

Marketing Management - II
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Lecture No. W7-L4
Models and Communication

So, welcome to our seventh week fourth session. We are discussing marketing communication or what we call integrated marketing communication strategy.

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Common Communication Platforms

TABLE 14.1 Examples of the Eight Common Communication Platforms

Advertising	Contests, Promotions	Events and Experiences	Public Relations and Publicity	Online and Social Media Marketing	Mobile Marketing	Direct and Database Marketing	Personal Selling
Print and broadcast ads	Contests, games, sweepstakes, lotteries	Sports	Press kits	Web sites	Text messages	Catalogs	Sales presentations
Packaging—outer	Premiums and gifts	Entertainment	Speeches	E-mail	Online marketing	Mailings	Sales meetings
Packaging inserts	Sampling	Festivals	Seminars	Search ads	Social media marketing	Telemarketing	Incentive programs
Cinema	Fairs and trade shows	Arts	Annual reports	Display ads		Electronic shopping	Samples
Brochures and booklets	Exhibits	Causes	Charitable donations	Company blogs		TV shopping	Fair trade

Yesterday I concluded with this particular slide where, which is taken from Kotllers book which actually went through this whole chart looked at different forms of marketing communication. Like, advertising sales promotion events and experiences public relations and publicity online and social media marketing, then mobile marketing, director database marketing and lastly personal selling.

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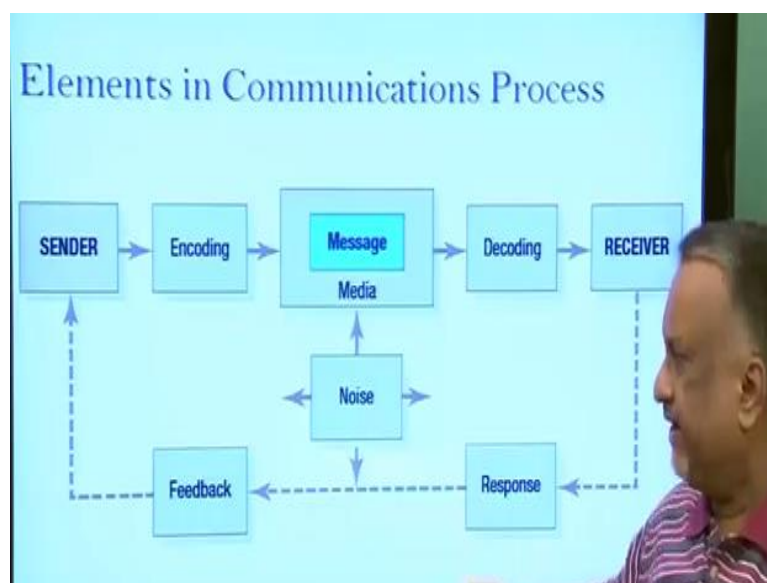
Communications Process Models

- Macromodel of the communications process
- Micromodel of consumer responses

Today, we would like to look at some theoretical models associated with communication in general and then, we will discuss some one important theoretical understandings about marketing communication to give you a deeper understanding of why we do certain things the way we do it in our the marketing communication process development. So, first we are going to look at a macro model of the communication process.

This is a model for human communication process; it not only applies to marketing communication. But communication in general whether, it is communication in the classroom or communication between you and me happening right at this moment or any occasion of human communication.

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So, this model shows that there are two sides' sender and receiver. So, whether, in this case I am the sender you are the receiver it could be in the class the teacher is a sender and somebody else is a receiver. When you are communicating with your friends, you are the sender your friends are the receiver.

So, in marketing communication whether, through an advertisement or through an advertorial or in the social media or in the TV ad or in the print ad, we have the sender that's the organization, the company, the marketer. Now to communicate the message it will be encoded like for example right now, my message is encoded in my spoken words, in my body language.

In the same way, an advertising message will be encoded in the text of the message in the spoken words in the way it is dramatized the body language of the actors involved in the TV clip and so on. Then, that encoded is what the message which is transmitted over a media. In this case you are actually, the media is the internet and the audio, video communication is coming to you over that media. Now when it reaches you will be decoding it.

