

Consumer Psychology
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Lecture – 19
Communication and Persuasion-II

Welcome back to this lecture number 19, which is the last lecture in this series and the last lecture in this course on Consumer Psychology. There will be one more lecture that will follow this lecture where what I will do is I will review what we have done over the 19 lectures including this one. Now, in this lecture what I am going to do is I am going to complete where we left off in lecture number 18 when we are looking at what is marketing communication and what is the need of marketing communication.

Further on we are also looking at various aspects of marketing communication. Now, to brief a little bit of what we had done in this 18 lectures, previous lectures. We started off by looking at what is consumer behaviour defining types of consumers and looking at something called what a product is and then looking at how to do consumer research. Then we moved on to the idea of what is this is not making of the consumer. So, how does the consumer actually make decisions.

So, that is what we took on next and we followed a famous model of consumer decision making which is called the Blackwell model of consumer decision making. So, there what we do it was we focused on something called information acquisition.

Now, even before information acquisition we focused on need recognition, which is the first step in any decision making process. So, we looked at the variables which effects need recognition of consumers, how is the need recognized and why this is necessary is because if the consumer has no need if he does not has a drive to interact it to the market place he probably not make any behaviour as such. So, there has to be a stimulus to start a behaviour and the stimulus in this case is the need recognition.

So, we looked at what is need recognition and how does this need recognition is perceived. Now once need is recognized we also looked at how does the consumer search for information and following that we looked at once the consumer has an

information about what he wants into the marketplace or from the marketplace how does he do something called alternate evaluation.

Now, there are a host of things host of products which are available in the marketplace and what the consumer has to do is to focus on these products do an alternate evaluation. So, based on his need he decides what kind of product he is looking forward for and based on the information he narrows down a number of products which can serve the need that has aroused in him for the product or the service. And then there is a process of alternate evaluation which basically means that the consumer compares a number of products which are available which offers similar kind of benefits to him.

So, we discussed that process of how the consumer does this evaluation and then we focused on something called the final choice process. So, how does the consumer choose the final product and we looked at several models of choice the compensatory non compensatory and so on and so forth and finally, we focused on something called process of post purchase evaluation. So, in post purchase evaluation what we did was we looked at once the consumer has a product and he is knows that he satisfied with it, how does he use the product?

So, the consumption process once the product is available with the consumer how does he consume the product. So, that is of importance and once the consumption has happened once the consumer has used the product or starts using the products interacts with the product what are the ways in which consumers interact with the products. Now, once the consumer interacts with the product uses a product he how to have positive or negative feeling about it a positive satisfaction or dissatisfaction.

So, then we focused on what are the positive, how consumer deals with the satisfaction with using a product when the product matches what he wants and how does he deals with the dissatisfaction. So, once the product fails him in some way how does it responds to that and then how he moves from the product which is not working to the other product which is working.

And so, this is the first part that we did in the last 18 lectures. Now, after these the process of understanding what a consumer behaviour is and what is the decision process the consumer we moved on to certain psychological variables which is of interest. Now, since the course is on consumer psychology we largely focused on psychological

variables which affect the consumer transactions and the behaviour of the consumer the interactions the consumer into the marketplace.

So, we started off by looking at perceptions which is a basic psychological process and how does perceptions affect consumer behaviour. So, we looked at all subject related factors which is individual factors within the consumer and stimulus related factors and in addition to that we looked at certain other kind of perceptions. Social perceptions, price perceptions, cultural perceptions and all these perceptions actually affect consumer behaviour.

Now, the meaning of perception is making organization, taking an information and organizing these information to a meaningful output is what perception is defined as. So, we looked at how inputs from various systems are organized into meaningful wholes and what is the meaning that is derived for it and the process of organizing this information and that is perception. So, we not only looked at perception as per say, but we also looked at social perceptions cultural perceptions and so many other perception types, price perception and how does this affect the behaviour of the consumer.

Then we looked at something called basic cognitive processes like learning memory and organization or categorization of information and how these processes actually affect the behaviour of consumer. So, we dwelled on to certain theories of memory and how these theories of memory affect the way consumer behaves in the market place. Then we looked at certain learning theories starting with instrumental classical conditioning and observational learning and so many other theories probabilistic theories of how these theories are actually used by the consumer and the marketer to make the market place a better place.

A place for consistent interactions, a place which supports what the consumer wants then we looked at processes of emotion and mood and how emotion and mood and consumer involvement affects the behaviour of the consumer. So, both mood and emotion and consumer involvement and motivation are factors which are psychological in nature and these factors are meant to affect the behaviour of the consumer into the market place.

So, we looked at several theories of consumer mood and consumer emotion and we looked at how intrinsic and extrinsic motivations and various formats of motivation

actually affect the perception or the behaviour the consumer into the market place. After that we looked at a very important topic which was attitude and attitude change.

So, how is attitude form? So, we in that particular class I defined the psychological variable of attitude because attitude is a very important part of consumer behaviour. Attitude defines how a consumer behaves. So, we discussed in detail what is attitude the theories of attitude and the various forms of attitude change starting with, persuasion and not limiting to the idea of cognitive dissonance and indirect methods of attitude change.

Why is it necessary because change of attitude, attitude itself is a feeling a way consumer thinks about products. And the change of attitude is very necessary for making the consumer choose products or do alternate evaluation into the market place in decision make consumer decision making attitude change is an important factor and most marketers are actually targeting attitude change. So, we looked at those theories and we looked at this attitude energy change in the context of consumer behaviour in those classes.

Now, in the last class we looked at something called communication effects which is messages which are put on into the market place by the marketer. And how these messages are perceived and what are the factors these messages are controlled by and how these messages affect the behaviour of consumer or rather that change that here is a consumer into the market place.

So, what role does this factor space. So, in the last lecture we looked at four different models of communication effects. So, briefly we will go through those models and then what we I will do is in this start with the present lecture where we look at various factors which affect consumer behaviour or the consumer attitude change or consumer interaction to the market place.

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Communication Effects

- The *marketer* must be able to *shape and predict* the *effects* of the *communication* on *targeted customers*
- Different *advertising* and/or *campaigns* are designed to generate *different effects*, depending on the *audience* and *product positioning*
- The *desired response* may be *increased awareness*, *brand acceptance*, *brand preference*, *brand trial*, or *brand adoption*

So, we started off last lecture by looking at what is communication effects, so, briefly looking at what communication effects is. And so, we looked at what is the basic response of these communication effects and then we looked at the desired response for most communication effects is increase awareness, brand acceptance, brand preference, brand trial and brand adaptation.

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Hierarchy-of-Effects Models

- Researchers have *developed* a series of *hierarchy of effects* models that *explain* different levels of *consumer response* to *advertising*
- The *first model*, developed as early as the 1890s and still in widespread use, is the *AIDA model*
 - Attention
 - Interest
 - Desire
 - Action

And then we looked at various different models of consumer effects and we started off by discussing something called the hierarchy of effects model, which basically says that

this model what it proposes is that for a message. Or for a communication message the market communication to be effective it has to follow the steps of an AIDA model. And what is an AIDA model? An AIDA model says that most advertisements are marketing communication has to arise interest, capture attention, invoke desire and lead to action and the four steps any advertisement or a message has to do.

(Refer Slide Time: 11:03)

Hierarchy-of-Effects Models

A more complex model breaks down *effect* into *five sequential stages*. To be *successful advertising* must have as its objective the *causation* of *one or more* of these five effects on target consumers

Awareness – *Gaining attention* for a brand and getting its name known are prerequisites for inducing positive consumer response (Tata Sons group of companies)

Acceptance – A brand achieves acceptance only when *it comes to mind as a viable choice* when thinks of the product category that it belongs.

