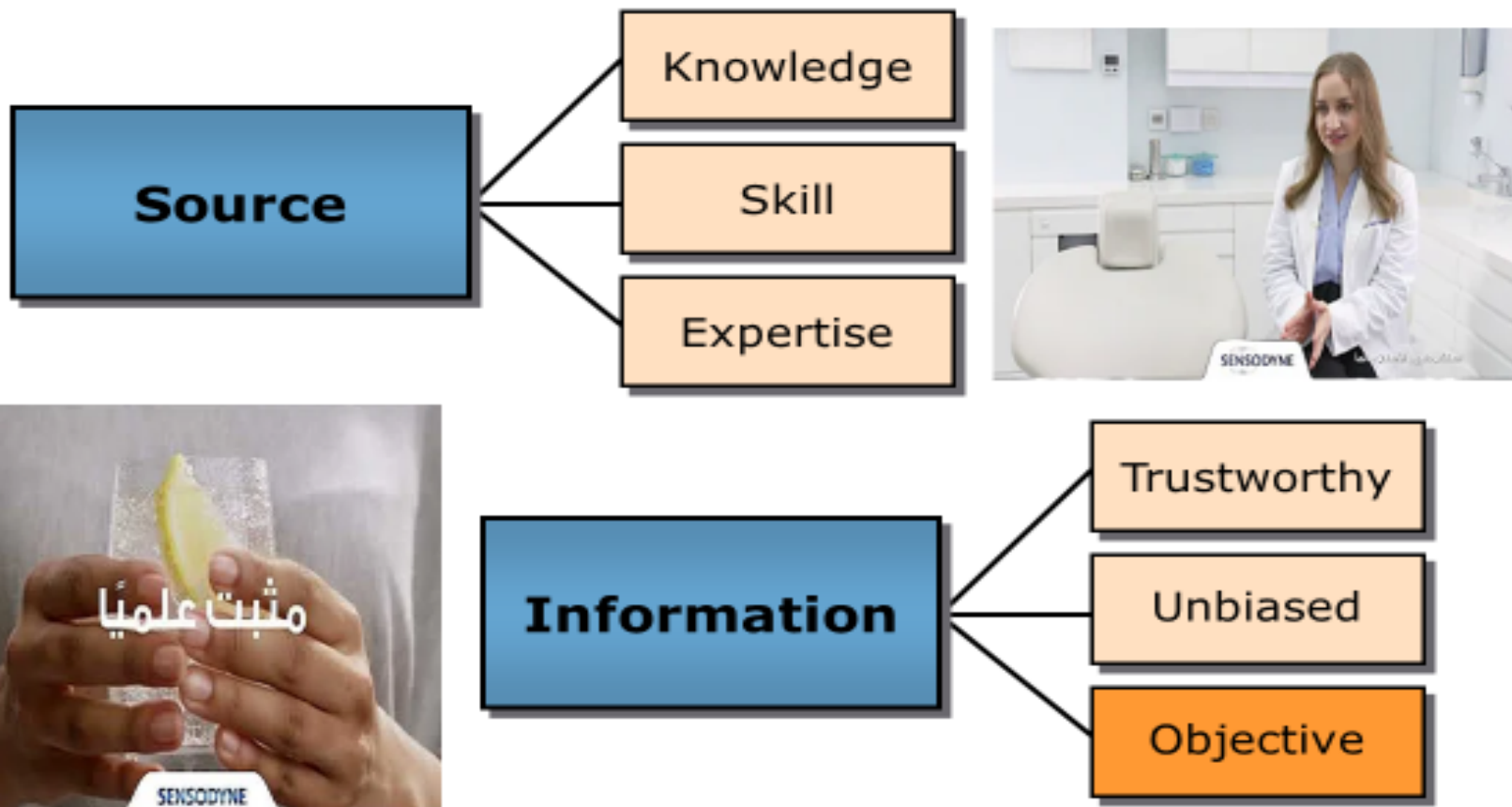


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Source attribute	Process
Credibility 	Internalization
Attractiveness 	Identification
Power 	Compliance

