

**Consumer Behaviour**  
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**Indian Institute of Technology, Kharagpur**

**Lecture - 30**  
**Consumer Communication**

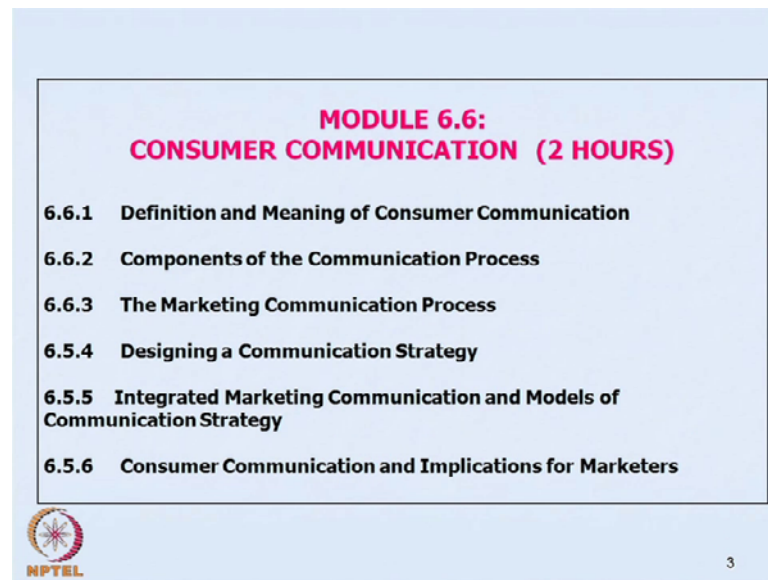
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<b>MODULE 6:</b>	
<b>PSYCHOLOGICAL INFLUENCES ON CONSUMER</b>	
<b>DECISION MAKING (19 hours)</b>	
6.1	Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement
6.2	Consumer Learning
6.3	Personality, Self-concept and Self-image
6.4	Consumer Perception, Risk and Imagery
6.5	Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change
6.6	Consumer Communication

 2

Today, we will be discussing the next topic in our module on consumer decision making, on psychological influences on consumer decision making or as we call them, the psychographic influences or the individual determinants on consumer decision making. This particular topic relates to consumer communication.

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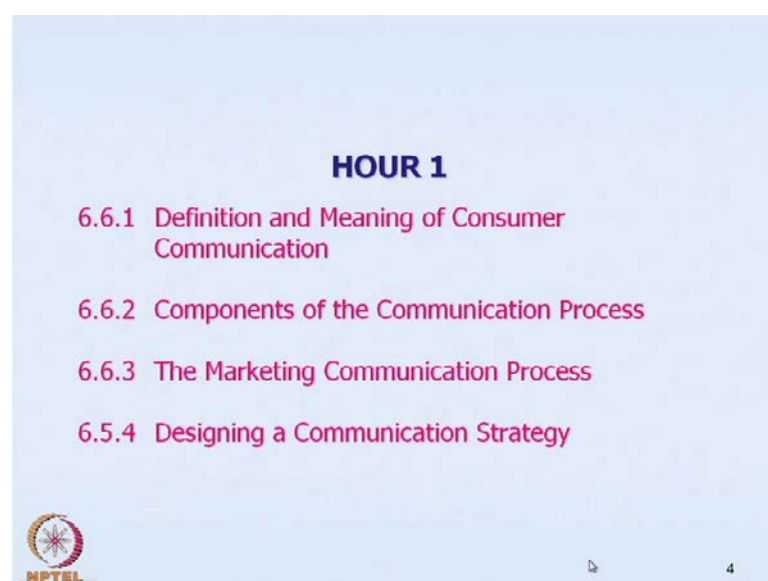
**MODULE 6.6:**  
**CONSUMER COMMUNICATION (2 HOURS)**

- 6.6.1** Definition and Meaning of Consumer Communication
- 6.6.2** Components of the Communication Process
- 6.6.3** The Marketing Communication Process
- 6.5.4** Designing a Communication Strategy
- 6.5.5** Integrated Marketing Communication and Models of Communication Strategy
- 6.5.6** Consumer Communication and Implications for Marketers

 3


So, we will be talking about module 6.6, which is consumer communication, which we shall be covering in a total of two hours in this particular session. And in this particular module we will be talking about the definition and meaning of consumer communication. We should be discussing the components of the communication process, the marketing communication process, how do we go about designing communication strategy, integrated marketing communication and models of communication strategy, and finally, consumer communication and implications for marketers. So, this is what we shall be discussing in the next two sessions.

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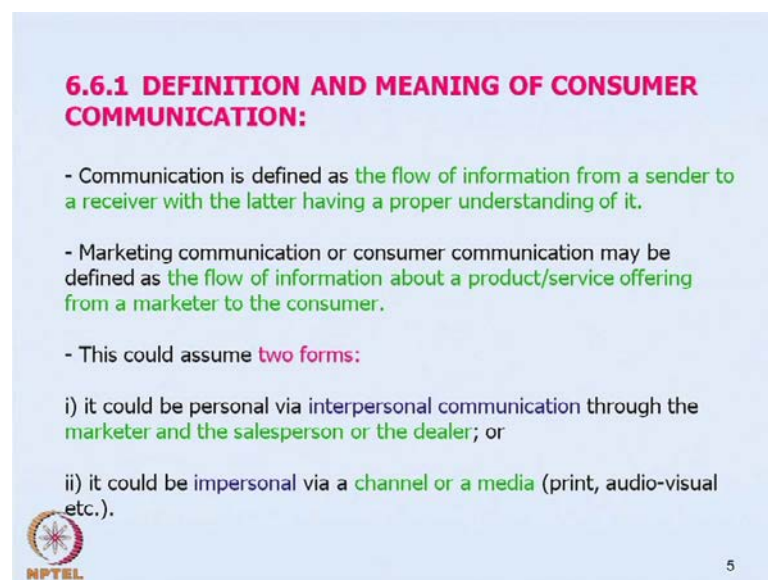
- 6.6.1** Definition and Meaning of Consumer Communication
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- 6.6.3** The Marketing Communication Process
- 6.5.4** Designing a Communication Strategy

 4

And for today's session on this particular module 6.6, we shall be discussing the definition and meaning of consumer communication. We will be talking about the components of the communication process. We shall be more specific when we talk about the marketing communication process and then, we shall be talking about how do we go about designing a communication strategy.


Now, as far as this last topic is concerned, we, we will be covering a part of it where we will, we will be talking of certain components or certain elements of a communication strategy and we shall be, you know, covering the rest of the portion or the rest, next portion in the next session. So, to begin with we start with the definition and meaning of consumer communication.

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**6.6.1 DEFINITION AND MEANING OF CONSUMER COMMUNICATION:**

- Communication is defined as the flow of information from a sender to a receiver with the latter having a proper understanding of it.
- Marketing communication or consumer communication may be defined as the flow of information about a product/service offering from a marketer to the consumer.
- This could assume two forms:
  - i) it could be personal via interpersonal communication through the marketer and the salesperson or the dealer; or
  - ii) it could be impersonal via a channel or a media (print, audio-visual etc.).

 5

Now, let us first define what communication is. When we talk about communication we say, it is the flow of information from the sender to the receiver with the latter having a proper understanding of it. So, the, the, it is actually a platform or an exchange process, exchange of ideas, exchange of thoughts put across as a message, which flows from the sender to the receiver. It is encoded or put into some form by the sender and via a channel it reaches the receiver who decodes it and you know, and has to and should be able to understand the message as it is meant to be. So, when we define the communication process we say, it is flow of information from the sender to the receiver with the latter having a proper understanding of it.

Now, to be more specific, with respect to marketing communication we would say, that when the flow of information with respect to a product or service offering from marketer to the consumer, whether actual or current or prospect, we call it a consumer communication. So, it is flow of information about a product or service offering from the marketer to the consumer. The basic objective of the marketer is to put across a message, either to, you know, inform the consumer or make him aware of a product or service offering or to facilitate, to recall or to build up favorable attitudes or to elicit action. It could be any one of these objectives, which is basically put across through a message and this message flows from the, from the marketer to the consumer who could be current or prospect. Now, in simple words, it is actually the flow of information regarding a product or service offering from the marketer to the consumer.

Talking about consumer communication, it could assume two forms. The first form is personal form via interpersonal communication through the marketer and the sales person or the dealers. So, it is essentially a personal or an interpersonal communication that takes place between the, the marketer and the consumer through the marketer himself or his spokesperson or his dealer or his sales person. So, it is, it is, it is a personal communication, it is interpersonal communication, that takes place between the marketer and the consumer via the marketer himself or through his sales people or through his dealers or through other agents. So, this is what we refer to as personal or via interpersonal communication.

There is also another mode, there is also another, you know, mode through which communication could flow and this is the impersonal or impersonal communication, which takes place via a channel. Now, the channel could be either in the form of a print media or an audiovisual media. So, it could, it is essentially impersonal in nature via a channel or a media.

