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Source, Message and Channel Factors

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The Persuasion Matrix

Independent variables: The Communications Components

Dependent Variables	Source	Message	Channel	Receiver	Destination
Message presentation			2		
Attention	4				
Comprehension				1	
Yielding		3			
Retention					
Behavior					



Promotional Planning Through The Persuasion Matrix

1. Receiver/comprehension
 - Can the receiver comprehend the ad?
2. Channel/presentation
 - Which media will increase presentation?
3. Message/yielding
 - What type of message will create favorable attitudes?
4. Source/attention
 - Who will be effective in getting consumers' attention?

Source Attributes and Receiver Processing Modes

Source attribute

Process

Power

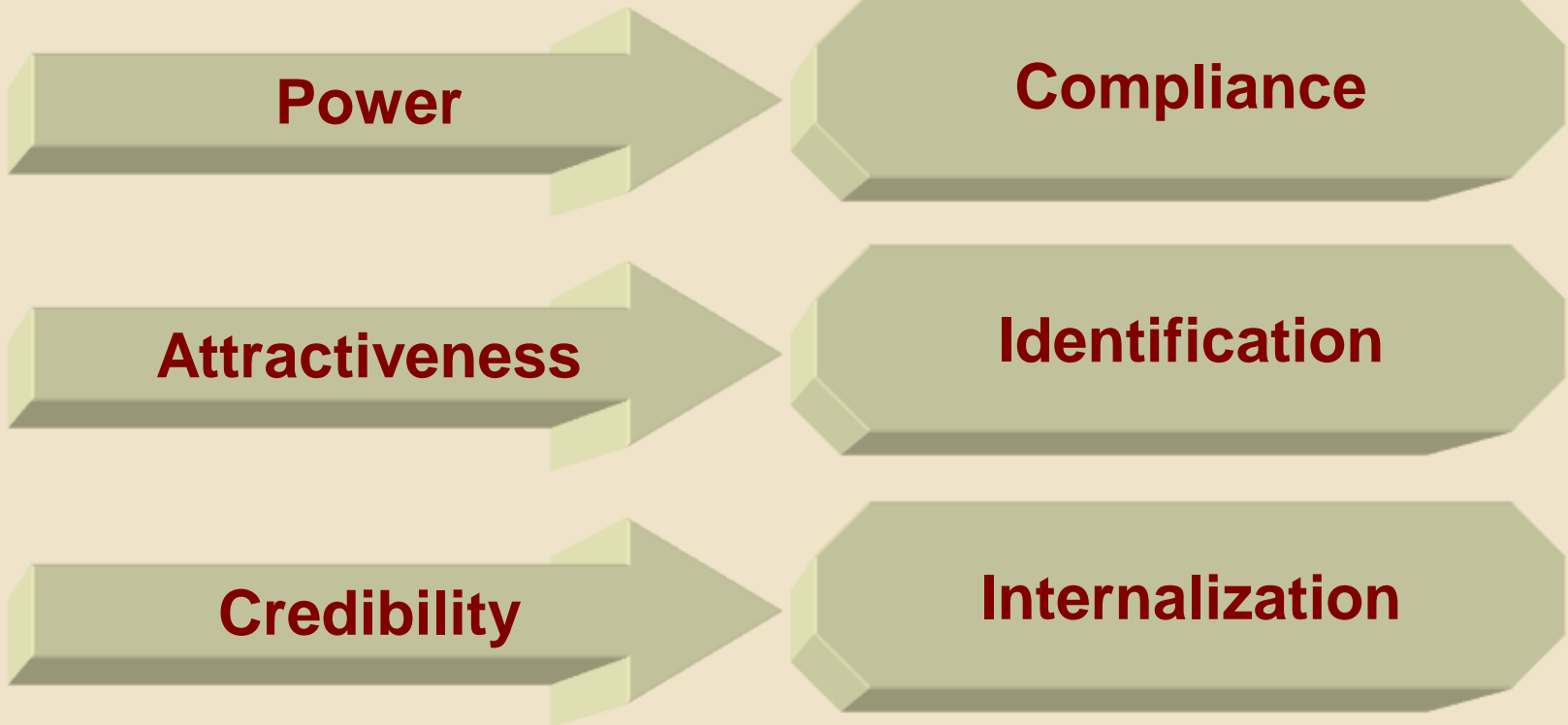
Compliance

Attractiveness

Identification

Credibility

Internalization

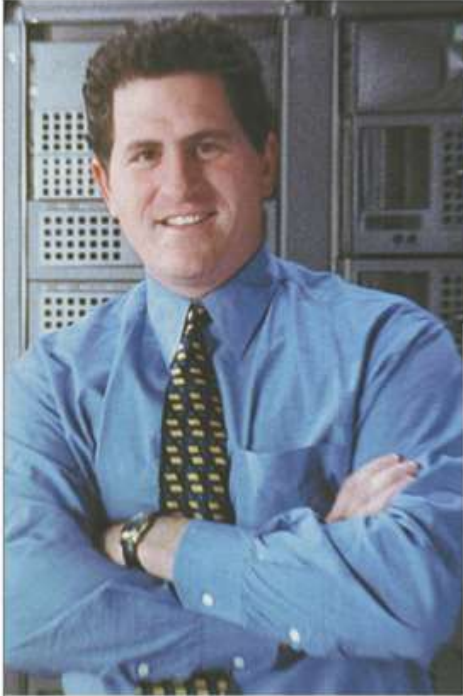




Source Credibility

- The extent to which the source is seen as having:
 - Knowledge
 - Skill
 - Expertise
- And the source is perceived as being:
 - Trustworthy
 - Unbiased
 - Objective

Dell Computer uses its founder and CEO as an advertising spokesperson



Everybody doing business directly—
To me that's the power of the Internet.

New Dell PowerEdge® Servers.

My name is Michael Dell. I like to think of myself as an innovator who started a company, Dell Computer, around an idea, that everybody should be doing business directly with one another—one-to-one, with no barriers.


Today, the Internet is making that even more true, by enabling us all to establish direct relationships with our customers.