Source Credibility



- Extent to which the recipient:
 - Sees the source as having relevant knowledge, skill, or experience
 - Trusts the source to give unbiased, objective information
 - **Internalization:** *Adopting the opinion* of a credible communicator and the *belief* that information from this source is accurate
- (happens in subconscious due to pressure of IMC)



- Enhanced by:
 - Applying expertise and trustworthiness
 - Using corporate leaders as spokespeople (say proofed revenues, profits & sales)
- Limitations
 - High- and low-credibility sources are equally effective when arguing for a position opposing their own best interest (taking money) (pepsi can get researches that isn't harmful)
 - **Sleeper effect:** Persuasiveness of a message increases with the passage of time and pressure

- **Attractiveness:** Characteristic that encompasses *similarity, familiarity, and likability*. (Based on target cust. & market) it makes noise to my voice. So unconsciously identification occurs. I only listen to the source not my voice.
 - **Identification:** Receiver is motivated to seek some type of relationship with the source
 - Adopts similar beliefs, attitudes, preferences, or behavior
- **Attractiveness noise could be –ve or +ve



- Enhanced by:
 - Applying similarity
 - Using celebrities as spokespeople
 - Understanding the meaning of celebrity endorsers
- Limitations of celebrities as spokespeople
 - Overshadow the product الدحلاب
 - Overexposure
 - Target audiences' receptivity
 - Risk to the advertiser



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دحلاب نحلة بيزبوز وبطة براس قطة