Now, marketers basically make use of their communication mix or their promotion mix, which comprises advertisement sales promotion, personal selling, direct marketing and publicity, to, to, to communicate with the customers. So, marketers make use of their communication mix or the promotion mix to communicate or to put forward what they want to say to the consumers. They inform the consumers, both current consumers, or actual consumers, about the product or service offering. They inform them about any

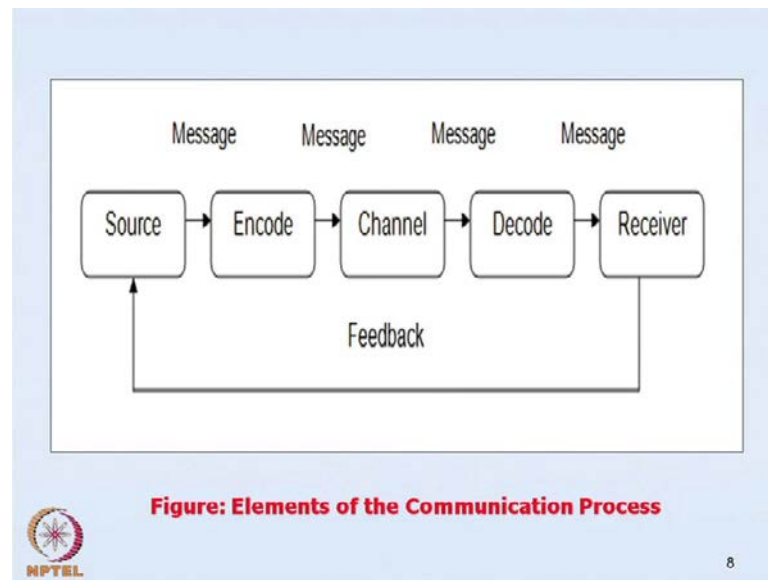
changes brought about in the product or service offering or in the marketing mix. So, so the, the, the marketer here tries to inform the consumer, tries to make them aware.

The consumers also keep themselves involved, they keep themselves informed about what is happening, both through the marketers efforts, as well as, through informal, interpersonal communication, that takes places between consumers themselves or between an actual and a prospect or the kind of communication they have with their family, with their friends, with their colleagues or their opinion leaders via informal sources of communication.

So, you know, while the marketer puts in a lot of effort to educate the consumers about the product or service offering about the brands, about the marketing mix or about changes brought about at the marketing mix. The consumers also keep themselves informed via interpersonal communication, which is informal in nature, either with, through their friends or through colleagues or through opinion leaders or there informal sources. So, so the consumers basically have, have, on the one hand, a formal communication formal, formal marketing communication directly from the marketer or via channel. On the other hand, they also have an interpersonal communication, which is very informal with their, with their social group.

Now, both the sources, formal from the marketer, as well as, informal through friends, colleagues or word of mouth have an important role to play in communication. So, this particular process here, where, where, where the, you know, where the, where the, where the marketer tries to educate the consumers, try to make aware the consumer about the product or service offering about the brand, about the marketing mix or about any of these changes, is put across either through his own efforts, which could be a personal via, you know or you know, interpersonal or it could be something, which is impersonal via a channel. Consumers also have another source, informal, interpersonal communication through word of mouth. So, consumers keep themselves informed about both these sources.

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Now, let us come to the components of the communication process. If you see, we, we, we have a, we can, we can depict it through a model here.

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**6.6.2 COMPONENTS OF THE COMMUNICATION PROCESS:**

- Three major components of the communication process, viz., sender, receiver and the media. Apart from these, there are two sub-components, viz., feedback and noise.
- The message is encoded by the sender, transmitted via a media, decoded by the receiver, who then provides a feedback.
- At every stage, the communication process could get impacted by a disturbance, which is referred to as "noise"; this noise isn't essentially a loud sound, but these are disturbances that could occur within the sender or the media or the receiver.

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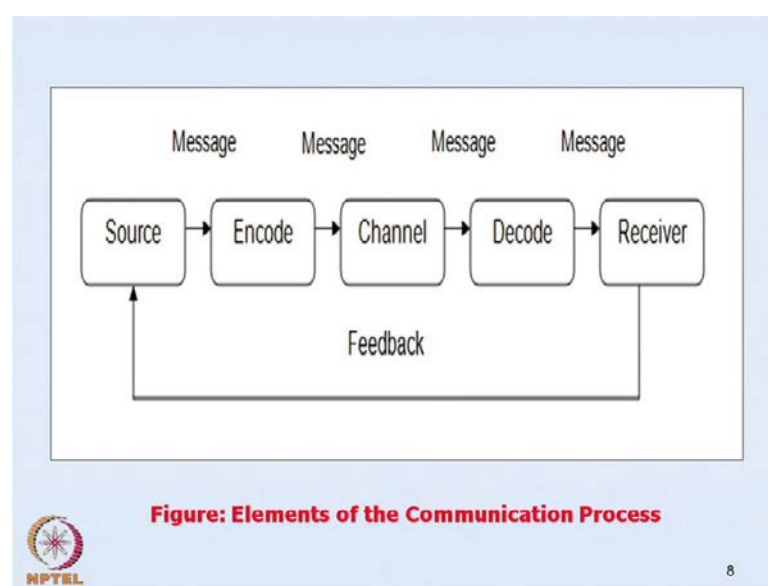
Where there are three major, three major components of the communication process, you have the, you have the, you have the sender, you have the receiver and there is a media. Now, apart from the sender and apart from the receiver and, and the media, there are two other elements in the communication process. We could say that two sub-components of the communication process, one is feedback and the other is noise. So, you have three

basic components in the form of the sender, the receiver and the channel and you have two sub-processes or sub-components in the form of the feedback and noise.

So, message here is encoded by the sender, it is transmitted via a media or a channel, it is decoded by the receiver and this receiver provides some kind of a feedback, which will ensure whether a message has been understood in the manner in which it is intended to do. So, any kind of reactions, which come from the receiver, act as a feedback and to the, to the sender, whether the, the objective of the communication has been accomplished or not, any kind of clarification, etcetera, are sought by the, or sought by the, by the receiver are again brought back as a feedback to, to the sender.

Now, at every stage of this process, right from the sender to his encoding, to the channel, to the decoding, to the receiver, at any of these there could be certain kinds of disturbances, which could be either, external or internal, external in the environment internal to the receiver, which could act as elements, we just, we call as noise. So, when the communication could get impacted by a disturbance, we refer to it was a noise. Now, noise here could be external to the environment in the form of a loud bang or a loud noise. There are also disturbances, which occur internally between, within the sender himself, or within, within the receivers, and these are referred to as internal disturbances. So, both internal and external disturbances act as a noise element.

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So, if you see here, there is a message, which is resource here who has something to say. So, he encodes the message, a message, encoded message via a channel, you know, reaches the receiver who decodes the message and he has, as understood, tries to understand the message and reacts with the feedbacks, so you have resource here. The purpose of communication expressed as a message even if, from this particular sender or from this particular source, he will encode the message either with the words or pictures or gestures and through that he will use the, he will transmit them via a channel or via media.

Thus, the particular message consists of subject matter, that the sender intends to transmit to the receiver and it could take any of the forms, it could take in oral form or it could take a written form, it could be in the form of words or pictures or images or even gestures. Then, you have the, after the encoding is over, the, the message is put across through a channel or the media. So, the media here or the channel is through which the information is transmitted.

As we just discussed, communication could be, could be impersonal via a print media or an audiovisual media or it could be also interpersonal directly with the marketer through, through the sales person or his dealer. So, you know, it could be both, interpersonal and impersonal. It is interpersonal when people are going to act face to face by talking and listening and the air and sound waves constitute the media. On the other hand, it will be impersonal when the communication will take, you know, take place through a channel, which could be a print media or you know, newspapers brochures or magazines or a broadcast media, audiovisual in the form of TV, radio, websites, etcetera. So, this is what you have as a channel.

Now, the message is transmitted via the channel and it reaches the receiver who is going to decode it. He will now decode the particular message to extract meaning out of it. Now, at this particular stage when you are talking about decoding two, two errors can take place, one is amplification and the second is leveling. Amplification happens when people add up to the message and exaggerate it. So, when they add up more, you can say, (( )) to a message and they exaggerate the message (( )). They add much more, then what was essentially being said or intended to be said, we call it the amplification effect. On the other hand, you know, we have the leveling effect, which is the opposite of amplification and it occurs when, when the receiver erases or deletes a part or whole of



the message, so that particular, you know, phenomena is referred to as leveling. So, after the receiver has properly decoded the message he must have a, he should have an understanding of it and he reacts with a feedback.

Now, when the message moves forward from the sender to the receiver, the feedback moves backward from the receiver to the sender and so, there is the feedback loop. It reflects whether the message has been properly understood by the receiver or not. It also means by which a sender gets to know, gets to understand the reaction of the receiver. We also have an element here, which is noise, which I just said can affect each at every stage of the communication process. It is anything that disturbs or interferes with the communication process. It acts as a barrier to the communication process and it could be internal or external. It is internal when it concerns the sender or the receiver who are not paying much attention to encoding or to decoding because they are preoccupied with something else or you know, the, they, something is bothering them. So, because of that, because of improper encoding and improper decoding there is at least, to an erroneous communication.