Then we looked at a more complex model of hierarchy of effects, which is called the Steiner model.

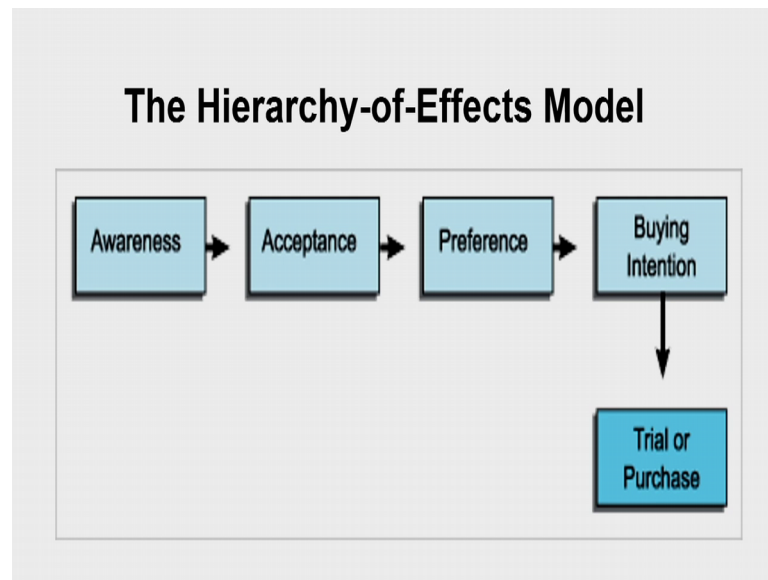
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Hierarchy-of-Effects Models

Preference – After a consumers awareness & acceptance of a brand markets indulge in making the most *desirable in the consumers consideration set* (California Almond)

Buying Intention and Trial/Purchase – Advertisement creates an intention to buy if it *brings consumers to a point just short of actual purchase*. Intent to buy does not always translate into purchase, but reinforces acceptance and preference and future purchase

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And in the Steiner model we looked at five stages of the Steiner model awareness, acceptance, preference, buying intention and trial at purchase and so this is how the model looks like. And so this model what we will be discussed what are these factors and how these factors effect actually affect the behaviour of the consumer or the interaction of the consumer into the market place.

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Integrated Information-Response Model

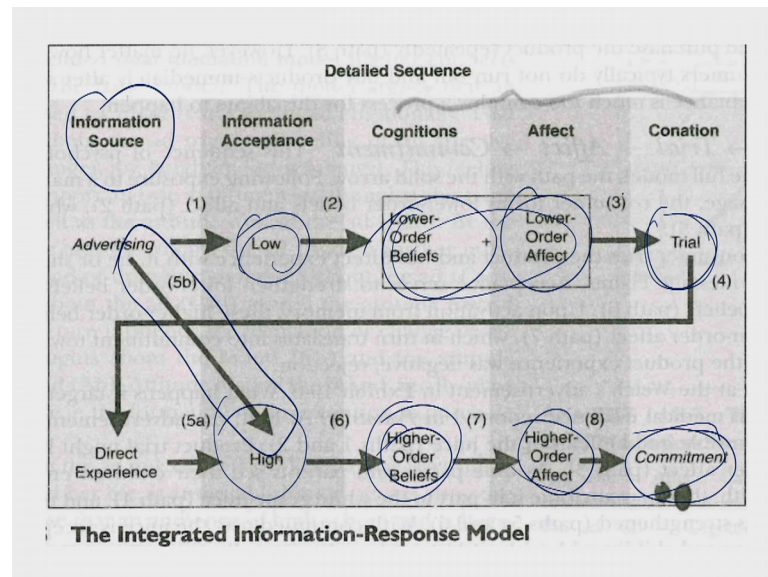
Integrated information response model is *more effective* than hierarchy of effect model and *captures a diverse range of consumer responses*

The model proposes that in *making purchase decisions* consumers *combine information* from *direct product experience* with *marketing communication*.

It also explains that *different levels of hierarchy* may *affect cognitive, affective or behavioural components* in the decision making process.

The next model of discussion was the integrated information response model, now this is a better model or a more comprehensive model of consumer message viewing or message acceptance, and what does this model really do?

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This is that the model looks like it says how does the consumer it explains, how does the consumer perceives these messages and based on these marketing messages how does he form commitment to the products and so there are two ways to this.

So, as you can look at this is this is called the information source from where the information actually comes about, this is where the information actually comes about and this is the marketing messages. Now, this information source has two ways of actually affecting the consumer, one way is a direct way which is using the 5a 5b pathway. So, message is given to a consumer the consumer accepts it forms higher order believes and has higher order effect, he gets higher order feeling so highly trust the message and forms a positive attitude towards the message and leads to commitment.

Another way in which consumers responds to marketing messages if you advertisements or any form of information which is passed on by the marketer and which is intended for the consumer is through something called this particular pathway which is the two way pathway and. So, here what happens in advertisement is given to consumers and these consumers actually have very low belief about this and develops a lower order belief and lower order effect and then goes to trial. And once he tries the product, he had forms a

higher order belief higher order effect and then forms the commitment to the particular product.

There is a third way in which the consumer forms lower order beliefs and lower order effect and then tries the product does not get satisfied with the product and actually goes on trying the product again and again and so that is what we discussed in the last class.

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Integrated Information-Response Model

- **Cognition → Affect → Commitment**
 - The marketing communication *objective* is to *inform and educate* consumers about the *product* and its *benefits*
 - The consumer sees an advertisement, immediately accepts the information, and forms higher order beliefs, leading to higher order affect and commitment
 - To achieve this effects, *an advertisement needs to be very convincing* and must be targeted to a very receptive audience

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Integrated Information-Response Model

- **Cognition → Trial → Affect → Commitment**
 - The *goal* of the *advertisement* should be to *induce trial*
 - Following exposure to a marketing communication message, the consumer forms lower order beliefs and affect which may induce product trial
 - After a consumer tries the product and has direct experience s/he accepts/rejects message claims.
 - Acceptance strengthen lower order beliefs to higher order beliefs, which upon memory activation result in high-order affect and translates into commitment

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Integrated Information-Response Model

- **Cognition → Trial → Trial → Trial**
 - The marketer has *multiple goals*: to *reinforce initial beliefs* about the brand's attributes and benefits, *strengthen positive attitude* toward the brand, and *reinforce commitment*
 - The model shows a transition between trial and direct experience that leads to the formation of higher order beliefs and affects.
 - The consumer using this model often switches between brands

(Refer Slide Time: 13:27)

The Extended Dual Mediation Model

- The model argues that an *audience exposed to an ad reacts* to the ad *emotionally* (ad triggers anger, joy etc)
- This feeling plays an *important role* in *influencing thoughts* about the ad (Cad) as well as the *attitude towards the ad (Aad)*
- The attitude towards the ad (Aad) is further influenced by the kind of *thoughts generated about the ad* (Cad)

These three or four different possibilities of this model, how does this really work.