So even, when you are sending a letter to your friends then you have encoded it as a written letter or as an email then you have transmitted it over post or over internet or over a text message on the phone. And then, at the receiving end the person will decode it and there is this whole aspect of noise and then from the receiver there will be some response feedback which will go back to the sender now.

Because human beings are involved on this side human beings are involved this side human beings are involved here. There are a number of interpretations that can happen number of subjective lengths as we call it. So, what you want to say and what will be decoded and understood by the receiver understand that there will always be a gap it is very difficult to have hundred percent transmissions however, close maybe the relation.

So, whether it is face to face or over internet, all over the TV, channels understand that messages as intended by the sender will never be decoded in the same way by the receiver. There will be some loss, some distortion, due to subjective perception at both ends. Because of the received of the human beings even the response that is going back to the sender can make a lot of difference the way that feedback is received.

So, it cannot be a constructive feedback or if it is actually sent in an adversarial manner if it is sent in a hostile manner the sender may often not be able to use it properly. And on top of all of that distortion between the sending and the receiving there is this whole disturbance due to noise.

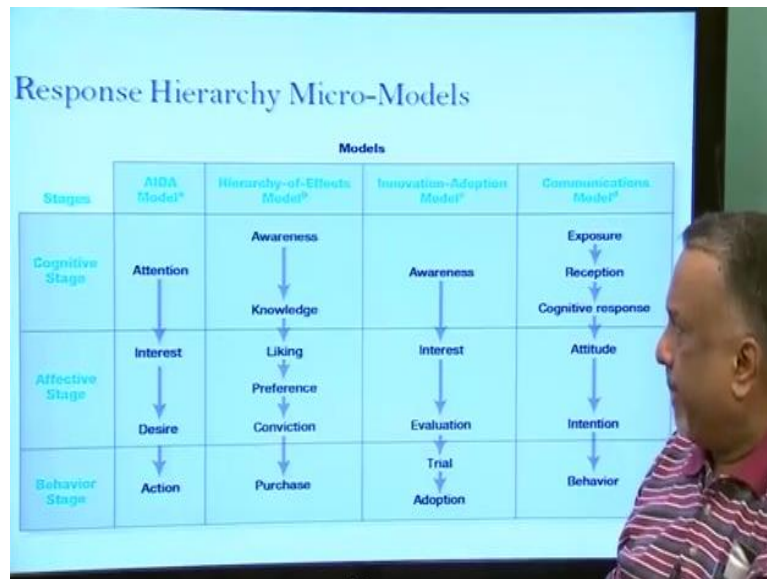
So, when you are watching the TV and you are also munching something or you are sitting and you are chatting on the side with some family member or you are listening to an ad on the radio but at the same time you are driving or you are reading something on the hoarding and talking to and you or passing by in a bus and you are talking to your co passenger.

So, you see that talking the co passenger while, you are reading the ad on the hoarding is a noise as far as the message being beamed through the hoarding is concerned on the other hand. The communication between you and your co passenger in that case you're reading the hoarding is a noise. So, our communications are often simultaneous and multilateral and as a result the bilateral communication is often subject to noise coming from the other bilateral communication process.

Because, it is always getting as we say multiplexed. So, we are doing multitasking as all human beings do multitasking. So, while you are actually shaving, you are listening to the radio and there is an ad on the radio. So, you are shaving and you're listening to that ad you know each acts as the noise for the other and there will be additional distortion besides this distortion due to perception at both ends.

So, you can see therefore, that communication is not an easy process and to have a complete fidelity of communication from this side to that side is always quite tough.

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These response hierarchy are some models for the this is at the micro stage we are trying to understand what happens in marketing communication. Now, the first one this one and the so called famous Ida model which is it says that that ant marketing communication goes through these three stages cognitive stage effective stage and behavior stage.

Cognitive means we're actually the appeals is to the rational self of the receiver and the message also highlights the rational logical utilitarian a practical factual aspects of the marketing communication part. But it also is interpreted. And this is the effective stage where the desire interest and desire are created through perceptions.