On the other hand, noise could also be external where there is a disturbance in the environment in the form of a loud sound or when there is a problem with the channel or the media sound waves or poor reception of signal, etcetera. So, this is what we mean by the feedback. So, this is what, this is what we mean by noise.

So, this is what a normal communication process is. It starts with a, it starts with a sender who has something to say. It is this, it is the, senders going to determine what he must say and that is what he encodes, either through oral or written communication, through words, through gestures, through images or through body language and that gets transmitted via a channel, which could be either, you know, interpersonal or an impersonal channel, interpersonal, when people are talking face to face with each other. It is interpersonal and impersonal channels are in the form of the print media or the broadcast, the audiovisual media and this particular encoded message via the channel reaches the, reaches the receiver and the receiver is going to decode it at this particular stage.

Errors like amplification and leveling will take place, could take place and finally, the receiver reacts with a feedback, which is actually signal to it, gives a signal. It gives an

indication to the sender, that the message has been properly received or accurately received and understood or not. There are noise at every level, whether internal or external. Internal is when it relates to sender or a receiver and because of preoccupation with something else or because of certain, you know, tensions or anxieties, they are unable to either first encode and then decode the message improperly, both with respect to the sender and the receiver respectively. So, because of this there is an erroneous communication. So, these are internal factors relating to noise. They also, noise could also be external when it is a loud sound or they are problems with the signal or you know, or, or with the media itself. So, here are, here is what we mean by this entire process, which we refer to as the, as the communication process.

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**6.6.3 THE MARKETING COMMUNICATION PROCESS:**

- Marketing communication is defined as **transmission of information from the marketer to the consumer through a media.**
- The basic objective behind marketing communication is to:
  - a) **inform a consumer (or a prospect);**
  - b) **make him aware about the product/service offering, and the mix;**
  - c) **build a favourable attitude towards the offering; and**
  - d) **encourage a purchase.**

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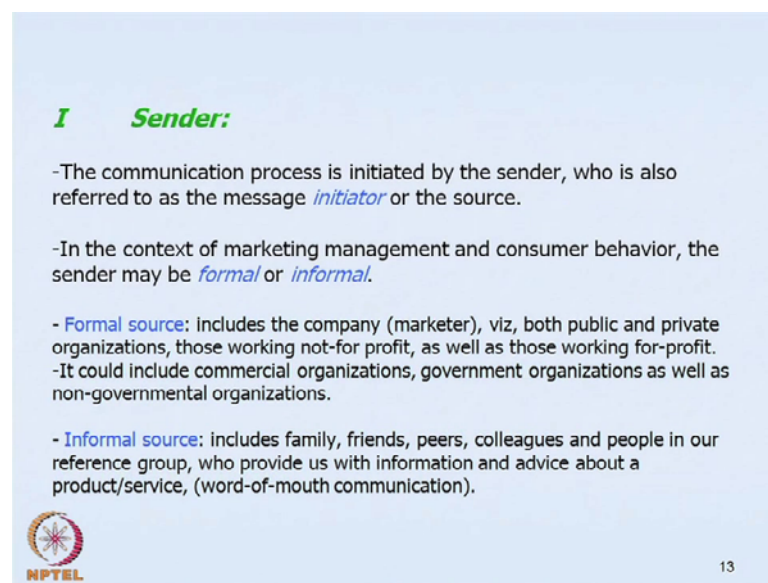
12

Now, let us come to the marketing communication process. As we just said, the marketing communication is the transmission of a message from the marketer to the consumer via media. Now, what could be the, you know, basic objectives of communication? The basic objectives of communication could be, one, inform the consumer about a product or service offering or about the marketing mix. Two, not only inform the consumer, but also inform the prospects. So, it is both, current and prospect, should try to inform them about the product or service offering or about a brand. Two, make them aware about the product or service offering and about the mix, how is it better; what is it in it that is a value proposition; how is it unique; how is it better than the competitors; what are the basic features; what is the price or what are the deals. So, you

try to make him aware of about the product and the mix. Then, you also tend to have another objective to build a favorable attitude for your product or service offering in the minds of the consumer.


So, another object or another, you know, motive for any marketer to communicate with the customer is to not only inform him or make him aware, but also to develop a positive attitude for his brand. You know, develop a feeling of likingness or develop a feeling of favorableness towards the brand. And fourthly, try to illicit an action; try to illicit some form of an action on the part of the consumer. So, this, this means, trying to encourage a purchase. So, the basic objective of a marketing communication is to inform a consumer, make him aware of the product or service offering, build a favorable attitude and encourage a purchase. Now, let us talk about the process from the point of view of marketing communication. So, you will talk about all of these, the sender, the receiver, the media. We will be talking about, you know, all these things in the context of marketing. So, let us first talk about the sender.

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**I Sender:**

- The communication process is initiated by the sender, who is also referred to as the message *initiator* or the source.
- In the context of marketing management and consumer behavior, the sender may be *formal* or *informal*.
- **Formal source:** Includes the company (marketer), viz, both public and private organizations, those working not-for profit, as well as those working for-profit.  
-It could include commercial organizations, government organizations as well as non-governmental organizations.
- **Informal source:** Includes family, friends, peers, colleagues and people in our reference group, who provide us with information and advice about a product/service, (word-of-mouth communication).

 13

Now, the sender here is basically, the initiator. He is the one who is going to initiate a message and he is also referred to as the message initiator or the source. Now, in the context of marketing management and consumer behavior, the sender could be a formal source or an informal source. A formal source includes the company, which is the

marketer himself or you know, both public and private sector organizations, those working not for profit, as well as, working for profit.

So, formal sources could be any kind of a marketer, whether you know, working for profit or not for profit, whether public sector organizations or private sector organizations. Now, it could also mean commercial organizations, government organizations or even NGOs. So, these are the formal sources of communication. And you have the informal source of communication, which we all know is through the word of mouth, which includes families, friends, peers, colleagues, people in our reference group who provide us with lot of information about their experiences or about their knowledge with respect to product or service category or about the mix. So, you have these two sources as a part of the sender. The sender here is the initiator, he is the initiator of the message, he is the source of the message and these sources could be either formal in nature or informal in nature.

Now, research has shown, that there is greater reliability, there is greater creditability associated with informal sources of communication than with formal source of communication. So, consumers rely more on informal source of communication with friends, family, peers, colleagues, other people in your reference book, even opinion leaders. This is essentially, because it is believed, that such people, such informal sources do not have any ulterior motive while a marketer has a motive that he wants to, you know, sell his product. He wants to talk favorably about his product because he wants to sell his product, earn revenue, earn profit. So, there is a motive associated with the communication message and the communication strategy.

But for, for the, for the informal sources it is believed, that they are more credible, they are more reliable because they do not have any ulterior motive or they do not have any motive associative with why they are saying what they want to say. So, unlike the marketer who comprises the formal source, the informal sources are more, you know, reliable.

So, so nevertheless, we also gave a lot of importance to the marketer and the way he communicates. Now, the sender here will decided what to say, whether there is a sender, the sender be a formal source or an informal source will actually decide what to say, how to say, you know, where to put it across through; so, so how to say, when to say, where


to say and what to say. Now, in any case, basically his objective is to provide whether it is an informal or a formal source, the main message, the main, main objective is to provide information with respect to the product or service offering or the brand and anything and everything with respect to the 4 Ps.

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**Message and Encoding:**

- Once the sender has decided what he wants to communicate, he **encodes the information into a message** to be transmitted to the receiver.
- The sender needs to think of his message strategy, i.e., **what to say, how to say it logically and symbolically, and who is to say.**
- Message is illustrative of the information content, and includes:
  - i) a physical format through **words** (**verbal communication**)
  - ii) **symbols, pictures and images** (**visual communication**)
  - iii) **gestures** (**non-verbal communication**).

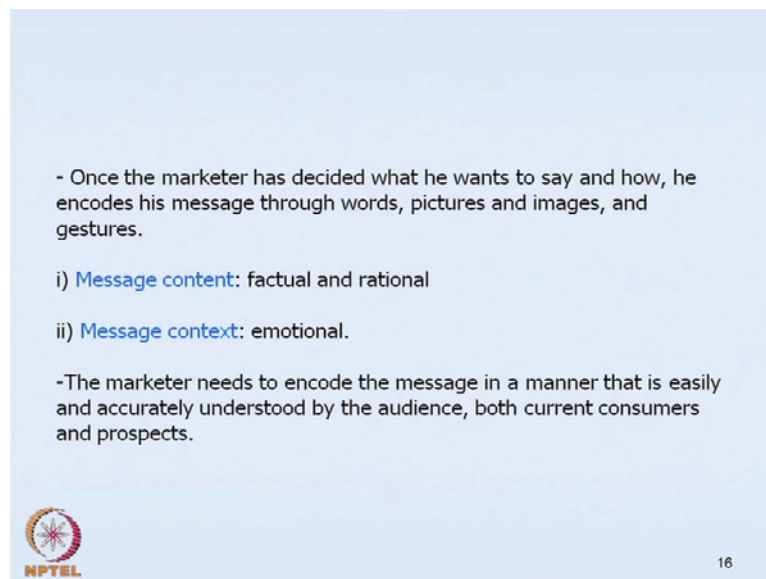
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So, you know, we, we come to, to, to the next thing, which is message and encoding. So, once the, once the sender has decided what he wants to communicate, he encodes the message, he encodes the information into a message. Now, the message, the sender here will think, basically decide, what to say, how to say it logically, how to say it symbolically and who is to say. So, what to say, who will say, how will it be said logically, how will it be conveyed symbolically, all of these are decisions, which the sender is going to take. So, the sender here, I mean the marketer, it is true the marketer is going to decide what should he be saying about his product or service offering or his brand, how should he be saying it logically, how should he be saying symbolically and who is going to be his audience or who is the message meant for.