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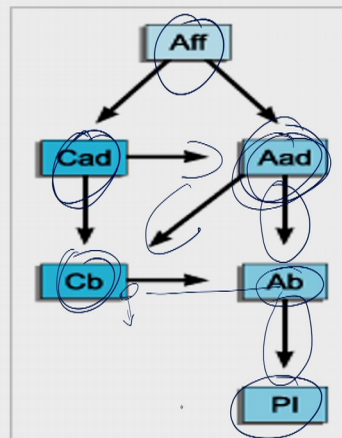
The Extended Dual Mediation Model

- The thoughts about the ad (Cad) as well as the attitude towards the ad (Aad) in turn influences the formation of audience thoughts about the brand (Cb) and the attitude towards the brand (Ab)
- Attitude towards the brand finally plays a significant role in the formation of intention to purchase that brand (PI)
- Marketers use the model by developing ads that trigger a key emotion which makes the audience think positive about the brand and which influences purchase

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The Extended Dual Mediation Model

- **Key:**
- *Aff* = *Affect*
- *Cad* = *Cognitions toward the ad*
- *Aad* = *Attitude toward the ad*
- *Cb* = *Cognitions toward the brand*
- *Ab* = *Attitude toward the brand*
- *PI* = *Purchase intentions*



Then we discussed something called the extended dual mediation model which basically what it says is that it dwells upon the fact that any advertisement leads to effect, emotional response and this emotional response leads to a belief about that advertisement as well as the feeling about the advertisement.

And the belief about that advertisement and the also in enforces the feeling about the advertisement and this feeling about their advertisement or the attitude about the advertisement because the feeling and the belief will form the attitude. This attitude

about the advertisement will actually lead to the formation of cognitions about the brand, now most messages are about a product and a brand in detail and so the cognition about the brand or the belief of what the brand is influenced by the attitude about the ad and the cognition about the ad.

And this cognition about the brand cognition about the company which is which is manufacturing the product or fit which the advertisement is there that will lead to attitude over the brand and this attitude about the brand is also influenced by the attitude about the advertisement which finally, leads to the purchase intention. So, if you remember from the last class these is there is a way to define this and we discussed this in the last class.

(Refer Slide Time: 14:42)

The Elaboration Likelihood Model

The model illustrates two routes to persuasion.

Central route processes are *effective for factual messages* as messages are remembered as they contain *quality arguments* which are *substantiated by convincing evidence*

Peripheral route processing use *emotional appeals* that make a *positive impact* by making the consumer *feel good*.

And the last model that we discussed in the last class was elaboration likelihood model which has two processes the effect central route and the peripheral route. And central route are used for factual messages as well as peripheral routes are used for emotional messages.

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The Elaboration Likelihood Model

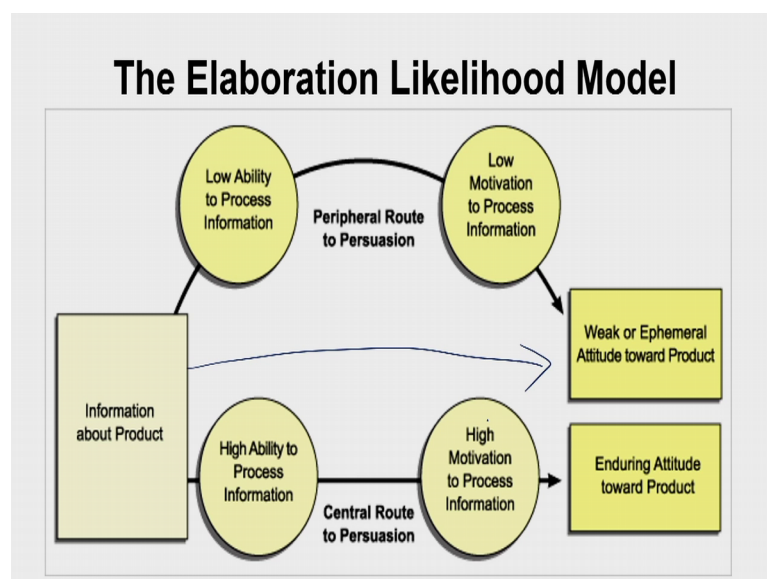
Two conditions affects elaboration likelihood model –
motivation and ability.

Consumers are likely to process cognitively a message if they are motivated to do so and if they are able to clearly distinguish among the product benefits it promises

If consumers are not able to process the message and are not able to distinguish its merits they are more like to absorb it peripherally than centrally.

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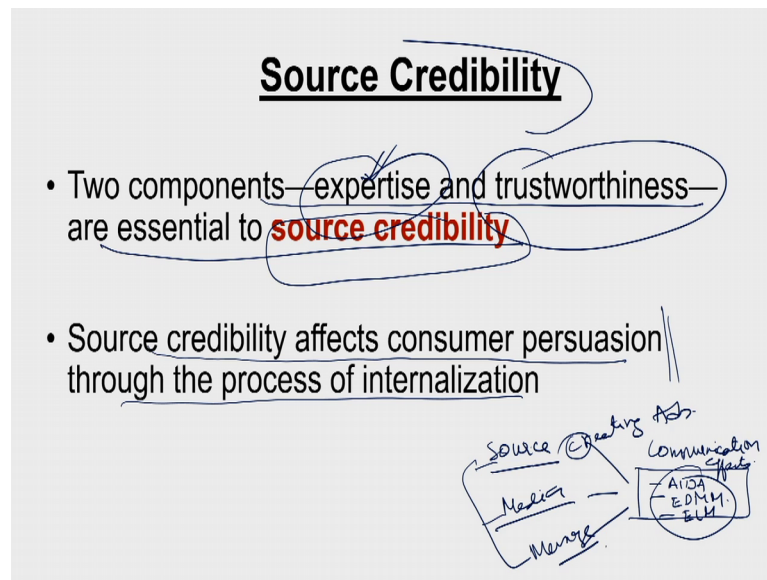
The Elaboration Likelihood Model



And so we also looked at the various conditions for example, motivation and ability and how motivation and ability actually influences the message perception and behaviour of consumer into the market place. So, these are things that we did into the last class.

Now, starting in today's class we look at various factors which sort of define the behaviour of the consumer or which defines the effectiveness of the marketing communication.

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So, basically marketing communication can be of two or three forms; marketing communication could be an advertisement, it could be a clerk in a retail store when he gives you some information or it could be a sales person in a showroom which is giving you any information. Or marketing communications can also be or advertisements into the newspapers or add columns later will columns reviews into the newspaper.

So, basically then marketing communication are these different formats, you use these different formats for passing on information about products to the desired consumers and so, various factors actually affect the behaviour of consumers. And so, briefly speaking these communication effects which is, what is the effect of message or advertisement on the consumer behaviour. And these the AIDA model and all that we discuss extended dual mediation model all these model of the regulation likelihood model all these models are then influenced by various factors of the source which is creating the message, the message itself as well as the media which is creating a self.

So, these particular communication effect with the effectiveness of any advertisement is dependent on something called the source which is creating the ad. So, source creating the ad has a influence on how the advertisement will be perceived by the consumers and that will further lead to the attitude formation of a positive or negative attitude or lead to an attitude change which will further lead to the behaviour of the consumer into the market place or these other factors are media factors.

So, the media vehicle, how the communication message is passed on to people? So, it could be in terms of newspaper, it could be in terms of television, it could be in terms of the so many other things and. So, it is the source factors, the media factors and the message factors itself. So, what is the message and so we will look into these three factors into this particular class. So, starting with source factors what are the various factors the source which affects the effectiveness of any marketing communication.

Now, two components expertise and trustworthiness are essential to source credibility. Now, when you see a message and you see an advertisement, any advertisement has a source let it be a Patanjali advertisement about a toothpaste. Now, somebody comes in and explains that this is an herbal toothpaste, now the source which is creating the message the person who is asking you to use Patanjali that source itself, that the expertise of the person who is demonstrating or who is telling you to use the message and the trustworthiness with that particular source has a lot of effect on source credibility.

Now, people take source credibility very seriously they actually verify the source who is creating. So, if there is a there is a herbal toothpaste which is being promoted a message for a herbal toothpaste and advertisement for a herbal toothpaste if Ramdev comes in or somebody who is a herbal doctor or ayurvedic doctor he comes in and he explains to you how these toothpaste really work. Then you trust it and because you believe that this doctor who is a who is a herbal doctor is an expert.