So, it at this stage to draw attention we often use facts, we often use signs, we often use technical terms, we often use certain you know kilometers per liter or all that kind of information. But here it actually to create desire that's an emotional thing and we have to pay attention to the type of product and the type of interest and desire.

So, at this stage, will be quite different for buying of biscuits versus buying of a car and then of course this whole action stage means where you actually want the purchase action is different in different cases. Because here buying a packet of bubble gums can be just a last-minute decision and that is why bubble gums or chocolates etcetera are stored at the checkout point of the supermarket whereas, some high value items people will have both logical processing as well as emotional processing so that will happen differently.

The Ida model actually, was proposed in 1925 by Ek strong and it is still a very popular model, very easy to understand and very powerful. There are some further improvements which have happened over the year for example in 1961, this was proposed that this is slight improvement or rather goes into little bit details at each stage. So, it is now understood that attention per should not be confused with awareness.

So, you somebody might know that your you have a product for say shaving foam product but that awareness is not enough ultimately to cause purchase. So, you need to actually also transmitted through your marketing communication transmit knowledge that Gillette shaving cream is as many better features or has many natural aspects and avoids harmful chemicals and you can be sure about your skin health when you are using it as opposed to some other local brands which might be competing.

So, you and fear, an incumbent or market leader like Gillette then you will have to have a lot of emphasis on this knowledge creation. So that new upcoming product will find a barrier your communication will create a barrier for your upcoming competitors. So, ever this must lead knowledge about your product the superiority of your products, the high points, the unique points about your product. So, that you have some liking which leads to preference and conviction.

So, you can see therefore, somebody may come up now with say a new horrible shaving cream which has no chemicals whereas Gillette also is a age old well established product it's a safety etcetera well proven. So, there will be a battle which will be fought here and has to come through this stage where the existing majority liking preference and conviction for Gillette will have to be challenged using knowledge about the new product which is based on herbal natural ingredients.

So that you can alter the liking preference conviction and ultimately So that the new product is purchased in preference to the incumbent product. So, this hierarchy of effects models is an improvement over or a more detailed with respect to Ida and these are sort of remain very staple always used configuration to design marketing communication particularly in the case of advertising beat on TV or beat one through print or beat through over the net this model proposed by EV Rogers this also happened in early 60s is externally important for innovation adoption model.

So, this is actually, used for a new products this is very important for to understand diffusion of new products adoption of new products. So famous Rogers model here is this awareness level remains the same but here interest and evaluation there is similarity. But what roger says then proposed in much more detail that you have to give opportunity to the target consumer to try. So, trial ability and to some extent a backward compatibility or familiarity with the way that product was earlier used.

So, if, you come up with a digital camera the human interface the man machine interface will have to remain as far as possible backward compatible. So, you cannot completely come up with a new type of clicking mechanism. So, you will see if you take an old camera and there is a shutter and if you take a latest digital camera there will be a shutter you will often see. Even a digital camera which is on your phone when you click for the photo there is sound which is like the old shutter sound of the original mechanical cameras and that shutter sound is deliberately given.

So that, at this stage there is a backward compatibility for the comfort of the user and also any new product whether food and beverage product or any new type of say a phone or camera, there is a lot of emphasis on giving trial opportunity. So, you know new cars are given for test drive to target customers there are lecture demonstration shows for new TVs or new washing machines and there are trial at the mall for new soup flavor or for a new type of coffee or tea flavor.

So, this awareness interest in evaluation based on trail ability, based on backward, compatibility, based on a clear visible differentiation and advantage communicated to the customer will finally lead to adoption through trail. So, at this stage there for all these things like clear visible uniqueness, clear visible advantage must be created. So, there is interest and an interest to evaluate which leads to trail and then to adoption.

So, there is a there are subtle differences between the hierarchy of effects model and the innovation adoption model. Those of you who are interested and particularly those of you who are entrepreneurial or thinking of creating a new business or a new product launch in the marketplace, please do read up more about the Rogers model. There are lots of material available on the net and do read up about cases etcetera.

A more detailed model which can be you say actually this is divided from various sources it's kind of a composite of all these models and this you can say is now the most accepted and practical marketing communication model where we are looking at exposure reception by the receiver and the cognitive response.