So, so message here is illustrative of the content and includes the, the physical format through words, which is the verbal communication, the symbols, the pictures and images, which is the visual communication and the gestures, which are the nonverbal communication. So, you know, here the, the, he has to decide on the verbal, the visual and the nonverbal communication. So, what to say, how to say, how to say it logically,

how to say it symbolically and who am I going to say all this is basically a major decision what he has to take. And the message here, it should be something, which was either could be assumed form, which is either visual or verbal or nonverbal. So, visual is in terms of you know, pictures, images or gestures, verbal is in terms of words and you know, sentences and gestures is in the form of the body language or the nonverbal communication.


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- Once the marketer has decided what he wants to say and how, he encodes his message through words, pictures and images, and gestures.

- i) **Message content:** factual and rational
- ii) **Message context:** emotional.

-The marketer needs to encode the message in a manner that is easily and accurately understood by the audience, both current consumers and prospects.

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16

Now, once he decides what he wants to say, how he wants to say and he encodes the message, through, either or through pictures or through gestures, now the two things, which come in here, the message content and the message context. It is very important here to say, that when we are talking about message content, it is essentially going to be more rational or more factual and you know, again we could relate it to the left side of the brain. We could relate it to higher need for, you know, customers who have a higher need for cognition. We could, very importantly, relate it to high involvement products and high involvement purchases. On the other hand, when we are talking of the message context, we, we essentially talking of the emotions, the feelings, the fun, the fantasy, the hedonism and here we could relate it to the right side of the brain and very importantly, to a low involvement purchases.

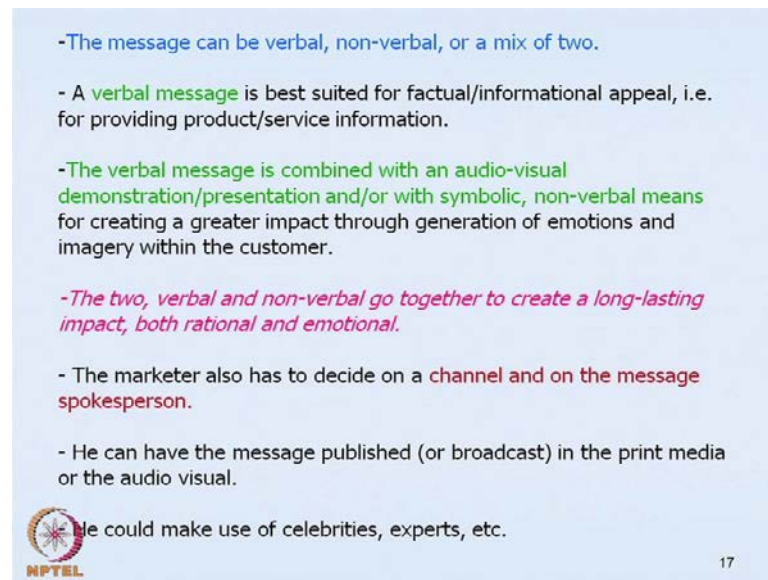
So, when we are talking about the content it is more to do with information and facts, the high involvement product, high involvement purchase situations and high involvement

media, which is initially the print media and the, the, the central root to persuasion in the left side of the brain. On the other hand, when we are talking about the message context, we are talking about emotions, which is low involvement products, low involvement purchase situations, the peripheral root to persuasion, low involvement media, which is essentially through broadcast, audiovisual TV.

And so, so, so herein lies the difference what we say, how we are going to say. It will basically depend upon you know, decisions with respect to whether the product is high involving or low involving and you know, the kind of segment whether need for cognition is high or need for cognition is low, accordingly we decide on the channel, whether it would be a high involvement media or a low involvement media. So, both, you know, when we are trying to say something logically or symbolically, you know, we, we are going to take decisions with respect to the message strategy and the message strategy here will deal with the message content and the message context.

Now, whatever the, the marketer will basically encode the message and he must do so in a manner, which is appropriately and very accurately understood by the segment or by the majority of the customers or the majority of the audience for whom the message is designed. So, keeping in mind, you know, the issues have to be kept in mind, decisions have to be taken with respect to the message strategy, how to say it, what appeals to use. So, how to say it in a simpler way, so that you know, the message goes across to the consumer and he understands the message as it is designed to be. So, this is with respect to, you know, the decision, which are taken by the, by the, by the sender.

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-The message can be verbal, non-verbal, or a mix of two.


- A verbal message is best suited for factual/informational appeal, i.e. for providing product/service information.

-The verbal message is combined with an audio-visual demonstration/presentation and/or with symbolic, non-verbal means for creating a greater impact through generation of emotions and imagery within the customer.

*-The two, verbal and non-verbal go together to create a long-lasting impact, both rational and emotional.*

- The marketer also has to decide on a channel and on the message spokesperson.

- He can have the message published (or broadcast) in the print media or the audio visual.

 He could make use of celebrities, experts, etc.

17

Now, the message could be verbal or nonverbal or a mix of two. As we just said, it could be, you know, visual or a verbal or a nonverbal. A verbal is basically best suited for a factual or an, for a factual or an informational appeal. So, you provide lot of information with respect to the product or service offering. We talk about product attributes, benefits, features. We talk about how it is a better value proposition than other alternative brand. So, its best verbal message is best suited for factual or informational appeals. The verbal message is combined with audiovisual demonstration or with symbolic nonverbal means for creating greater impact, for generating greater emotions amongst consumers. So, both verbal and non verbal go together for, to create a long lasting impact, which could be both rational and emotional.

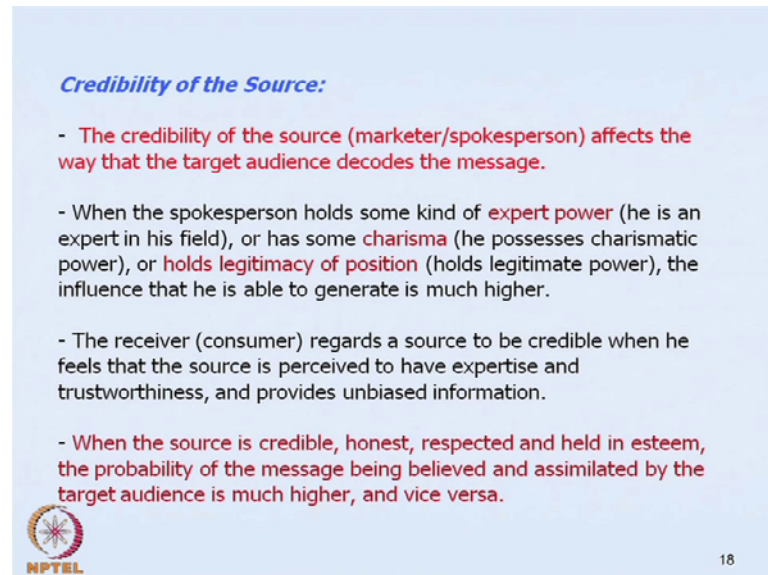
So, the marketer here basically has to decide, whether he is going to use verbal and nonverbal or mix of both. Of course, verbal is blended with nonverbal and both of them put together create, you know, lead to, you know, not only lead to rationality or rational appeals, as well as, emotional appeals, which have a longer lasting effect on the consumer, not only in terms of information, you know, gathering or storage or retrieval, but also better recall.

So, the marketer also has to make decisions with respect to what channel he is going to use, whether he is going to put it in the print media or he is going to be put it in broadcast, audiovisual media and of course, he can make use of celebrities. Now, when




we are talking about, you know, celebrities or when we are talking about experts, we will also talk about the credibility of such celebrities and such spokesperson a little later, but before that we would like to mention something about the credibility of the source itself.

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**Credibility of the Source:**

- The credibility of the source (marketer/spokesperson) affects the way that the target audience decodes the message.
- When the spokesperson holds some kind of **expert power** (he is an expert in his field), or has some **charisma** (he possesses charismatic power), or **holds legitimacy of position** (holds legitimate power), the influence that he is able to generate is much higher.
- The receiver (consumer) regards a source to be credible when he feels that the source is perceived to have expertise and trustworthiness, and provides unbiased information.
- When the source is credible, honest, respected and held in esteem, the probability of the message being believed and assimilated by the target audience is much higher, and vice versa.

 18

Now, the credibility of the source, a source here meaning, either the marketer or a spokesperson, affects the manner in which the target audience will decode the message. When the spokesperson has some expert power, you know, he is an expert, he is very knowledgeable in a particular product or service category or he is, he is an expert or he has some charismatic power or he holds a position of legitimacy, the influence, that he will be able to gain is going to be, is going to be much higher influence, that he will be able to generate will be much higher.