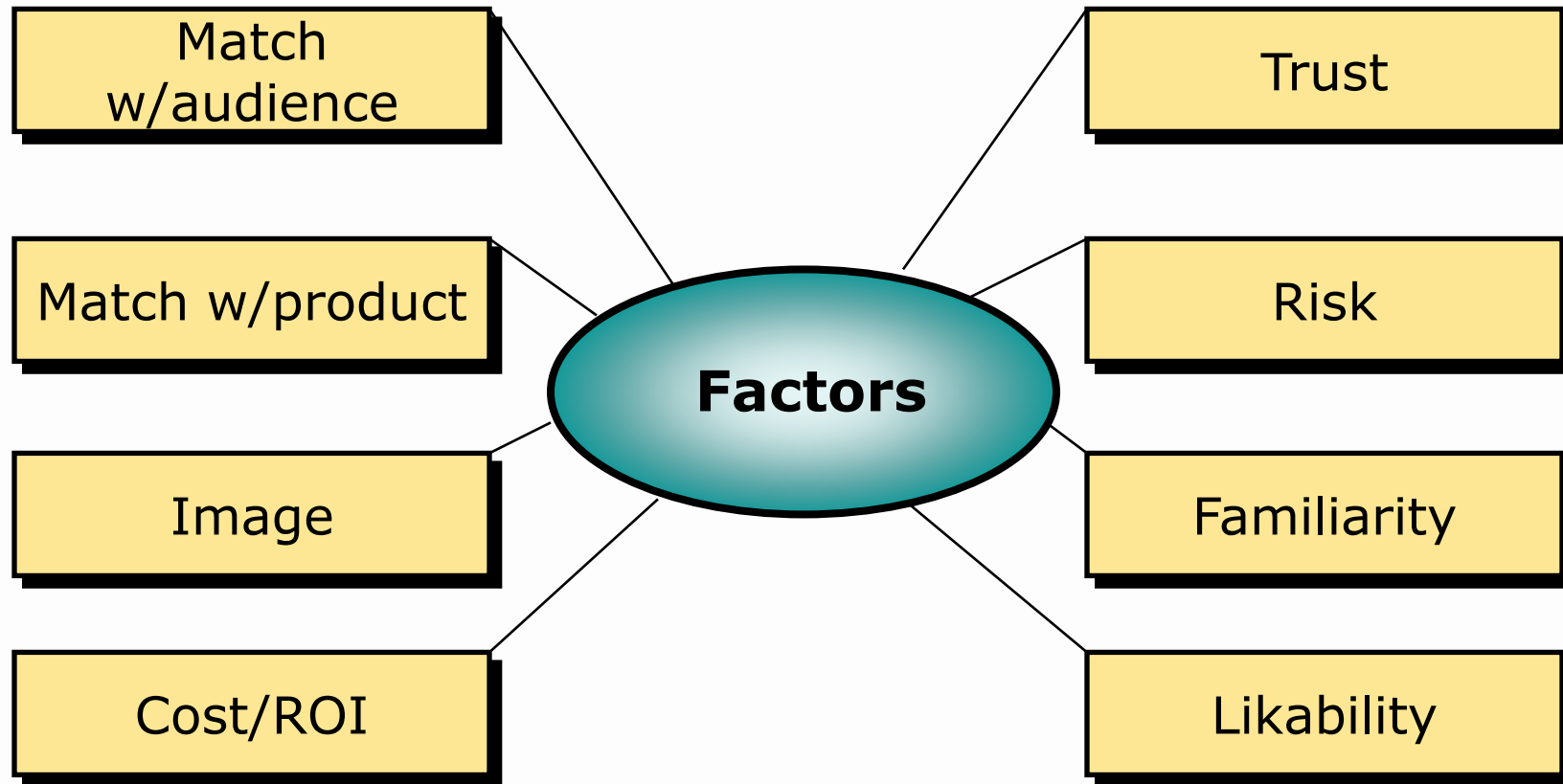
Watch





Similarity	Familiarity	Likeability
Resemblance between the source and recipient of the message	Knowledge of the source through repeated or prolonged exposure	Affection for the source resulting from physical appearance, behavior, or other personal traits

Choosing a Celebrity Endorser



Lifetime contract x Nike
market research proofed
that his lifestyle, mindset,
health and attitude
matches to be Nike figure,
and he will not harm my
brand