Now, the expertise of the source now some random abc comes in and tries to advertise the herbal toothpaste for you are not going to trust him, but you trust experts. And so, doctor the ayurvedic doctors are experts or yogis are experts in terms of herbal medicines and so, you trust them and. So, if Ramdev comes in and says that by these herbal medicine you believe from all the knowledge that you have about Ramdev or he is yogi or is Patanjali your peat that they manufacture herbal products. So, what happens is that you believe that the source is an expert and you also have trustworthiness and with that increases the trustworthiness and. So, forth for you that sources or that person is credible.

So, Ramdev advertising for our toothpaste or he is any other person from his yog peat from the Patanjali yog peat in a particular way if he advertised is or a yogi advertises for the herbal products or a herbal doctor advertises for herbal product we are going to trust

him. But if in competent source is used then people do not trust him. For example, let us say any other take any other act, let us say an ad for masala right. So, or an ad for spices.

Now, an ad for spices will be influenced by or will be more promoted by if somebody who is chef actually advertises this masala because chefs know more about spices, they use spices in their daily life and they are more expert in that and more trustworthy than using Shahrukh Khan into a ad for spices because it is not an expert and. So, source credibility has a lot of effect or a lot to say in terms of expertise and trustworthiness, also source credibility affects consumer persuasion through the process of internalization.

So, why does it happen it happens because people internalize this message, if an expert gives a message if tomorrow somebody uses an expert a master chef he goes and brings an ad he is advertising he comes in an ad and makes an advertisement for spices and he says that use these spices because these spices [FL] or whatever it is. Use the spices because the spices has this flavour and this kind of organic compound this kind of smell and so on and so forth.

You will trust it because you will internalize this message, you will take this message from a credible source and you will store it internally for the reference because each time you think about that person that master chef this masala will come to your mind and so you will buy it. And so, through the process of internalization process of binding this source who is trustworthy and expert with the particular product which is advertising minding them and internalizing them this effectiveness of source credibility plays in terms of, in terms of an effective communication system.

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Source Credibility

- Perceptions of trust results from the
 - Use of low-selling (“soft sell”) tactics
 - Perception that the salesperson is competent
 - Perception that the service is of high quality
 - Perception that the car manufacturer cares about its customers

Another factor is which is of which is a source related factor which affects the perception of people or which affects the behaviour of people or which affects the effectiveness of marketing communications or advertisement is something called source credibility, how credible is the source. And so, perception of trust results from the use of low selling or soft sell tactics.

So, how credible is the source? So, the credibility is all influenced a lot by expertise and trustworthiness that we have seen. So, some of the perception of trust of sources are people who are demonstrating a message or are explaining a message in an ad is dependent on the use of low selling or soft sell tactics.

Now, if people use soft sell tactic our sources use soft cell tactic where they do not force you or do not some way hint that buy their product, but just gives you a reason enough to good reason enough so that you consider using their product that is called soft cell if they do it that way then people are more tend to buying that particular product.

So, instead of saying buy my product or instead of saying that my product is better than other product use a soft sell tactic an expert can use a soft sell tactic saying that this can be a good option for you to buy and this will solve all your potential problems or satisfy the need that you have recognized satisfy the need of the product that you want. And so, that is very important.

Also perception that sales person is competent, if people believe that the sales person who is selling them are competent enough they have knowledge about the product. For example, if we go to a clothes store and the person who is selling you the clothes if he has some knowledge about the cloth, various designs of the cloth, various kind of colours and shades and some of fabrics then you trust that sales person to be competitive to be complete enough and you trust to what he says. Rather than on a salesperson who has no idea about clothes and standing in a cloth store.

Also perception that services of high quality, when they go to a store in and you believe that the store gives you high quality service in terms of consumer satisfaction, in terms of interactions whether it is monetary interaction or personal interaction with the sales person or good free goodies or all kinds of things each other.

So, if you believe that the service is of high quality that of the store or any services of high quality maybe it is a car service for example, a multi sell service and. So, they if you believe that is a high service and you give them a call they come to you and give you other good service. And if you believe that this kind of service is of high quality then you trust that source then you trust that advertisement which is basically of Maruthi saying that our services is of high quality or high grade service and perception that car manufacturer cares about customers.

So, in terms of sincere using car in the last example or in the last point in this point also; and so, perception that car manufacturer cares about the car is and about the consumers that leads to more source scare. So, in terms of car industry, if you look at the car industry if a company sells you a car right. And so, after buying the car it also goes ahead and calls you several times right, tries to make this personal interaction with you offers you goodies free services some kind of interactions or takes feedback.

If it does all these things he will start thinking positively about the company because the consumer the action that the company is doing the action that the particular showroom is doing or the service centre is doing is that it is trying to make long term reports with you or long term interactions with you. And that shows that it can cash for it consumers and so, in those cases those sources which achieve any or most of these factors are known to be more credible sources.

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Source Attractiveness

- Sources considered attractive by target audiences are more persuasive than those that are unattractive
- **Identification with actual self** is when consumers identify with a source, seeing similarities between that source and the way they perceive themselves
- **Identification with ideal self** is when consumers identify with a source, seeing similarities between that source and the way they would like themselves to be

Another interesting factor is source attractiveness, how attractive a particular source is. Now, source attractiveness generally refers to the models which are working in a in a source and it is believed that not at all times attractiveness of a source really works for a particular product. So, sources consist considered attractive by target audiences are more persuasive than those that are unattractive, so those sources which are unattractive, those sources which are not looking good.

So, models female models or male models you need an advertisement if they are very attractive if they are appealing to the person who is watching the message or he is very appealing to the audience or this market segment for which the ad is made. Then people take it very seriously and these people very seriously and start liking them, liking the ad and take whatever information is passed on from them to the people who was looking at that and take these messages very seriously.

Now, why does this happen? There are two types of factors here one is identification with the actual self. Now, the thing is if people find that the source the model which is giving you information about the product, if the model is matching with your actual self people take them more seriously right.

So, the more identification, the particular model in an advertisement of a product shows to your actual self the more highly this model is accepted. So, identification actual self is

when consumers identify with a source seeing similarities between that source and the way they perceive themselves.

So, if there is garage advertisement and the advertisement is carried by a mechanic or the advertisement in the advertisement you see a mechanic explaining why you should use this particular garage or if it lets say it is an advertisement of Castrol. Now, if it is an advertisement a Castrol which is an oil or engine oil a 4T to 2T engine oil and this advertisement highlights or it focuses it uses a how garage mechanic to explain the benefits of using this oil. And this mechanic is in the usual formation no not all dressed up he is in his work clothes and with all blacks and everything grease and all covered and he explains to you why you should use this engine oil and this ad is designed for those people who works in these this company they sell this service centres.

Now, if a person who is seeing, who is a mechanic sees these mechanic or a on ourselves this service station manager sees the mechanic or advertising for Castrol forty oil. And then he is the since he is using Castrol 4T and in his in his garage also if he sees that any finds himself to be closer to the mechanic, a mechanic closer to him he will trust the mechanic based ad more.

Then if some celebrity comes in and he tries and explained to you why you should be using Castrol 4T oil or Castrol 2T oil in engines right. So, the more you see the more the mechanic for which the mechanics for which the ad of Castrol 4T is finds themselves closer to the person who is who is demonstrating the ad or who is in acting in the ad the better. They will find that there is a match between their actual sales and the person who is advertising and the more close it is the better they will perceive the message and they will trust it and buy it.

The chances are purchase intention will be very high, also identification with ideal self is when consumers identify with sources seeing similarities between sources that they would like them self to be. So, in sometimes what happens is that people like to beat something else, if something different something ideal right and so people for example, let us see those ads in which people want to be lose their weight.