Let us take you know an example here, that you know, when a person, you use a person as a spokesperson in your advertisement who is a doctor or who is a very successful dietician, the impact, that they will create through their message will be much higher. They will be able to influence consumers much more easily than other people. So, you know, usage of very successful doctors or very successful architects or very successful, you know, nutritionist experts or, or you know, anybody who is very, who is an expert or in a particular area if you use him as a, as a spokesperson, the level of influence, that they generate is much higher.

Similarly, there are people who have charismatic power, they are very good looking or they have very good, you know, physic or physical appearance or they are very attractive. So, such people who have a level of charisma also, also, you know are more, influence, influential or more, you know, stronger in, in terms of, spread, sending across a message, their likelihood of the, their impacting other people becomes much higher.

And of course, if people hold a position of legitimacy, like we have this example of Tata Nano, where just before it is launched and immediately after its, it coming into market, you know, there was Ratan Tata who was speaking very favorable of, favorably about it, not only in press releases or in, you know, through publicity or public relation campaigns,, but also through the advertisements on TV. So, the influence he was able to generate on the masses, that yes, a car for rupees 1 lac will be made and will be available. So, it, it basically he, because Ratan Tata was saying something like this, people began to believe him and people began to, you know, you know believe, that yes, car worth rupees 1 lac could be available. So, the influence that people are able to gain is much higher.

Now, the consumer also regards the source to be credible when he, so when he feels, that the source has some expertise or you know, will provide unbiased information or is trustworthy or is credible. So, the receivers also respect such a source who they feel are have an expertise or are trustworthy or are credible, when a particular source is held in lot of respect or esteem, when a source is regarded as credible or very honest or very sincere, the probability of a message being assimilated or being believed by the target audience becomes very, very high and vice versa. So, when your source is credible, when he is regarded as honest, sincere or he is held up, looked up with lot of respect and esteem, so he has the probability of the message being assimilated is much higher.

Now, let us talk little bit about credibility of sources. When we talk about credibility, it is important, both for formal and informal sources. When we talk of the formal sources, the credibility of formal sources is accumulative of, one, the reputation of the company, the reputation of the brand, the marketer, his performance and his social responsibility. So, one is, you know, the, the credibility of the source or we are talking of formal sources, the first thing, that comes in is the reputation of the marketer, of the company, of the brand, you know, his contribution to society, his contribution to the environmental, you

know, issues and his performance in the market, his performance as a, you know, in the market, as well as, part of social responsibility.

The second thing is, which adds to the reputation of, or the credibility, the credibility of formal sources is the credibility of the source or the spokesperson himself. So, as we just said, that if a person is an expert or if a person holds some level of, you know, charisma or you know, is, holds a legitimate position because he is a company's spokesperson. So, anybody could be a celebrity or an expert or a company representative or anybody who acts as a spokesman will act to the credibility of the formal source. The credibility of a source is, of a formal source is also, is also, is also based on the reputation of the dealer or of the shopkeeper. So, you know, that is the reason why companies are very careful while selecting or while creating the dealer network.

So, when we talk about the credibility of the source, it is also a function of the credibility of the dealer or of the reputation of the shopkeeper who stocks the merchandize and sells it. Another factor, which leads to the credibility of the source, is the channel through which it is aired. So, you know, you have certain channels, which are looked up with lot of you know, you know, lot of respect or they are looked up with high esteem.

So, if you are able to you know, advertise your product or service offering or if you are able to talk about your product or service offering through such source, it adds to your reputation, specially, you know, you have reviews or you have editorial columns, and if your brand figures in editorial columns or reviews in certain kinds of newspapers or on certain kinds of channels, then that also acts as leads to credibility of the source. And the consumer's own experience also hearsay of others, other's experiences and word of mouth also add to the credibility of the formal source.

So, if we, you know, if we sum it up, the credibility of the formal source depends upon, one, the marketer himself, the company, their performance and their you know, role as in corporate social responsibility. Two, the, the, the spokesperson or the person who was putting across the message, you know, the celebrity or the expert or a company's spokesperson. Three, the reputation of the dealer or the store keeper or the shopkeeper who is going to stock the merchandize and sell it. Four, the, the reputation of the channel where or the media through which it is going, go across. And five, the personal experience of the customer himself, either his own experiences or hearsay and word of

mouth and other people's experiences. So, this is what is, what actually will determine the credibility of a formal source.

Talking about credibility of informal sources, people often rely on their friends, on their family, on their colleagues, on their work peers, on the opinion leaders for a lot of advice, for a lot of information about product or service offerings. They, they, they seek information from them. They, you know, have a lot of, you know, discussions with respect to such products or services and they share their information, they share their experiences with each other. A credibility of such sources is higher because it is believed, that informal sources do not have any ulterior motive, they have nothing to gain out of an information sharing or out of any form of communication.

Opinion leaders also have a very big role to play. People approach opinion leaders for product news, advice, information, sharing of experiences and such opinion leaders also provide a lot of information to, to the, to those who approach. Then, one thing, which we would like to mention here is, that while we say, that informal sources do not have anything to gain and so the kind of communication, that takes place between in, within the informal sources is supposed to be much higher.

Exceptions are always there, like we have seen, there is, there is, a lot of researches has been conducted and it is, we often see in our day-to-day lives also, that very often person A who has bought a product and he is experienced a cognitive dissonance will convince person B to also to buy the product, so that you know, once B buys the product, the, the cognitive level of A automatically gets reduced. So, you know, in order to reduce their own discomfort, their own anxiety, their own tensions, their own cognitive dissonance, they may refer a product or service or a brand to another. So, so over there it may happen, that you know, we, we could say, that there is a motive on the part of an informal source, but you know, they, they convince their friends also to buy the product or service, which they have purchased, so, so that cognitive dissonance is reduced.

So, while we say, that informal sources are nothing to gain, but exceptions could always be there and there could be a hidden agenda where person is convincing another to buy something because he himself has bought it earlier and wants the other to buy it as well and so, such sources here may not always be credible and trust worthy. And actually, if, if this happens very often, then the particular friend or that particular colleague ceases to

be, I mean, ceases to be accepted as a, as a, you know, information provider in future. A person B, when he buys something and realizes it was faulty, so he will never go back to person A again for help or for advice with respect to a product or a purchase of a particular product.

So, we, we, we talk about the credibility of the source and this credibility of the source has a big role to play in the manner in which a consumer is going to decode the message where we see, that you know, there are, there is a person who is saying something, either because of his expertise or his knowledge or his experience or he is being legitimate spokesperson, the level of credibility associated with the message will be, will be very high and consumers, I mean, will rely generally on such credible sources.

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**II Media:**

- The medium is the channel that exists between the sender (marketer) and the receiver (consumer).
- It is through this communication channel that the message is transmitted from the marketer to the consumer.

This channel could be

- a) *interpersonal*
- b) *impersonal*

 21

Now, let us come to the second medium, the second, second component, which is media. So, as we said earlier, the media is the channel, that exists between the sender and the receiver. So, sender here meaning the marketer and the receiver here, being the consumer. So, the channel here could be interpersonal and impersonal channels via through which he can transmit his message to, to the consumer.


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a) **Interpersonal:**

- *Interpersonal channel* includes communication that takes place between a salesperson/dealer and a customer, either face-to-face or on telephone or on email/online.
- It could also be communication that takes place between friends (customer and prospect) as word-of-mouth.

b) **Impersonal:**

- *Impersonal media* includes communication that takes place via print (newspapers, magazines, brochures etc) or via broadcast audio-visual means (TV, radio, websites etc).
- The message could be verbal, non-verbal, or a mix of two.



22

Talking about interpersonal channels, as we just said, it is a face-to-face contact between the salesperson or the dealer and the customer, and it is generally face-to-face, but it could also be through telephone or through e mail. But it is a communication, that takes place between two people we call it interpersonal communication. It could also be between two friends or between a customer and a prospect and in the form of a word of mouth. So, this is what we mean by interpersonal sources, and then, or interpersonal channels.

And then, we have the impersonal channels or the impersonal media, which basically includes communication, that takes place via print media, you know, newspapers, magazines, brochures or via broadcast, audiovisual media, that is, TV, radio, etcetera. And a message, as we just discussed, could be either a verbal message in the form of words or it could be a nonverbal message in the form of, you know, body language and gestures, or it could be a visual message in the form of pictures or images or symbols. So, here is what we mean by interpersonal and impersonal channels.

Now, just as we associate credibility with the, with the sender, similarly we also associate a credibility with the channel. The reputation of the channel that carries the message also affects the credibility of the source and the credibility of the message. In case it is an interpersonal channel, the communication takes place between, the communication takes place between the marketer, that is, the spokesperson and the

dealer and the consumer, so, or who could be an actual consumer or a prospect. So, the credibility here in terms of the reputation, the trustworthiness related to the dealer or to the spokesperson will affect the credibility of the source, will affect the credibility here, affect the credibility of the source, which is, sorry, credibility of the medium, which is interpersonal medium and so it will have an impact on the credibility of the message being passed through a channel and assimilated by the consumer. So, in case it is an interpersonal channel where the communication takes place between the salesperson or the dealer and the customer, the honesty, integrity of the salesperson adds to the credibility.