That's certainly true here. Once we start a relationship with you, we'll help you determine how best to integrate the Internet into your business.

At Dell, being direct is a philosophy of creating value for our customers. And it's our reason for being.

1-877-430-3355

Visit www.dell.com/innovator to learn more about how our new enterprise products, software, technology consulting and team of professionals can help make the Internet work for your business.

 Dell offers a complete line of Intel-based Systems. Simplify your e-business with robust Dell PowerEdge servers based on the Pentium® III Xeon™ processor, including the Dell PowerEdge® 8430 Server. This monster can accommodate up to eight Pentium III Xeon processors, up to ten 64-bit PCI slots and is expandable to 32GB RAM.

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BE DIRECT™
DELL®
www.dell.com

Source: Courtesy Dell Computer Corporation



Source Attractiveness

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



The Use of Celebrities

- Endorsements
 - The celebrity, whether an expert or not, merely agrees to the use of his or her name and image in the promotion of the product.
- Testimonials
 - The celebrity, usually an expert with experience with the product, attests to its value and worth.
- Dramatizations
 - Celebrity actors or models portray the brand in use during dramatic enactments designed to show the goods.



Risks of Using Celebrities

- The celebrity may overshadow the product
- The celebrity may be overexposed which reduces his or her credibility
- The target audience may not be receptive to celebrity endorsers
- The celebrity's behavior may pose a risk to the company