Now, if you show an gym ad with people with famous stars who have very well toned shaped body and they advertise a gym, then people form attachment with these people these actors with very good bodies and body images or self images are very nicely

curved bodies. The reason is that people who want to use gym and want to have these bodies they see themselves closer to those actors are those performers into the advertisement which have well maintained body.

And. So, they seen these and they see themselves very close to the bodies that these people have and so they are more likely to attach to their these actors. And because they self they see their self, they see their ideal self very closer to the advertiser or the person who is in the acting. And so, they trust the source mode and so source attractiveness are affected by both actual self and ideal self.

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Source Power

- Consumers perceive communicators as having different types of **source power**
- **Perceived control** is the consumer's perception that the source is able to administer rewards and/or punishments if the consumer does not comply with the message demand

Now, another important thing which is which is of importance here is source power. So, another variable is source power now consumers perceive communication as having different type of source powers, whenever a message is given now the most consumers think that or know that the source has some kind of a power or some kind of a way to control the message and the people looking at the message. The more the consumer believes the source has power some kind of power to change the way people see or to control the way people perceive, these ads or act upon the message of that the more they are likely to fall in line with whatever the message is saying.

For example those ads which are given by police officials or hospital official's doctors, lawyers or those ad which comes from the income tax department. Now, those ads are taken very differently or taken in more matter of factly by people because they believe

that the income tax department has a lot of power, a lot of source power and they can control the behaviour of the people they can control the actions of the people. Or police department ads which actually ask you to use driving preferences or use driving licenses or certain ways of driving rules and so on and so forth. Because they believe that police department has a way to know how you act and so source power is another important thing.

Now, there are three types of source power that people are afraid of; perceive control, perceive control is that the consumers perception that the source is able to administer rewards and or punishment if the consumer does not comply with the message they want. So, if the person for whom the ad is made, if the consumers for whom the ad is made believe that the source has some kind of a control for example, police departments or IT departments.

Now, when they make an ad the consumer believes that there are these companies, or these ads and these people who have made the ads have a lot of control right and since they have a lot of control they have a lot of perceived control they can monitor the action and they can change the action of how the consumer is interacting with an ad. So, an ad comes in from income tax department saying that please pay the taxes by 30th of June. Now, these are taken very seriously and consumers act immediately because they believe that if they do not act by 30th June the income tax department will come knock on their houses and then take their money away or from give them some kind of punishment.

And so, this is the perceived control, because they believe that everybody is being watched and that is why these ads come in this way saying that you are being watched.

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Source Power

- **Perceived concern** is the consumer's perception that the source cares whether or not the consumer complies
- **Perceived scrutiny** is the consumer's perception that the source is able to know whether the consumer complied or not

Another interesting factor that is of concern here is that perceived concern, in perceived concern what the thing is that perceived concern is that consumers perception the source cares about whether or not the consumer complies. If the if the person knows that the perceived concern is the source does not care whether the person actually replies or not or whether the consumer actually acts in line with whatever the advertisement is saying the more he is attracted towards or more he is embedded towards intended towards doing that action.

So, in terms of doctors asking consumers to use a particular toothpaste and compare this with the case of an IT department act. Now, in terms of doctors advertising used to use a particular kind of a toothpaste for some kind of a teeth problem now here the consumer believes that there is no concern as such and the doctor actually does not care whether you are using toothpaste or not.

And the other hand the it department that which tells you to pay the money by 30th June here the perceived concern is very high because the source cares whether you pay the money or not. In those cases the IT department ads the consumer is more or highly has a high chance of interacting with that ad or act or acting called whatever the in lines with whatever the ad is requesting you to then those ads where which are which are given by doctors saying you to use a particular kind of a toothpaste for a particular kind of a dental problem.

And then perceived scrutiny, perceived scrutiny is the consumers perception that sources able to know whether the consumer has complied or not the. Most scrutiny particular source has the poor power of scrutiny a particular sources the higher the consumer is in they had the higher the chance that the consumer will act according to what the source is asking you.

So, again looking at the IT act the IT department has a high chance or is a high perceived scrutiny because it knows which consumers have filed and which consumer not filed the taxes and they can come after you. And so, they have high perceived scrutiny and the consumers are more has are more likely to respond to their ads, more likely to ad act according to what the ad is saying then those ads by doctors or certain other lawyers or some kind of a source which has some kind of a power.

For example doctors have the power of feeling you have. And so, those ads which console doctors saying that use this kind of a toothpaste because they do not have that kind of a network, they do not have that kind of, that kind of facility to monitor each and every consumer if they are using the product or not. But the it department ads or police department ad which actually have the ability and the resources to monitor what you are doing, after that has been displayed those people should know that they have high perceived scrutiny and they are more likely to ad towards the act.

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Source Congruity

- **Source congruity** refers to the extent to which a celebrity who endorses a brand has characteristics that match the brand attributes
- Source congruity plays a more important role in advertising persuasion when consumers are likely to elaborate on the advertised product
- The gender of a spokesperson and/or the announcer in a television commercial has impact on consumer perceptions of the effectiveness of the presenter

Similar to source power another important source factor is something called source congruity and what is source congruity? Source congruity refers to the extent to which a celebrity who endorses a brand has a characteristic that matches the brand. Now, the more clothes a celebrity who is advertising a brand is towards the particular brand itself the higher the chances that people will actually be import.

For example let us say Clint Eastwood, Clint Eastwood or John Claude Van Damme is making an advertisement for a rugged pair of jeans. Now the John Claude Van Damme that or Clint Wastwood has a rugged personality and jeans are known to be rugged. And so, they are more close together and so, John Claude Van Damme advertising a jeans are is taken more seriously or Tom Cruise advertising adventure sports is taken more seriously than Leonardo DiCaprio coming in an making an ad for a rugged jeans because it is taken as more of romantic hero or a sweet kind of hero who is not that rugged, right.

And so, that is what is source congruity, the more congruent the more closer sources to what is advertising the more positively he is taken or more positively people act to his message. Source congruity plays a major role in advertising persuasion when consumers are likely to elaborate on the advertised products.

The more the consumers believe that the person is close to the product being advertised the more highly they react to the message and the higher the chances of the attitude positive attitude being formed towards the brand and the more higher chances that a behavioural intention towards product purchase is formed and the higher then the higher the product purchase. So, that is what is source credibility.

The gender of a spokes person an order and or the announcer in a television commercial has impact on consumer perceptions or the effectiveness of the present. Also who is advertising the gender of the person who is advertising has a lot of role to play in terms of source congruity. Now, female products, if they are advertised by a male model, then they are not taken very seriously, but male products if they are released by a female product they are taken seriously.

So, male products when they are advertised by both males and females they are taken seriously, but female products are never taken very seriously by females when a male comes in an advertise this message, also, the spokes person, who is the spokesperson of a television commercial that has a lot to do with who is the spokesperson. Females are

known to be or believed to be a lot less credible than males in terms of source credibility also in terms of trustworthiness also. And so, these are some other factors gender related factors which actually show you what source factors affect marketing communications or the effectiveness of marketing communications.

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Message Factors: Message Tone

- **Message tone** refers to the emotional versus factual appeal of a message
- **Factual versus emotional appeals**
- **Message processing**
 - **Distraction, message pace, product familiarity, priming**
- **Emotional appeals**
 - **Fear appeals, humor appeals, sex appeals, ego-focused versus other-focused emotional appeals**

The second factor which we are offend, which we will be dealing here is message factors. So, there are certain message factors that will deal. So, as I said we will message factor, source factors and media factors. So, second is message factors for example, message tone what is the tone of the message? What is message tone message tone refers to the emotional versus factual appeal of a message. What is the appeal of the message? What is the content of the message, how is it appealing to consumers? Now, factual versus emotional appeals factual appeals are those appeals which actually have a lot of information about the product which are factual information of the product. So, those ads which are of or the nature which makes the consumer elaborate or dwell in to information passed on to the message those are those are factual machine appeals.