Risks of Using Celebrities



The celebrity may overshadow
the product being endorsed



The celebrity may be overexposed,
reducing his or her credibility



The target audience may not be
receptive to celebrity endorsers



The celebrity's behavior may pose
a risk to the company

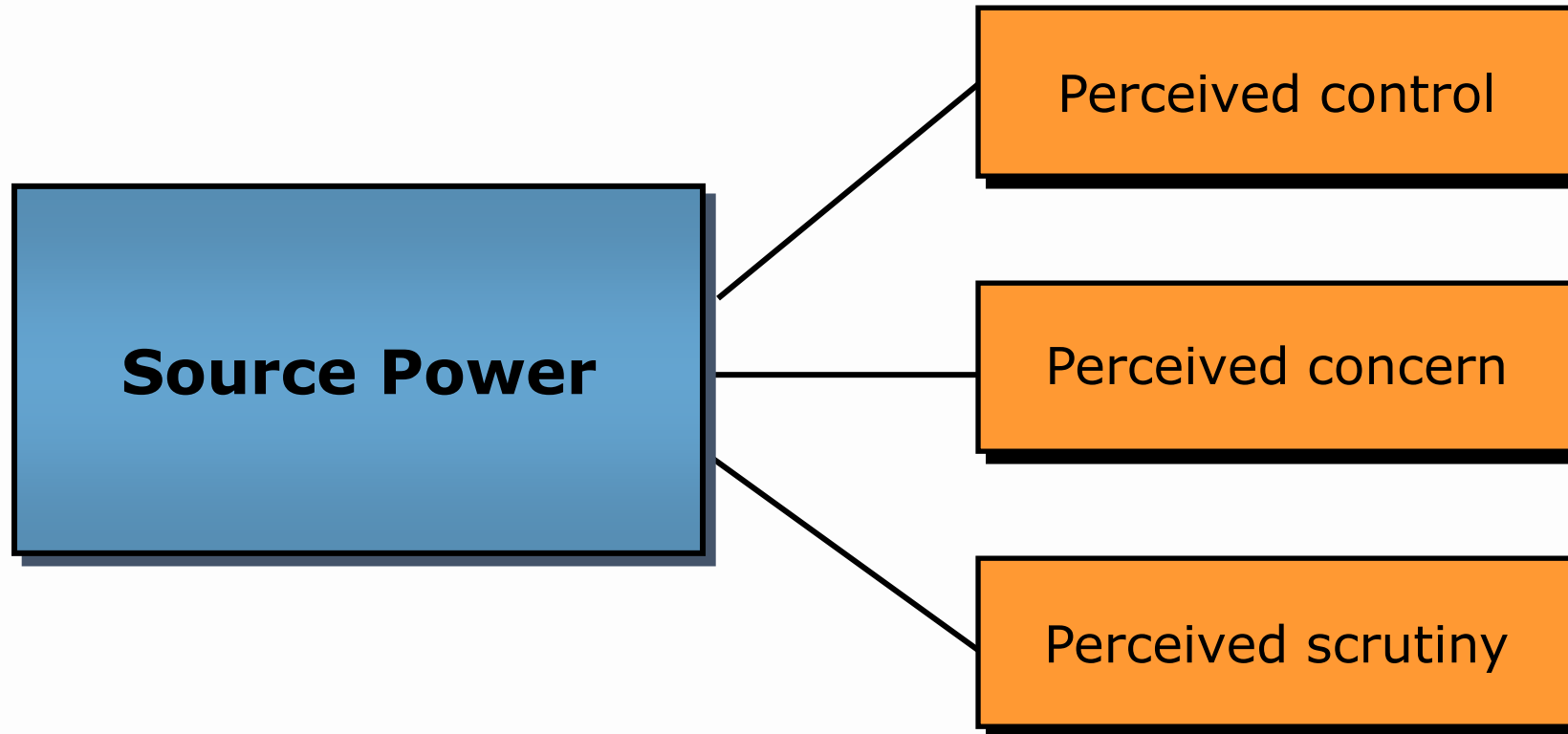




- Source is capable of administering rewards and punishments to the receiver
- Depends on a source's perceived control & concern
- **Compliance:** Receiver accepts a source's persuasive influence and acquiesces to his or her position
 - To obtain a favorable reaction or to avoid punishment
 - Mo Salah has set of beliefs to influence audience







Message structure

- Order of presentation
- Conclusion drawing
- Message sidedness
- Refutation
- Verbal versus visual messages

Message appeals

- Comparative advertising
- Fear appeals
- Humor appeals
- Sex appeal

- Order of presentation - Strongest arguments should be presented early or late in the message but never in the middle
 - **Primacy effect:** Information presented first is most effective (msg at first moment)
 - **Recency effect:** Last arguments presented are most persuasive (msg at last moment)

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Depends on:

- Target audience's receptivity to the message
 - Length of the message
 - Medium used to communicate the message
- Conclusion drawing - Messages with explicit conclusions are more easily understood and effective in influencing attitudes
 - Depends on:
 - Target audience
 - Type of issue or topic
 - Nature of the situation

Msg should be quick on radio. "on the go, on the run"