In case it is an impersonal communication, messages will be channeled, they will be played through the print media or through the audiovisual media and you know, there, again some kinds of newspaper or some kinds of channels are reputed, they are given star ratings or they are given some kind of you know, you know, accreditations to them, some kind of, you know, they, they are associated with some kinds of, some kind of legitimacy or some kind of trustworthiness. So, if you are going to air or if you are going to play a, play a message or air your message through or print your message through such channels, the, the credibility of the message will increase.

So, you know, also we have seen that any kind of message, which is put across through trade journals or special interest magazines are regarded as more credible than sources, which are put across in audiovisual media, and the reputation of the spokesperson in the ad also leads to the credibility. So, that is how and this is what suggests the importance of testimonials, which are provided by, by lot of people on in, in print or on in, in, through, through, through, you know, through the broadcast media. So, the credibility here of the, of the medium is also very important, which is going to have an impact on the credibility of the, of the marketer, of the message, of the marketer and of the company. So, the channel through which you are going to air, whether interpersonal or impersonal, is also going to have an impact on the credibility of the marketer or on the credibility of the sender.

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**III Receiver:**

- The message is received by the receiver or the target audience, who decodes the message. In our context, **the consumers comprise the receiver.**
- While the message is actually meant for the current and prospective consumers (the target audience), there are other elements who also get exposed to the message, although the message is not meant for them.
- Such people comprise the "*intermediary*", and the "*unintended*" audiences.



24

And now, here, this is what brings us to the third component, which is the receiver. So, the message is received by the receiver or the target audience. Now, this target audience here is our consumer who could be an actual or who could be a prospect and he will decode the message. Now, while the message is meant for, you know, while the message is meant for people for a, while the message is meant for a target segment while it is meant for customers who may be either, you know, current customers or potential customers or current customers or prospects, very often the message gets exposed to many other people who are referred to as, you know, who are audiences for whom the message is not meant, for such audience are referred to intermediary audience and the unintended audiences. So, while the message is meant for current and prospective customers, there are other elements also who get exposed and such people are known as intermediary audiences and unintended audiences.

Now, what are intermediary audiences? Intermediary audiences could be channel members, that is, members of your marketing channel or your trade channel in the form of your wholesalers or your dealers or your retailers or your stockiest and they could also be professionals in the form of architect or doctors or professors, etcetera. So, let us, I mean, when we talk about doctors or architects or professors, that become more specific to a product category, like for example, there may be a product, which is used by the, by the, by the consumer, by the buyer, who, who, who is referred to by another person, like we call it missionary selling.



A doctor prescribes the medicine and the patient goes and buys the medicines or the professor prescribes a book and the student goes and buys the book. So, it is not the doctor or the professor who is actually buying, it is, they are recommending or they are, you know, prescribing it to, to another, to the actually customer or the actual user. So, for such cases, you know, for an advisement for a, for a, for a particular medicine or for a particular book, the doctor and the teacher respectively or the professor respectively become the unintended audiences. So, message is not meant for these people, these people are just going to act via media.

Similarly you have, you have the dealers or the retailers or the stockiest and the messages, ad is not meant for them, they are already aware about your product or about your offering, you have also already informed them through trade advertising also or through, they have informed them through certain schemes or certain, you know, changes in the mix, informed them before hand via other, you know, information provided to them. So, this particular ad is actually not meant for such people, so we call them unintended audiences.

Next we come to the third component, which is receivers. So, the message here is received by the target audience in this context the target audience here becomes the receiver. Now, this target audience or receiver or a people in our consumer segment could be actual consumers or could be prospects. So, while the message is meant for consumers who are either actual consumers or prospects or actual consumers or potential, this message also gets exposed to many other people to whom, for whom it is not meant. Such people are referred to as, you know, what we call as intermediary audiences or unintended audiences. So, so, the message is actually meant for the customer, either the actual customer or the prospect, but this message or this ad is also exposed to many others for whom it is actually not meant, such people are called the intermediary audience and the unintended audiences.

Now, let us discuss what are intermediary audiences. Intermediary audiences are a part of your trade channel, they are part of your marketing channel, they are, they are in the form of your wholesalers, your dealers, your stockiest or the retailers. Now, such people have already, you have already informed such people about your product or service offering or about the price or about the various schemes. You have informed them beforehand about all this through information having gone through to them through

documents or through brochures or through company's salespeople having gone and educated them. So, so the particular message, which you are beaming through a, through the print or the audiovisual media is actually not meant for these people because they are already aware of your product. So, we call then the intermediary audience.

Other examples of intermediary audience are people like architects or doctors or even professors. This can be explained in the context of machinery selling. Let us take a doctor, he, he, he prescribes the medicine to a patient and the patient goes and buys it or there is a professor who prescribes the book to a student and the student goes and buys it. Now, neither the doctor nor the professor, are actual buyers. They are going to recommend it or they are going to prescribe it, to, to, to you know, the doctor is going to recommend it, prescribe it to a patient, that is, professor going to recommend it to a student. So, they are going to prescribe it or recommend it to people who want to go and buy it.

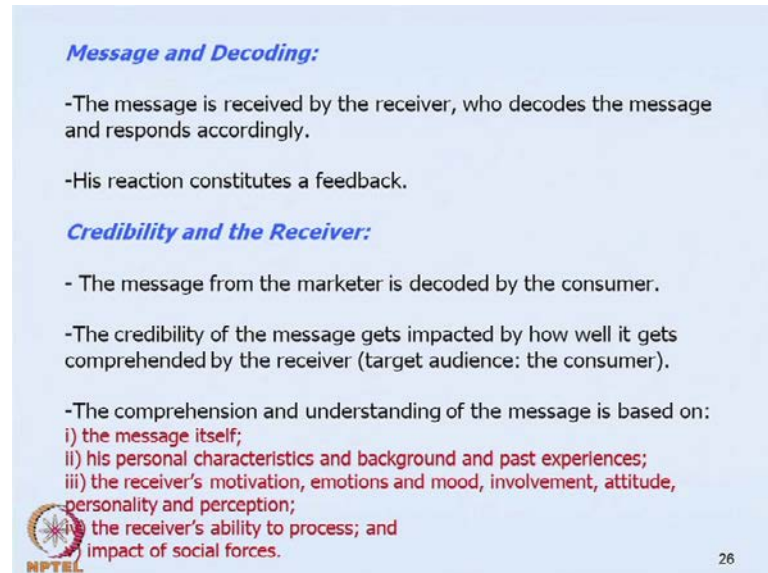
So, this, we call this kind of selling as missionary selling where the people like doctors or the teachers are going to be informed beforehand by people from the company or from the medical company or from the publishing house about a particular medicine or about a particular book. So, these, these medical representatives or these people from the publishing house are going to educate the doctor or the teacher about the medicine or about the book and these people are then going to then prescribe it. So, these are cases of, what we call, as machinery selling.

So, in the case of missionary selling also, when these, when the, when the architects or when the doctors or when the teachers have been educated beforehand, say the doctor has been educated about a tablet, tablet or a medicine and has been made aware of a particular molecule or a new brand. Similarly, a teacher or a professor has already been made aware of a newly launched book. So, such people do not need any kind of, you know, exposure to a new ad, but nevertheless, they are still exposed to the ad, so we call them as intermediary audiences.

There are also certain things called as or certain audience called as unintended audience. Now, what is the unintended audience? Talking about unintended audience are people who are various kinds of stakeholders. They could be shareholders of your company,

they could be bankers, they could be suppliers, they could be publics, and any or all of these. So, you know, you have these people who are unintended audiences.

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**Message and Decoding:**

- The message is received by the receiver, who decodes the message and responds accordingly.
- His reaction constitutes a feedback.

**Credibility and the Receiver:**

- The message from the marketer is decoded by the consumer.
- The credibility of the message gets impacted by how well it gets comprehended by the receiver (target audience: the consumer).
- The comprehension and understanding of the message is based on:
  - i) the message itself;
  - ii) his personal characteristics and background and past experiences;
  - iii) the receiver's motivation, emotions and mood, involvement, attitude, personality and perception;
  - iv) the receiver's ability to process; and
  - v) impact of social forces.