Now, so ads about let us say medicine, ads about taxpaying companies taxpaying services ads about banking, ads about things like let us say a new credit card. All these messages all these advertisements I have a factual appeal because the consumer have to process this cognitively process this message and this message of high risks and high benefits also and so they have factual appeal.

Because those messages have to give positive information or a lot of information, factual information, matter of fact information in to the consumers. Now these facts are very these facts are not true the consumer will not take in the message positively and not act accordingly, but emotional appeal messages are those messages which appeal to the consumer on an emotional level, right.

So, those ads which have attractive models coming in or use humour or some other form of emotional appeal to make the consumer understand the ad and not process it at a cognitive level are using emotional appeals. So, in information containing ads are factual messages and information ads or those ads which sort of bring out a positive or negative emotion on to you are emotional appeals.

So, a lot of factors are there for example, message processing; the message processing is another factor which affects the way an information or an ad affects the consumer. And so, distraction is one factor the more distracted a consumer is made the more distractions are called the consumer is made. So, factual message is actually negatively relate to distractions, more distractions are there then factual messages do not work, but the high distraction levels actually are more good more pertinent for emotional appeals.

Message pace; the pace with a message is produced. Now, if a message is produced at a very high pace, if a message is given to you at a very high pace if it is coming to you very in an in a very rapid form then they are not perceived well by consumers. Also factual messages should never be using a high message pace emotional messages can actually work with high pace.

Product familiarity; the more familiar a product is the better factual messages are and so these factors actually really work for factual messages and these are emotional and so it works for most of it. So, the more familiar you with a product that you are the more factual messages work, but if you are you are unfamiliar with a product if you are not very familiar with a product then emotional appeals tend to work more.

Also priming; priming is another factor which actually affects factual versus emotional appeals or demonstrate both of it; the higher the priming, priming actually works for experts and not found devices. And so, factual messages which I meant for experts in those cases priming does not work. Now in an advertisement, so there is a there was an advertisement for car company; now they use something called priming. What they did

was they presented different kind of cars and different kind of primes. So, each car was presented by a different prime the prime was actually wallpaper. So, in one case the wallpaper was in terms of red colour flames which are there in the background of the car.

And in this was demonstrating safety features, on the other hand the wallpaper was more of a cloudy a kind of a thing which was blue colour wallpaper which was more cloudy in nature and that was in the background of the car which was which was influencing comfort of the car

Now, when these messages were shown to both experts and novices, experts did not look at the background. And so, the priming which the background which was somehow priming that this is what the car is influenced. So, a flame at the background of a car was actually telling that the car is more loaded with safety features and cloud with a wide blue kind of a cloud which demonstrated comfort who is at the background of the car was actually supporting comfort.

And so, these background messages these background wallpapers where noticed by novices and they get got influences; experts which used factual appeals or factual messages they did not get influenced by that kind of a thing.

And so, this priming also tends to work for more for emotional messages than factual messages, but low levels of priming actually work for factual messages also. Another different kind of emotional appeals also that we that can be used; now the different emotional appeals for example, fear appeals. Now, a lot of messages use fear appeals right. So, remember the income tax act they use fear appeal their messages say that do this, if you do not do this then what by 30th June 30th July or some certain date what will happen is the income tax department is watching.

And. So, fear is another interesting thing that distribute, a very simple matter of fact advertisements where doctor comes and says that if you are not using this kind of a toothpaste your teeth is going to rot out. So, Colgate ads or some other Sensodyne ad which tell you that they use some kind of fear. Now, it has going to found through research that moderate levels of fear are only going to work, very low levels of fear do not work and very high levels of fear do not work.

If you put very high levels of fear fever fear into the message consumers actually pass this, bypass this message or they suppress this message; if a low level of fear is used consumer do not recognize the fear. So, moderate level of fear actually work and moderate level of fear actually work for emotional appeals.

Humour appeals, now sometimes are more some messages actually use humour appeals. Now, remember the Vodafone zoo ad what they do is they use humour as a message as a method for putting forward the message that is there. Now, these Vodafone ads with zoo zoos or any other ad which uses humour appeals what they tend to do is they best work when the consumer is a little bit distracted. And they are not very serious and they work when the conge the context in which the message is being perceived is more is not more organized is more disorganized.

So, humour appeals because and humour appeals are a also work for only intelligent people. So, people who can comprehend, if people cannot comprehend humorous appeal they will just gets stuck with the humour and not know about that. So, those people who watch zoo ads only for looking at zoo for those people the humour appeal is not working. So, the humour appeal is good for those people who have certain level of knowledge, certain level of intellect. For most people who do not have these levels of a intellect then humour appeal is not working.

Sex appeals, now it is known that nudity does not work in an advertisement, but moderate leveller say essentialness does really work. Also females essentialness works more than males essentialness and that is another thing. So, sex appeals do work, but it works for only those products which is accelerated products, but after other products it is light sensuousness that actually works with high level of nudity people forget about the brand or the ad or the product which is in advertise just concentrated on concentrate on the models. And so the message does not work.

Ego forces and other focus emotional appeals, so there are two more kind of emotional appeals. Ego focused appeals are those appeals which are which focus which actually embed in you or which actually alight in you or lead to forming personal emotions like happiness, sadness. So, an appeal an advertisement which actually embeds or which actually ignites happiness sadness fear or anger that kind of emotion into you are ego focus ads and so they worked in a different way than other focused emotional appeals.

For example, those messages which bring forth emotions like empathy, emotions like others concern, emotional like general well being, peace this kind of ads which bring out these kind of a emotions or this kind of emotions in people are actually other focus appeals. And so both kind of appeals uses different kind of messages or are meant for different kind of different situations and different kind of products.

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Message Context

- Message context includes any cues imbedded in the message by the marketer
 - Choice of background music, setting or location, or use of artifacts or furnishings
- Use of music
 - Music works through classical conditioning, by encouraging consumers to associate positive feelings aroused by the music with the advertised product

Message context is another factor which affects the effectiveness of marketing communication. Message context includes any cues embedded into the message by the marketer. For example, background music setting or location and use of artefacts and furnishing. Music is another factor which is used by marketers for promoting their ad.

Now, it has been known that if the music is only effective when people are not actually thinking of making a decision of buying the product, it works only when people are looking for making a positive attitude towards the product. If people are thinking of buying a product or people are embedded in or people are engulfed in making a decision about buying a product there music does not work, music only works to form a positive attitude toward the product.

As a music is been used, as a very general fact or a very general context for message effectiveness. Also setting a location where the particular message is being is being made. For example, if cold drink ad is made and that is made up on context is a desert context it is more effective than a cold drink ad which is inside a cold freezer or near a

cold near the North Pole. So, that is the message context and the use of artefact of furnishing. What kind of artefacts are used, what kind of furnishings are used, what kind of background is used in a message, also has a role to play in the effectiveness of a marketing communication.

So, music works through classical conditioning by encouraging consumer to associate positive feelings surround by the music with the advertised product, but the only thing is that if consumers are deciding at the time when the music is being played when it does not work, right. So, how does it work? It works by classical conditioning you feel good about the music and this feeling, feeling good, passed on or gets passed on to the advertisement or the product advertisement which is being made.