**Peer pressure effect
& athletes**



Conclusion at the end



Conclusion at the beginning

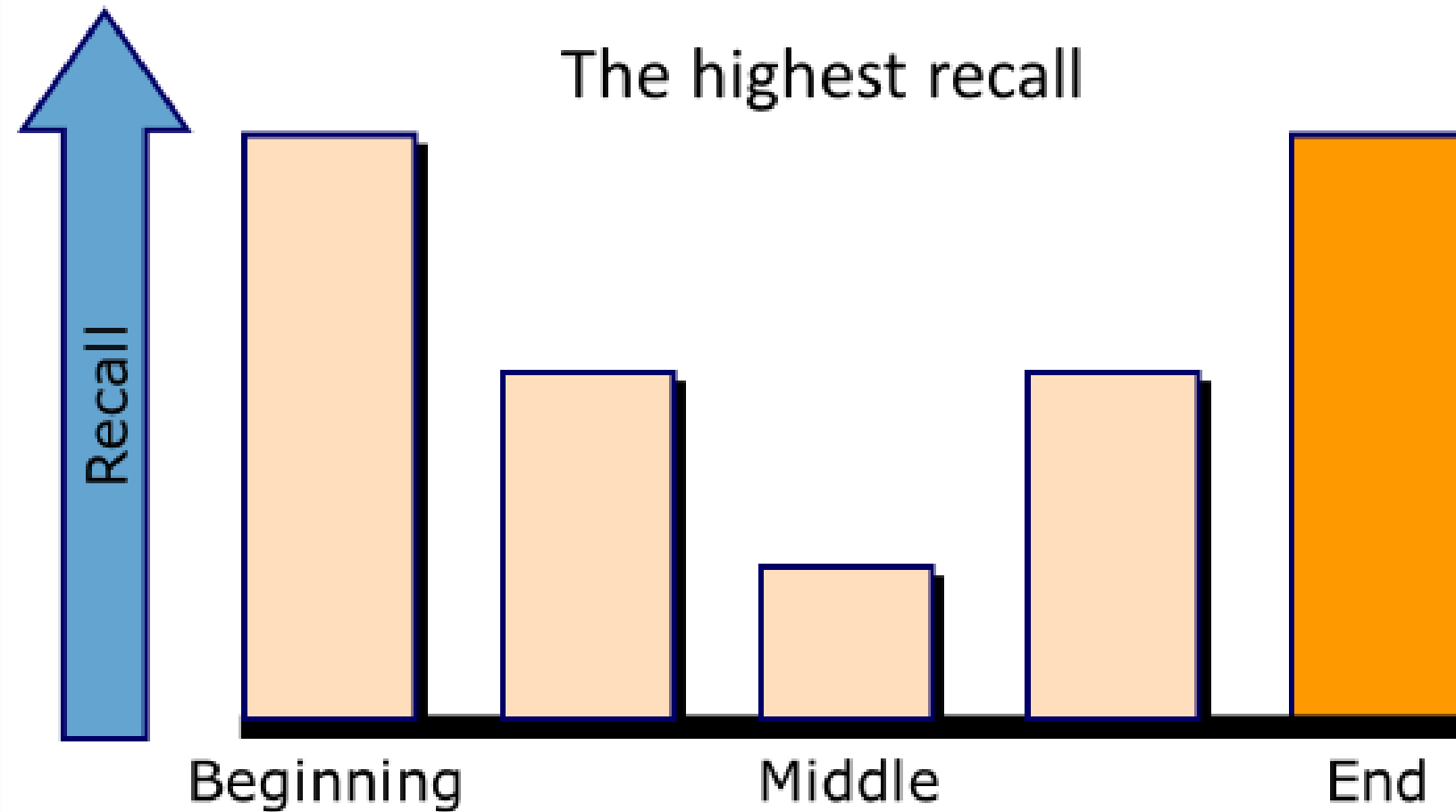


- **One-sided message:** Mentions only positive attributes or benefits, effective if target audience:
 - Already holds a favorable opinion about the topic
 - Is less educated
- **Two-sided message:** Presents both good and bad points, effective when the target audience:
 - Holds an opposing opinion
 - Is highly educated



- **Refutational appeal:** Communicator presents both sides of an issue and then refutes the opposing viewpoint
- **Verbal versus visual messages** - When verbal information is:
 - Low in imagery value, use of pictures increase immediate and delayed recall
 - High in imagery value, addition of pictures do not increase recall





Comparative Ads

- May be especially useful for new brands
- Often used for brands with small market share
- **Frequently use in political advertising**

Fear Appeals

- May stress physical danger or threats to health
- May identify social threats: disapproval or rejection
- May backfire if the level of threat is too high

Humor Appeals

- They can attract and hold attention
- They are often the best remembered
- They put the consumer in a positive mood



- **Comparative advertising:** Directly or indirectly naming competitors in an ad and comparing one or more attributes
- **Fear appeals:** Evoke an emotional response to a threat and arouse individuals to take steps to remove the threat
 - Effective when the recipient is:
 - Self-confident and prefers to cope with dangers
 - A nonuser of the product