 26

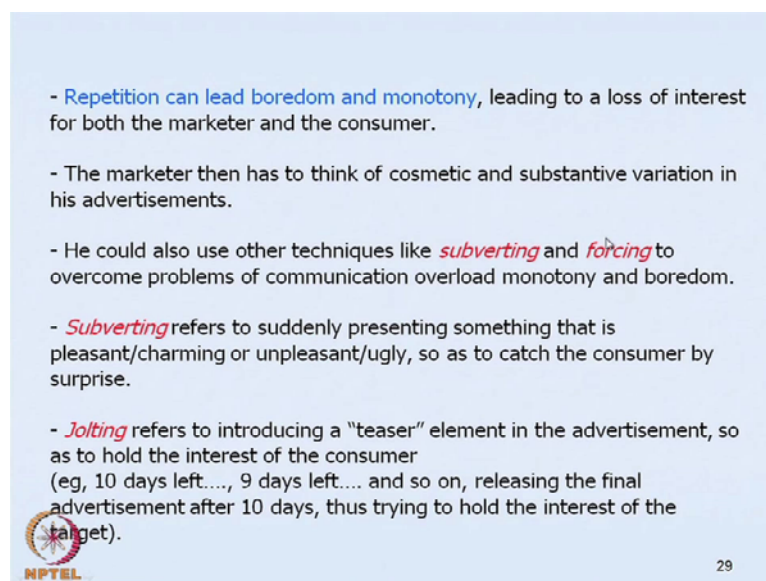
Now, the receiver, the message is decoded by the, by the receiver and again, we talk of credibility, the message from the marketer is decoded by the consumer. The credibility of the message will get impacted by how well it is comprehended by the receiver himself. So, the comprehending and the understanding of the message will be based upon the message itself, the person's characteristics, his experiences, his background, his motivation, his moods, his emotions, his involvement, his attitude, perception, personality, his ability to process and the impact of social forces. So, you know, so we have here the receiver himself who is because of his characteristics will also impact the credibility of the message.

And so far as understanding of the message and compression of the message is concerned, it has been seen, that receivers expose themselves selectively to media, as well as, to messages. This is called selective exposure or selective attention. They flip over pages in a newspaper or in a magazine, they miss out on advertisements or editorials or testimonials, they just get attracted to certain kinds of things, which they want to see or which they want to read or which are more relevant to them and skip over the others. We have already discussed this when we dealt perceptual selectivity.

So, they, they, also in terms of channel or in terms of television, they wander across channels on the TV and on the radio. So, they many change channels very frequently. We call it, you know, to see what is coming elsewhere, we call it wandering. They mute the TV when ads are being played, we call it zapping and they may change the channel when the advertisement, being played, is being played, begins being played to see what program is being played elsewhere. So, we call it surfing.

Also, marketers try to overcome this problem of channel switching by coming up with something, which is called road block ends where they are playing the same ad across two channels at the same point of time. So, the consumer is forcibly exposed to that particular message. The decoding of the message is also affected by noise, as we see, we have discussed earlier. Now, when we talk about, you know, advertisement, there is something, which we will like to speak of, which is in terms of the reputation.

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- Repetition can lead boredom and monotony, leading to a loss of interest for both the marketer and the consumer.
- The marketer then has to think of cosmetic and substantive variation in his advertisements.
- He could also use other techniques like *subverting* and *forcing* to overcome problems of communication overload monotony and boredom.
- *Subverting* refers to suddenly presenting something that is pleasant/charming or unpleasant/ugly, so as to catch the consumer by surprise.
- *Jolting* refers to introducing a "teaser" element in the advertisement, so as to hold the interest of the consumer (eg, 10 days left..., 9 days left.... and so on, releasing the final advertisement after 10 days, thus trying to hold the interest of the target).


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Reputation can lead to boredom and monotony. So, marketers, basically have to think about cosmetic variation and substantive variation in the ads. They also use techniques like subverting and forcing subverting is presenting something very pleasant or charming or unpleasant or ugly, so as to catch a consumer by surprise. And jolting is introducing a teaser element. So, they say, 10 days left, 9 days left, 8 days left, so trying to create interest in the minds of the consumer.

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**iv) Feedback:**

- Feedback is an important component in the communication process.
- It is the **receiver's response to the sender**, i.e. the consumer's response to the marketer's message.
- It is important that the marketer obtains feedback as quickly as possible.
- It is the **acid test** to determine whether the communication has been effective or not, as it is through this feedback, that the marketer gets to know whether the message has been correctly interpreted by the consumer.
- Feedback is crucial in both interpersonal and impersonal communication.

 It is easier to read customer reaction and obtain feedback in interpersonal communication, than it is in impersonal communication.

30

Finally, we have feedback, which is the receiver's response to the sender and it is basically an acid test to see, whether the communication has been effective or not and it is crucial in both, interpersonal and impersonal communications. Of course, it is more easier to read in case of interpersonal communication rather than on informal, rather than on impersonal communication.

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**6.5.4 DESIGNING A COMMUNICATION STRATEGY:**

- The **basic objective** behind marketing communication is to:
  - a) **inform** a consumer (or a prospect);
  - b) make him **aware** about the product/service offering, and the mix;
  - c) build a **favorable attitude** towards the offering; and
  - d) to **encourage a purchase**.

 31

Now, this brings us to designing a communication strategy. So, the basic objective, as we have said earlier, is to inform a consumer, make him aware about a product or service offering, build up favorable attitude and encourage a purchase.

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- A marketer needs to formulate his communication strategy and use his promotion mix judiciously.

-He must formulate a strategy and take **decisions on:**

- i) the **objectives** of the communication;
- ii) the **target** audience;
- iii) the **media**;
- iv) the **message**; and
- v) the **feedback**.

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32

And in order to do this, a marketer has to very judiciously make, decide on his communication strategy or use of his promotion mix. So, he must take decisions on, one, the objectives of the communication; two, the target audience; three, the message; four, the media and five, the feedback. So, these are certain things, which he has to take care of and we will be discussing some of these just now and we will continue with it in the next session.

So, so we, we, the marketer has to talk about the objective of the communication, the target audience, the media, message and the feedback. One, about the message decisions have to be taken with respect to, what is going to be the communication strategy, what is going to be my objective, make him aware of the product or service offering, create a favorable attitude in the minds of the consumer or illicit an action for a purchase.

So, what is going to be my objective? The target audience here is for whom am I going to say this or who is my audience, the message and the media strategy. Both, the message strategy and the media strategy have to be decided, decisions with respect to media and message strategy have to be taken by keeping the target audience in mind. The media here is, decisions have to be taken with respect to the media, we call it the media

strategy. So, the media strategy relates to the issue as to which medium to be used and the timing and the location of the message for maximum impact.

So, what is going to be media and how am I going to time my message and how frequently I am going to, you know, play my message, so that it is most effectively accepted. So, here we are talking of the timing and location of the message to have maximum impact. Now, that will depend upon the product or service offering about the target audience and the communication objective. We have two things here, which we refer as reach and frequency.

(Refer Slide Time: 57:02)




**Reach:**

"Reach" implies the number of people or households who are exposed to the message, because they read the newspaper or hear/watch the program on radio/TV.

**Frequency:**

"Frequency" means how often they are exposed to the message in a specific period of time.

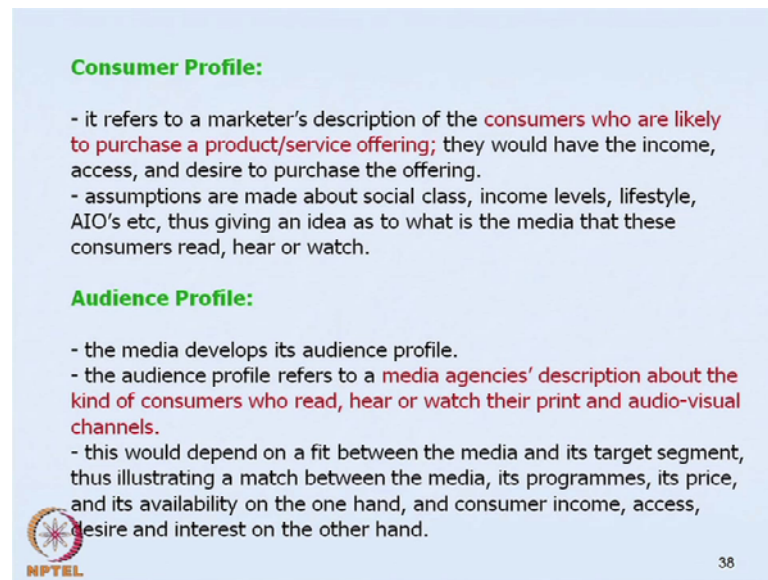
In order to have a wide reach and frequency, advertisement agencies develop what is referred to as a "consumer profile" and an "audience profile."

 37

So, the reach here is, you know, number of people who are being exposed to a particular message. And the frequency is, how often are they being, you know, exposed to the message.



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**Consumer Profile:**

- it refers to a marketer's description of the **consumers who are likely to purchase a product/service offering**; they would have the income, access, and desire to purchase the offering.
- assumptions are made about social class, income levels, lifestyle, AIO's etc, thus giving an idea as to what is the media that these consumers read, hear or watch.

**Audience Profile:**

- the media develops its audience profile.
- the audience profile refers to a **media agencies' description about the kind of consumers who read, hear or watch their print and audio-visual channels**.
- this would depend on a fit between the media and its target segment, thus illustrating a match between the media, its programmes, its price, and its availability on the one hand, and consumer income, access, desire and interest on the other hand.

 38

So, in order to have a wide reach and frequency agencies develop, what is referred to as, a consumer profile and an audience profile, the consumer profile is description of the consumers who are likely to see, who are likely to buy the product or service offering. So, they have the income, they have the access and the desire.