(Refer Slide Time: 51:42)

Message Execution

- **Message execution** is the combination of strategies through which the message is implemented
- Use of **implicit** versus **explicit conclusions**
– **Subtle persuasion, consumer involvement**
- **Self-reference** messages speak directly to the consumer
- Use of factual versus **evaluative** information

Message execution, another interesting thing or another interesting fact psychological fact which works in terms of message, factors or and how these relate to the effective of marketing communication is message execution. Message execution is the combination of strategies through which the message is implanted. So, how is the message actually implemented? How is the message actually related or unfolds that is what is a message execution.

The use of implicit and explicit conclusions; now, at times messages use implicit conclusions at time messages use explicit conclusion. Now, if a message says that at the end of an advertisement if the advertisement says that by my product it is using explicit

conclusions, but if a product leaves the decision on the consumers or buying it or not or the message is made in such a way that all the bad and good points of the particular product is advertise. Good points of course, very highly in bad points to a lesser degree and the message of or the decision of buying the product or interacting with the product is left with the consumer. In those cases the consumer are more likely to like the message then if it is explicit conclusion.

Subtle persuasion and consumer involvement, if subtle persuasion is used then implicit messages are very effective then explicit conclusions, and consumer involvement the more involved the consumer is the highly implicit message execution will work then explicit conclusion. The more involved the consumer is in those cases explicit conclusion turns up to be counterintuitive.

The reason is that if a consumer is more involved and you ask them to buy a product they will have counter arguments, about why I should buy the product. But if a subtle implicit way is used with more involve consumer then they are more likely to buy the product and actually understand the ad and get the information from the ad, and think about buying the product or form an attitude about it and lead to purchase intention which leads to final buying.

Self reference messages speak directly to the consumer. So, those messages in which messages are made in such a way that it refers to the consumer in some way, it refers to the consumers personality in some way those messages are taken or they speak directly to the consumer and they have high chances of being recognized by the consumer understood by the consumer and have are being more effective then non-self referencing message.

Also use factual versus evaluative information, if factual information has given then people are more likely to look at that ad positively then evaluative information because for any evaluative information where people have to evaluate the message or to somehow rate on the message or understand the message or do something about it and then evaluate the message. Those kinds of ads taken in rather negatively then factual messages which where the facts about the product which is being advertised are present on to the message. So, that is message execution related factors.

Comparative messages, now comparative messages are those messages where two products are compared side by side. So, remember all those ads of surf which says that surf works better than something else or lizol ads which says that lizol in comparison with phenyl, lizol kills 99 percent germs phenyl does not, that kind of a thing or [FL].

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Use of Comparative Messages

- A **comparative message** is one in which the product is compared directly with a competing product in terms of one or more product features.
- Works best when
 1. The message uses factual rather than evaluative information
 2. Promoting a new rather than an established brand
 3. The message is communicated through a credible rather than a non-credible source
- **Message evidence** is information that substantiates claims

So, all those kind of ads are comparative as ads. Now, comparative ad message is one in which a product is compared directly with the competing product in terms of more product features. As I said two ad two products are taken in side by side and they are compared one product is compared directly to the all the product benefits with the other product. Now, when does this work? Now, generally speaking these comparative messages do not generally work and it falls on the face most of the time.

But there are times when these comparative messages actually works. The message use factual rather than evaluative information. If messages use factual information gives you the fact why my product is better than others then people take this comparative messaging or comparative messages as more effectively and are more prone to reading it, then if they are using evaluative messages.

Also promoting a new rather than establishment, if a new brand is promoted in those cases people look for comparative or people perceive comparative messaging positively then when an established brand is compared.

Third the message is communicated through credible rather than non credible sources, a credible source actually if does this comparative messaging. If a doctor says use my brand of toothpaste and not the other brand then people take it more positively then if some hero heroine comes in and says this different messages. Also comparative messages really work when the message the product owner who makes the advertisement if he is not the market leader, right.

So, in those cases if a market leader does this then it is going to fall flat on his face. If a non market leader makes a comparative ad and compares his ad or compares his product with a market leader says that I am second in number or gives enough reason to people saying that if a is not available the market leader is not available, my product gives you enough kind of or gives you enough reasons why you should stick to it, then people actually perceive it positively. Also message evidence of is information that substantiates claims. So, message evidence is also another important factor which substantiates the claims and which shows the effectiveness of comparative messages.

(Refer Slide Time: 57:19)

More Message Execution

- **Mystery advertising** can be effective in enhancing brand awareness by producing a strong association in memory between the brand and product category
- The **message narrative** form of communications is more persuasive than other forms
- We tend to organize information in memory better in narrative than other forms and use this information more effectively to make judgments and decisions

4/24

Mystery advertising is another thing that is used or that is of importance. Now, mystery advertising can be effective in enhancing brand awareness by product by producing a strong association in memory between a brand and product.

So, those kind of ads where a mystery is created behind the ad. And ad is made in such a way. So, that a mystery is created some, some part of that is given, some the other part of

the ad is create or a mystery behind the use of the message or the advertisement is created in those messages are strong brand awareness is produced by a strongest session in the memory between brand and product. The mystery creates the novelty, mystery is a novelties and these are ways of actually improving memory. So, more the mystery is created behind an ad the higher the chances of people associating this product with the mystery and higher the chance of retaining them, and considering the product in their in their retrieval set of memory.

The message narratives, message narratives are also used a number of times for a communications more persuasive than others. Now, if your narrative is there if a story behind an ad is there and the story somehow is made in such a way that it has certain kind of an appeal to people then those kind of messages are remembered more. Because stories are made, adjust more stories are actually lead to the formation of gist and this gist actually gets related to the product information or about the product. And so this kind of an if you give a long story then this people will go into this story or they will see this story and they get attracted to the story and that leads to this message narrative lies to the acceptance of the message, and the information which is passed on from the message.

Now, we tend to organize information in memory better in narrative than other forms of use and this information is more effective to make judgments this is this is what I have been saying that the reason is this gist formation, which is the reason behind why narrative is the better.

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Media Factors: Media Category

- Effective selection depends on understanding targeted consumers and their media-use habits
- Television
- Radio
- Magazines
- Newspapers
- Billboards
- Transit advertising
- Direct mail
- Telemarketing
- In-store advertising

Media factors, the third and a factor that influences ad or that influences the effectiveness of ad is different kind of media factors. Now, effective selection depends upon understanding the target consumers and their media habits. Now, what kind of media should be used for projecting the ad is also important. For example, should be use television, radio, magazines, newspaper, billboards, transit advertising, direct mail, telemarketing, in-store advertisement.

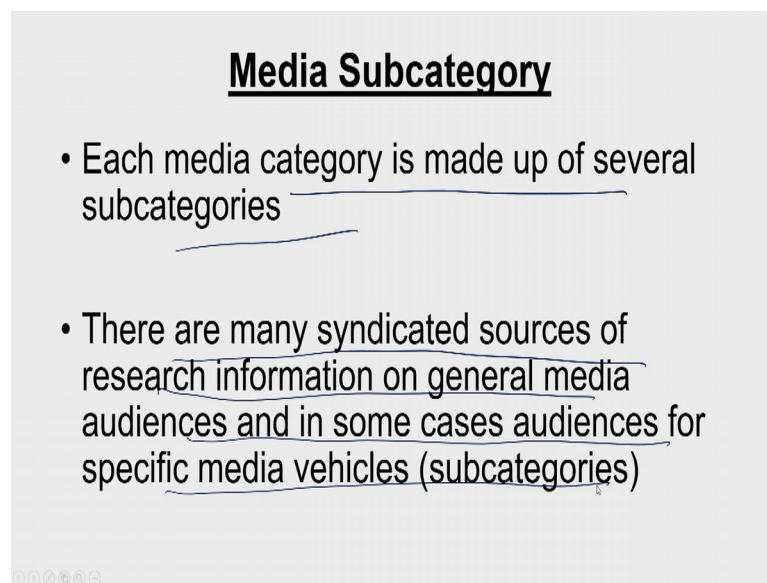
For example, if the ad is of let us say some kind of spices or some kind of kitchen products. Now, those kind of products should be advertise more on television and radio because house wife the people who actually are looking forward for spices or how kitchen products are more related to televisions and radios and magazines, then newspapers billboard, the billboards and transit advertisement or direct mail telemarketing in store advertisement, right. So, it is an another thing.