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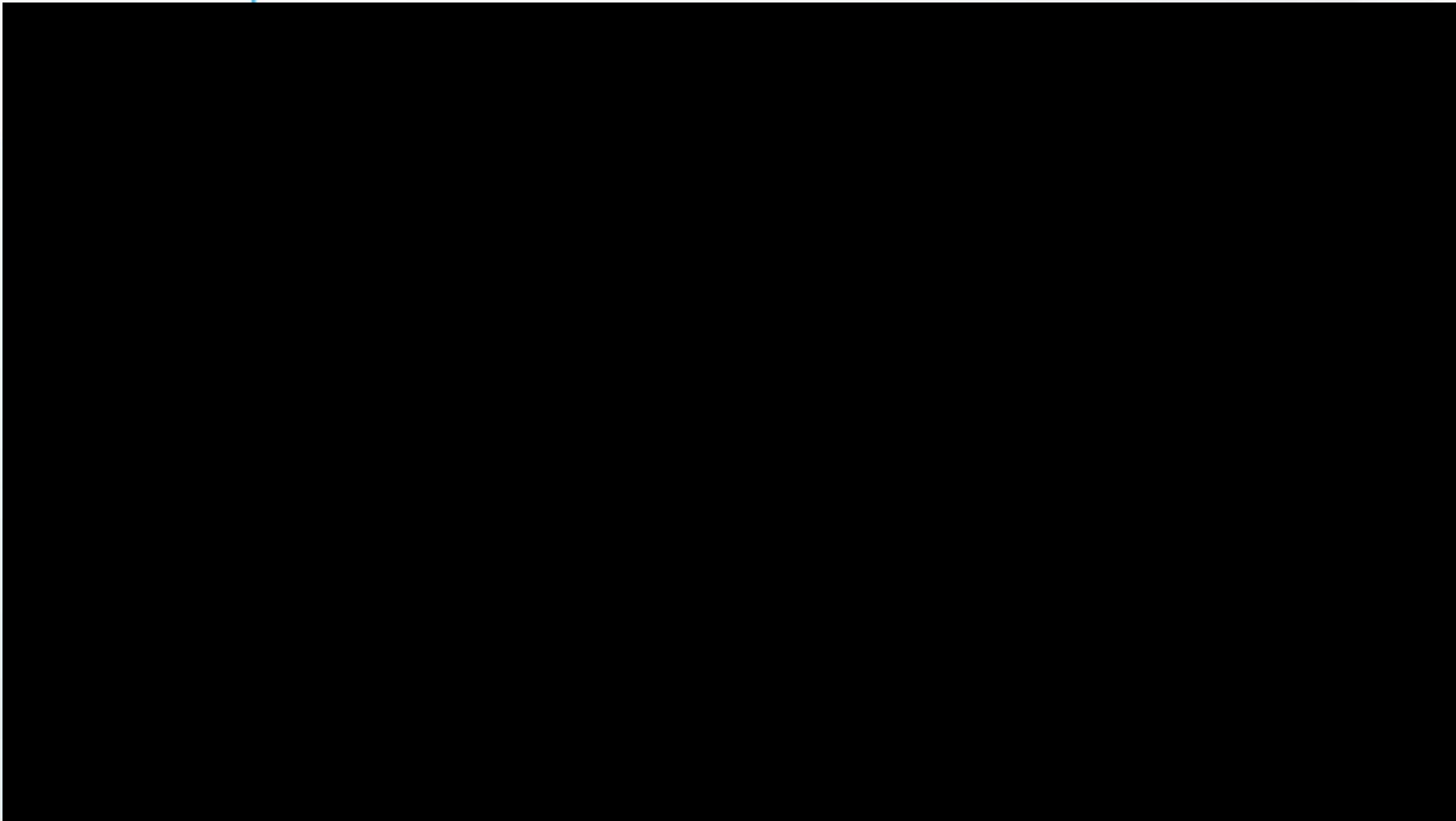
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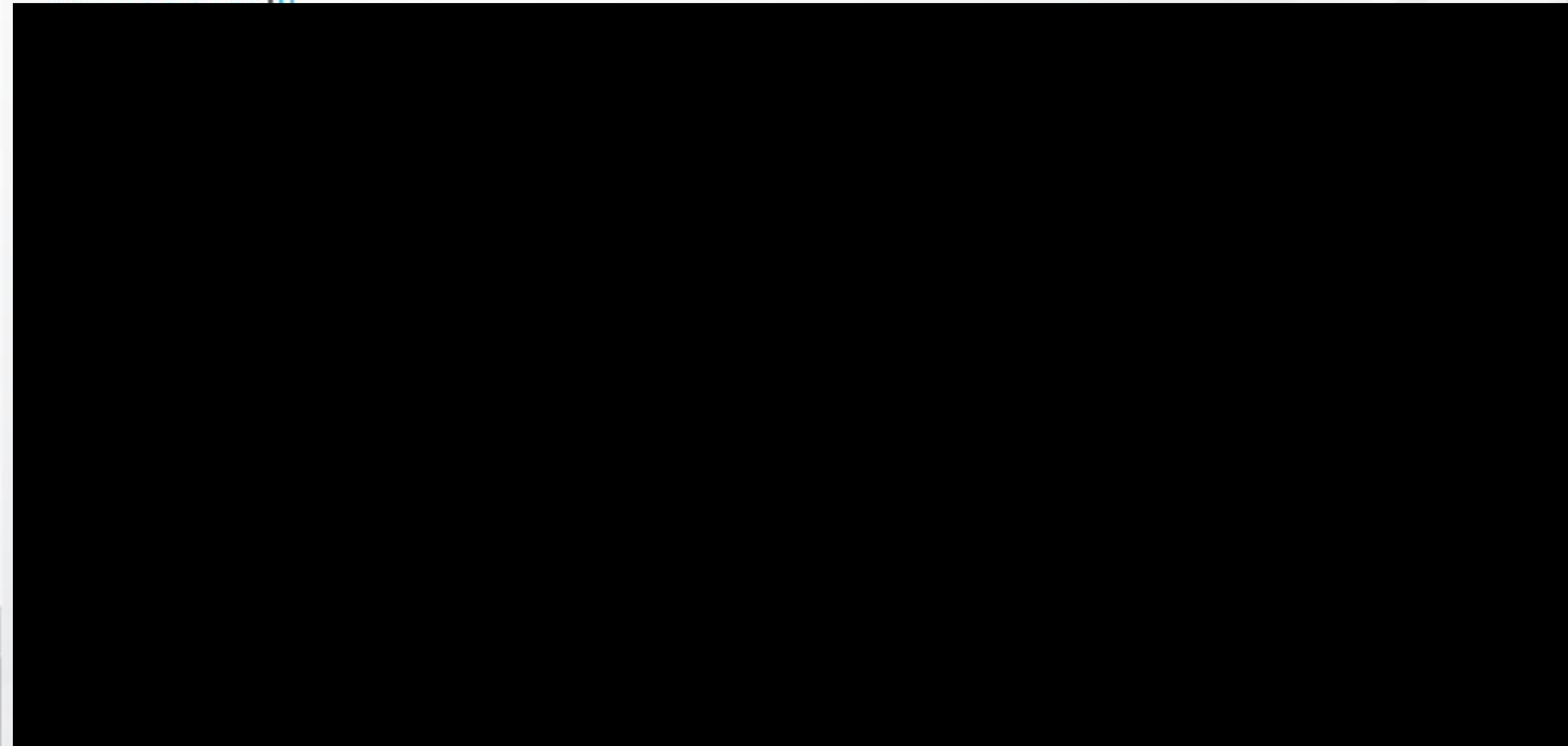
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- Protection motivation model - States that ads using fear appeals should give the target audience information on the:
 - Severity of the threat
 - Probability of its occurrence
 - Effectiveness of a coping response
 - Ease with which the response can be implemented