An audience profile is the media agency's description about what kind of consumers who read or watch or hear their print and audiovisual channels, like for example, you have a magazine, like a product, like Vardhaman wool. Now, the consumer here is a, is a lady, is a, in majorly a housewife or a homemaker and she could be a middle aged or an elderly lady. So, she is the one a middle class income group who is the homemaker or a house, you know, she is a housewife and she is going to be the consumer.

The audience profile is in terms of the magazine, like you know, you take for example, you know, particular kind of magazines, which she would be using, which could be Sarita or a Grihshobha. So, if Vardhaman wants to put an ad, it has to see, it has to match the consumer profile with the audience profile. It has to see what kind of segment is buying its wool and that particular segment, what is the kind of, you know, channels they are viewing or print magazines or print media they are referring to.

So, you match the consumer and the audience profile to have a maximum reach, reach in terms of, you know, maximum, you know, a number of households to which you can expose the message, maximum number of customers to whom you can expose the



message and frequency, the, the, the, the, how frequently or how you know, how you know, how many times you can expose your message to them.

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*In order to gain maximum benefit out of reach and frequency, marketers must ensure that there is a fit between the media audience profile and the consumer profile.*

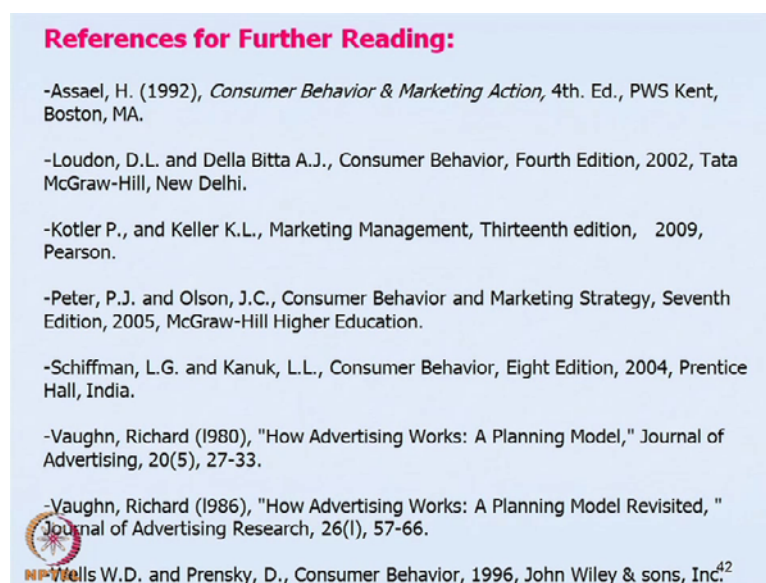
In other words, it means that the best media choice is one which matches the advertiser's consumer profile to a medium's audience profile.



39


So, here we have, we could, basically in order to gain maximum benefit out of which there has to be a fit between the audience profile and the consumer profile. Now, we will, we will stop here and this basically brings us to a conclusion of our session, for today's session. We, before we move on let us go to the references.

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So, these are the references.


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**FAQs (Frequently asked Questions):**

Ques 1 Discuss Credibility of Source in Marketing Communication.

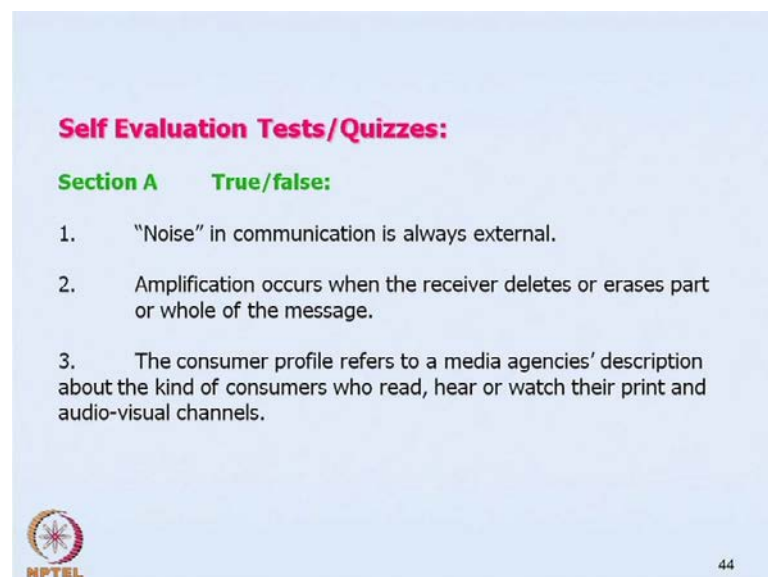
Ques 2 Discuss Marketing Communication

 NPTEL

43

And the frequently asked questions; discuss the credibility of the source in marketing communication and discuss marketing communication.


(Refer Slide Time: 59:39)



**Self Evaluation Tests/Quizzes:**

**Section A True/false:**

1. "Noise" in communication is always external.
2. Amplification occurs when the receiver deletes or erases part or whole of the message.
3. The consumer profile refers to a media agencies' description about the kind of consumers who read, hear or watch their print and audio-visual channels.

 NPTEL

44


So, a self evaluation test and a quiz section, true-false. One, noise in communication is always external, is that a true or a false statement? This is a false statement. Two, amplification occurs when the receiver deletes or erases part or whole of the message. This is again a false statement. It is not amplification, but it is leveling. Three, the consumer profile refers to media agency's description about the kind of consumers who

read, hear or watch their print and audio-visual channels. This is again a false statement. It is not the consumer profile, but it is the audience profile.

(Refer Slide Time: 01:00:21)

**Section B Fill up the blanks:**

1. Communication could be interpersonal as well as \_\_\_\_\_.
2. The \_\_\_\_\_ channel includes communication that takes place between a salesperson/dealer and a customer, either face-to-face or on telephone or on email/online.
3. \_\_\_\_\_ refers to suddenly presenting something that is pleasant/charming or unpleasant/ugly, so as to catch the consumer by surprise.
4. Decisions related to the objectives of the communication and the target audience, comprise what is known as the \_\_\_\_\_ strategy.
5. \_\_\_\_\_ implies the number of people or households who are exposed to the message, because they read the newspaper or hear/watch the program on radio/TV.

 45


Fill in the blanks, one, communication could be interpersonal as well as, dash. Answer is impersonal. Two, the dash channel includes communication, that takes place between the salesperson, dealer and a customer, either face-to-face or on telephone or on email; the interpersonal communication. Dash refers to suddenly presenting something that is pleasant, charming or unpleasant, ugly, so as to catch the consumer by surprise; this is subverting.

Decisions related to the objectives of the communication, the target audience comprise, what is known as the dash strategy; it is known as the communication strategy. And dash implies the number of people or households who are exposed to the message because they read the newspaper or hear, watch the program on TV. So, it is called reach. So, the first answer is impersonal, second answer is interpersonal, third is subverting, fourth is communication and fifth is reach.

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**Section C Multiple choice questions:**

1. The credibility of the source begins to fade away after a period of time; This has been termed as the:  
a) Sleeper effect  
b) Levelling  
c) Amplification  
d) None of the above.
2. Marketers play their respective advertisement simultaneously across many channels at the same time, so that the consumer is forcefully exposed to the advertisement. This is referred to as \_\_\_\_\_.  
a) Subverting  
b) Jolting  
c) Roadblock-ins  
d) Grazing




46

Multiple choice questions, one, the credibility of the source begins to fade away after a period of time. This has been referred to as the: a, sleeper effect; b, leveling; c, amplification; d, none of the above. So, it is called, a, sleeper effect. Two, marketers play their respective advertisement simultaneously across many channels at the same time, so that the consumer is forcibly exposed to the advertisement. This is referred to as dash, a, subverting; b, jolting; c, roadblock-ins; d, grazing. So, it is referred to as, it is referred to as roadblock-ins. We call it roadblock-ins.

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**Section D Short answers:**

1. Define marketing communication.
2. Mention the five tools of the promotion-mix.
3. Mention the three components of the communication process.
4. Mention three examples of unintended audiences.
5. What could be the objectives of communication?
6. What does the media strategy relate to?



47

D, short answers, define marketing communication. So, you will, two, mention the five tools of the promotion mix. Three, mention the three components of the communication process. Four, mention three examples of unintended audiences. Five, what could be the objectives of communication. Six, what does the media strategy relate to.

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**KEY**

**Section A**      **True/false:**

1. False                      2. False                      3. False

**Section B**      **Fill up the blanks :**

1. Impersonal                      2. Interpersonal                      3. Subverting  
4. Communication                      5. Reach

**Section C**      **Multiple choice questions :**

1. a                      2. c


**Section D**      **Short answers:**

1. Marketing communication or consumer communication may be defined as the flow of information about a product/service offering from a marketer to the consumer. This could assume two forms, i) it could be personal via interpersonal communication between the marketer and the salesperson or the dealer; or ii) it could be impersonal via a channel or a media (print, audio-visual etc.).

2. Advertising, Sales promotion, Personal selling, Publicity and Direct marketing

3. Sender, Media, Receiver

4. Shareholders, Bankers, Suppliers, Employees, and the Public.

 48

So, this brings us to an, to a conclusion of this particular session. We shall be continuing with consumer communication in the next session.

Thank you.