So, depending on what kind of product is may advertise the positioning or the product and what kind of people are we looking forward for, what kind of people are we dedicating the ad to, will decide which of these which has been used. For example, there is there was a study where it was found out that television as a media should be used for those people who are more staying in home, who are for a older age, and who have a lesser level of intellect. If you had lesser level of intellect television advertisements are better. Now, in comparison to that newspaper ads are good for those people or who have

higher level of intellect and matter of factly ad should always be put on television or newspapers, then on televisions and so on and so forth.

So, depending on the type of consumer that I am looking on to, depending on time of the ad that I am looking on to, and the product that I am looking on to one of these media categories are actually used, and internet is another one which is of interest here.

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Media Subcategory

- Each media category is made up of several subcategories
- There are many syndicated sources of research information on general media audiences and in some cases audiences for specific media vehicles (subcategories)

Now, there is a media subcategory also, within the media also there is a subcategory. For example, if I am making a television ad should the ad be made for romantic versus non-romantic. So, should the ad come in before a movie or national news or sports or so on and so forth.

So, each media category is made up of several sub categories. There are many syndicate sources of research information on general media audiences and in some cases audiences for specific media vehicles subcategories. For example, different kind of people for example, people who are more attracted towards movies, a different kind of ad should be made then people who are attracted to more towards sports. And so depending on what media subcategory is being used, a different kind of ad should be made, a different kind of media should be used.

(Refer Slide Time: 61:51)

Media Vehicle

- Media vehicles may be selected on the basis of their **reach**, or the maximum exposure they can provide to the target audience.
- Vehicles may also be selected based on their **editorial content**.
- The marketer wants to control the context in which the message is received.

Media vehicle, so media vehicle may be selected based on the reach and the maximum exposure that is provided for the target audience. Where do you want to reach? Whom do you want to reach? Who is your market? Who is your target audience? What is the segmentation and those factors define the reach? And what is the kind of exposure, that you are looking for there is a maximum exposure to the audience depends on the reach of the media vehicle?

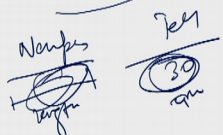
Also vehicles may also be selected based on a editorial content. What is the editorial content? So, if the editorial content is of emotional appeal if the editorial content is not the matter of fatly kind of a thing, not very explicit, not very intelligent, then a different kind of vehicle is used then if it is of highly intellectual content. So, those editorial contents those messages which are highly intellectual in nature for that newspapers magazines are used, but if it is and also important fact or the message contains eternal content which is not that intellectual then radio or a television can be used or internet can also be used.

Now, the marketer wants to control the content in which the message is received, because the context also has a lot of role to play. So, the marketer is interested in controlling the context in which the message was is received by people.

(Refer Slide Time: 63:11)

Frequency

- The **frequency** of an advertisement is the number of times consumers are potentially exposed to it
- Advertisers must realize that what is purchased is potential exposure
- Still, getting exposure is the key, because no progress can be made without it



Frequency is another factor. So, the frequency of an advertisement is the number of time consumer potentially exposed to it. So, how many times the ads are made? Advertisement is a, advertisers must realize that what is purchased is put is purchased is potential exposed. So, the potential exposure is dependent on how many times the ad is being placed. Now, still getting exposure is the key because the progress is made without it.

So, if the number, if the frequency is very high then people will start avoiding an ad. So, what is the actual frequency that should be there of a particular ad? Now, frequency in terms of number of repetitions, in terms of television ads and, but in terms of (Refer Time: 63:50) content how long the ad should be, how big the ad should be. These are two things. So, if you if you have a newspaper ad the frequency will directly relate to the length of the ad, but if you have a television ad the time of ad; so generally speaking for television ad it is 30 second and half a paragraph of a ad is very good for newspaper that is the guideline which has been set by most marketers.

(Refer Slide Time: 64:14)

Message Size or Duration

- What is the relationship between the **message size** of a print advertisement or the **duration** of a television or radio commercial and their impact on consumers?
- Consumer research findings have been contradictory

30/4/20

Message duration and size; what is the relationship between message size and the print advertisement and the duration of television or radio commercials and their impact on consumers? There is a lot of relationship, the higher the message size is the in a print advertisement the more distracted people become, and they do not perceive the message rightly, they do not look at the message rightly. Similarly if our ad is more than 30 seconds in a television, then people do not take it very positively.

Of course, when the first time an ad comes in a 1 or 2 minute ad is there, but then generally you see that this 2 minute ad is cut down across repetitions and made to 30 second ads. Consumer research findings have been contradictory because it depends upon message to message an ad to ad and people to people. So, this is these are some of the factors that we deal with in terms of, these are some of the factors that we deal with in terms of message communication.

So, lot of factors that we dealt today. We started off by looking at source related factors where we dealt with source power, source credibility then think things like source congruity and these factors and source attractiveness. So, a lot of factors source attractiveness, source credibility, source power and source congruity all these factors actually define the source who is who is behind the ad, who is creating the message and so all these factors actually affect the communication, marketing communication or makes a effective marketing communication.

Similarly we looked at message factors, different message factors for example, message tone or the kind of appeal that we are using, the content of the message and the execution of how the message is put forward or executed in the in the natural sense and use of comparative messages and so on and so forth. How these different factors actually define, how our message should be or what a measure should be and the effectiveness of the marketing communication.

Similarly we looked at media factors different kind of media factors of factors and media vehicle and frequency as different variables and media, message size and duration. So, the length of the message, the type the message is produced, the kind of message which is there, whether it is factual, whether it is non-factual, what is the media which is carrying it and what are the context in which it is represented. And so these are the factors which affect the communications communication or the type of advertisements, type of message communication into the market place.

Now, what we did in today's class is that we continued on from the last lecture where we looked at what is message communication, and we defined message communication through different models. Now, in this particular lecture we looked at different factors source factors and message factors and media factors, and how these factors actually change or actually increases the effectiveness of messages or decreases the effectiveness of the messages.

So, how in addition to, how the message is created in addition to how the message is perceived by the consumer, how the behaviour of the consumer is changed by the factors by several message factors as well as content factors of the message, as well as media factors as well as source factors how they affect the behaviour of the consumer or affect the transaction of the consumer into the market place. Now, because what is the bottom line of it? The bottom line of it is that a well inform consumer is actually more prone to taking or forming positive attitudes or change in attitudes about particular product or product, products or brands and that leads to his final commitment towards the brand which with a better commitment the higher the chances the higher chance of purchase intention is developed which leads to final purchase.

So, the more informal consumer is, the better informal consumer is the better an ad is, the more informative an ad is, the more effective an ad is, the more learn at the consumer

will be the more information the consumer will have and the better the chances of him making a perfect decision or making a good decision or making a positive attitude towards a product or product group.

So, this is the last lecture in this series of lectures in the course on Consumer Psychology. And what we did was over these whole 8, 19 lectures we looked at different factors. Now, in the next lecture that we'll do is a review lecture, where what I will do is I will look at all the lectures that we have done and will summarize, I will try to summarize all these lectures in one particular lecture and go over the course content and link the course in some way. So, for now from here it is.

Thank you.