- Humor appeals - Humorous ads:
 - Attract and hold consumers' attention
 - Put consumers in a positive mood
 - Increase consumers' liking of the ad and their feeling toward the product. (*increase buying*)
 - Distract the consumer from counter arguing against the message
 - **May wear out faster than serious appeals**
 - **Wearout:** Tendency of a commercial to lose effectiveness when seen or heard repeatedly



Advantages

- Aid with awareness and attention
- Aid name and simple copy registration
- Aid retention
- Aid persuasion to switch brands
- Create a positive mood that enhances persuasion

Disadvantages

- Harm recall and comprehension
- Harm complex copy registration (creative)
- Do not aid persuasion in general
- Do not aid source credibility
- Not very effective in bringing about sales

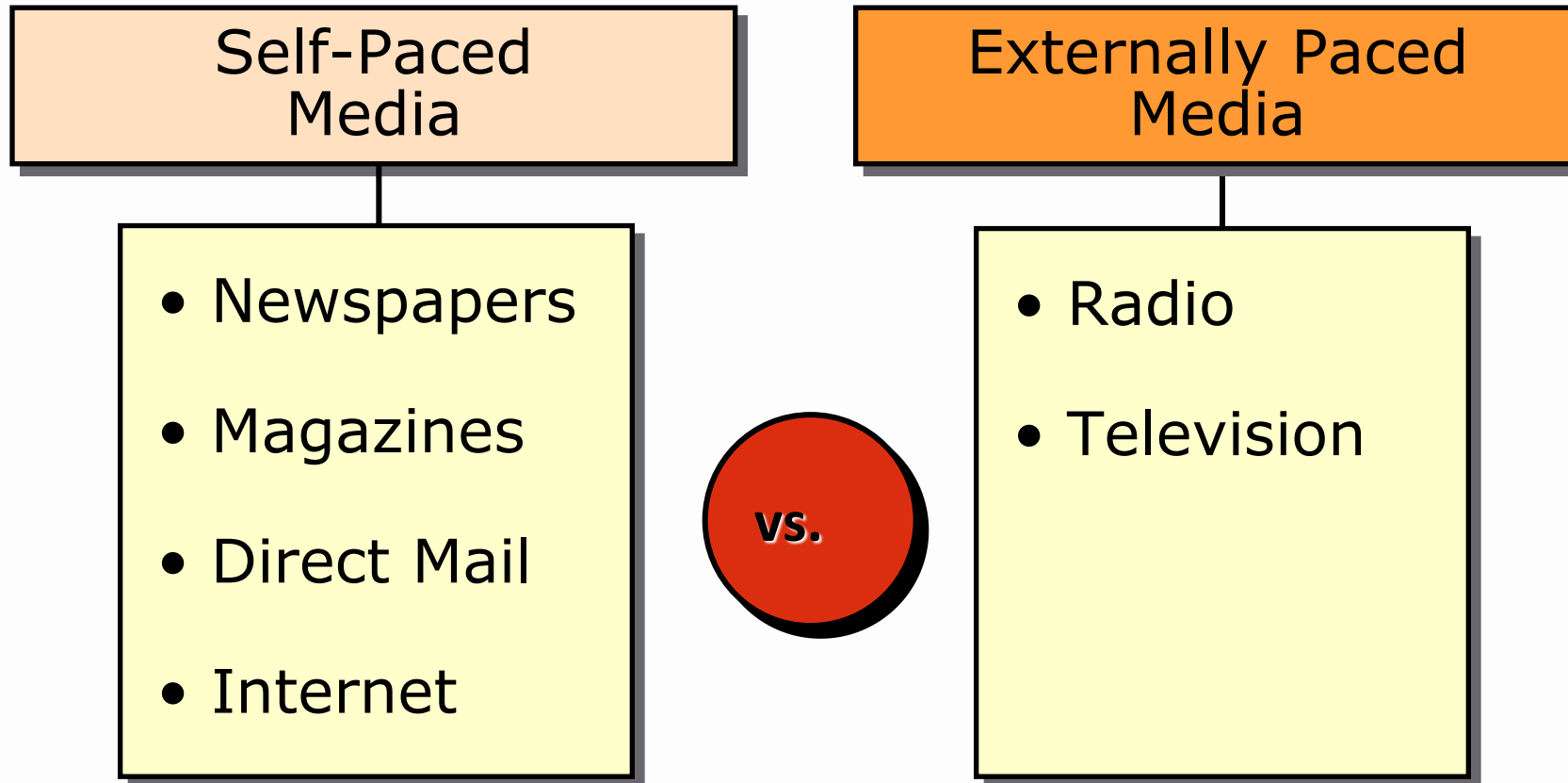
Humor Appeals Advantages and Disadvantages

Humorous
harm brand



- Personal versus nonpersonal channels - Information received from personal channels is more persuasive than that received from the mass media. (depends)
- Effects of alternative mass media
 - Differences in information processing
 - **Self-paced** - Readers process the ad at their own rate and study it as long as they desire
 - **Externally paced** - Transmission rate is controlled by the medium

Self versus External Paced Media



- Effects of context and environment
 - **Qualitative media effect:** Influence the medium has on a message
 - Image of the media vehicle affect reactions to the message
- **Clutter:** Amount of advertising in a medium
 - All the nonprogram material that appears in the broadcast environment

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Chapter
04

To Sum Up...



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY



Thank You

Dr. Perihan Salah