And that definitely, therefore this exposure reception cognitive response means we are actually looking at this message decoding receiver and response this part of the communication process and then we are looking at this attitude formation intention, right driven to intention which is something similar to the interest and evaluation or liking to conviction attitude then the intention formation.

Intention means intention for purchase leading to purchase there are different behavioral issues relating to the purchase itself which perhaps we will discuss in another session and the consumer behavior act the purchase point. But at this moment we are discussing about communication and our role is to in communication, our role is to stimulate interest. So that an attitude is formed which creates an intention of a purchase.

How having understood these different theoretical models for the response hierarchy or what happens actually in the marketing communication. We can now discuss how we will deploy.

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So, the deployment will happen that it is quite like the segmentation targeting and positioning that we have discussed in general in case of marketing. So, identify your target audience this

is the segmentation and in this is then you set what marketing objectives you are trying to sustain interest of for an existing product which is already a leading product.

You are just trying to maintain or sustain the current interest level or you are trying to create new interest for a new product or you are trying to interest in your product from a market segment which earlier was not buying your product. So, maybe you are you have been selling snacks and so people who were health conscious were not buying your product. Now, you have come up with a healthy natural snacks based on its non-fried, nonfat, very low in cholesterol.

And so, you are trying to therefore identify a new target audience and your objective is to be set that you are trying to attract them to at least try your new product. Accordingly, you will design your communication and select channels so in this new snack product we were talking about which is a healthy alternative to the conventional nankeen snacks. Your objective is therefore to appeal to the health-conscious customers and your communication and channel suppose.

You are maybe you are doing TV ad as well as then to reinforce the TV ad so one exposure of TV followed by several exposure through the point media. So, a person sees the ads on TV and the next day morning when he or she opens the newspaper they see reminder ads so through different channels. You will design the communication to appeal to the health-conscious customers and your objective is to at least make them try your product.

So, the remember that as we discussed marketing communication can bring the customer up to this point marketing communication cannot there are will be many a slip between the cup and the lip. So, after trail final adoption or after conviction there are other things that happen at the point of sale where the final purchase happens but in marketing communication. If we can bring the customer up to this point, if you can create the desire after the evaluation then we have done our job well.

So that, is what we want to achieve by target audience, set objective design communication, select channels of course then we have to have some budget. And then based on the budget we will do the media mix if we a new company startup. We do not have the money to go to the TV always unless we are venture funded and we are going for the big bang will often use.

As I discussed earlier the advertorial approach the press conference and that sort of relationship based approach and they will be looking for news items where the product will be talked about. And so, your media mix will depend on your budget. You will go for a big national exposure or you will go for a regional or you go for a one metro exposure based on your overall marketing objectives communication.

Objectives here and you budget and based on that you will measure your results and manage integrated marketing communication through this whole process and measure results are done in various ways. For example, in print ads you can give coupons giving the customer a little bit of discount or some opportunity to participate in some raffle or give some gift if the customer with the coupon for buying the product.

Accordingly, you will know that which newspapers produce the maximum coupons which came back for purchase occasion or which regions had the maximum response. So different measurement can be made by using coupons or by using during the TV show when product are part of the reality show. Then how many people call back how many people comment on the social media on the goodness or badness of the product these are all different types of measurements.

And we often then therefore integrate this sort of return direct action from the consumer as a part of the communication process.

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Developing Effective Communications

- Identify the target audience
- Set the communications objectives
 - Establish need for category
 - Build brand awareness
 - Build brand attitude
 - Influence brand purchase intention

This is now in words what is was saying identify the target audience set the communication objective you have to understand of course the communication objectives must be based on facts that means the need for the category the current brand situation, what kind of brand attitude is existing and what kind of brand attitude you want to improve upon or you create newly and all that.

So, brand as we had discussed before at that time also we discussed that how close it is with this marketing communication deployment and that is what we are discussing on this slide.

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So, I will take up tomorrow the next part which is the creative strategy of in marketing communication and how it should be linked to the message strategy at message source. We will discuss that tomorrow. Thank you!