Meaning Movement and the Celebrity Endorsement Process



Ranvir Kapoor's image helps assign meaning related to trend and lifestyle

**AB BADLEGA
GAME**

PEPSI
WWW.BOLLYBREAK.COM

**CHANGE
THE GAME** 
PEPSI

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Message Factors

Message Structure

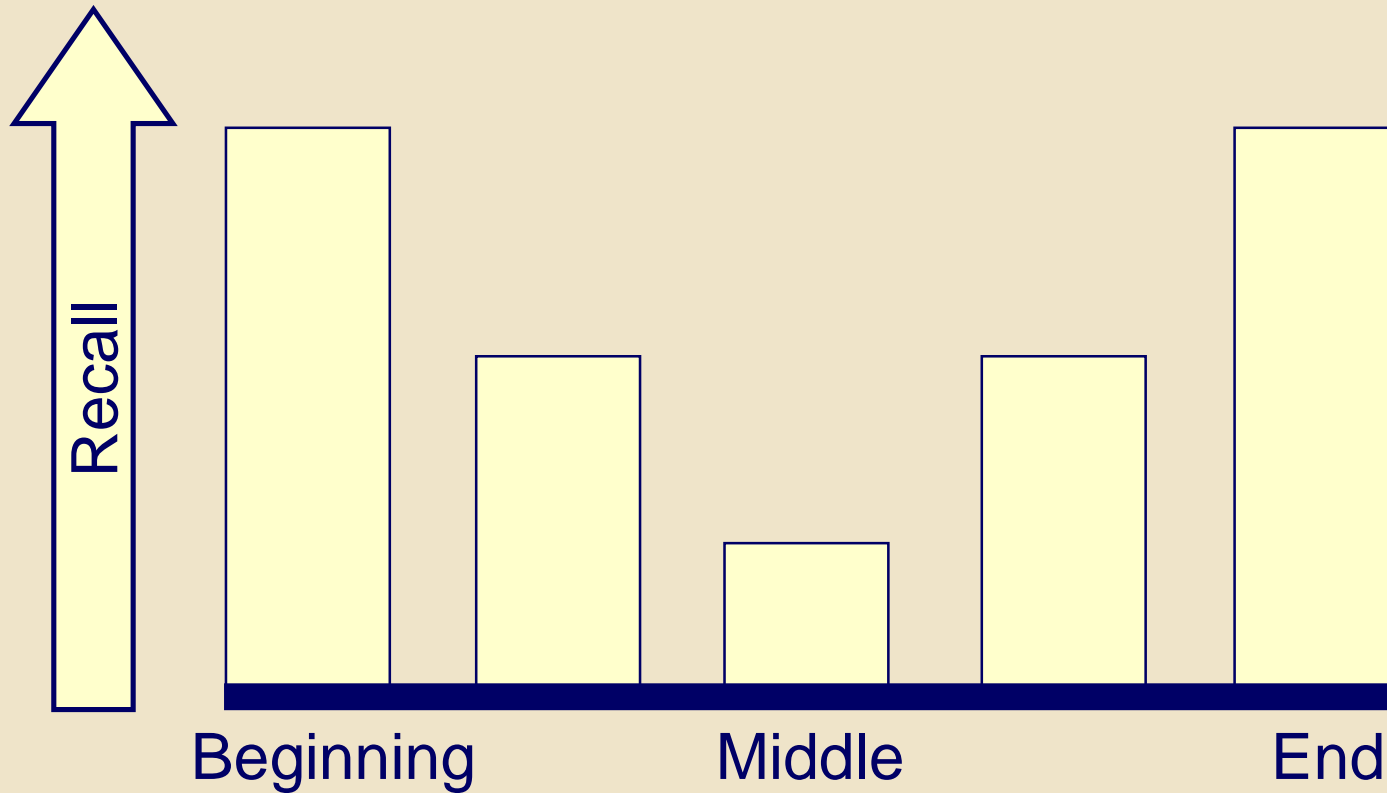
- Order of presentation (primacy vs. recency)
- Conclusion Drawing (open vs. closed end)
- Message sidedness (one vs. two-sided)
- Refutation
- Verbal vs. visual

The visual image supports the verbal appeal in this ad



Source: Courtesy of Pfizer Consumer Group, Pfizer Inc.

Message Recall and Presentation Order





Message Factors

Message Appeals

- Comparative Advertising
- Fear Appeals
- Humor Appeals

Sorrell Ridge uses a comparative ad

With a name like
Smucker's
it has to be good.



With 100% fruit,
Sorrell Ridge
has to be better.



Compare Sorrell Ridge with Smucker's preserves and you'll find a big difference. Smucker's has refined sugar, corn syrup and just some fruit.

Sorrell Ridge is 100% fruit and fruit juice. That's it.

And to prove just how good Sorrell Ridge tastes, here's a coupon to save on your favorite flavor.

**Save 50¢
on any jar of Sorrell Ridge.**

GROCER: As our agent you may accept this coupon from retail customers only when redemption on the specified product. Allied Old English, Inc. will reimburse you for the face value of this coupon plus 5¢ handling. Any other use may constitute fraud. Adequate proof of purchase must be submitted with coupon. Customer pays any tax. This coupon is not valid for cash, assigned, reproduced, spent, hoarded, or used as tender, prohibited to bar. Offer good only in the United States. Mail properly redeemed coupons to Allied Old English, Inc., P.O. Box 720042, St. Paul, MN 55172. © 1999 Allied Old English, Inc. Redeemable only on the purchase of Sorrell Ridge products. Any other use may constitute fraud. This coupon may not be mechanically reproduced. Only one coupon per jar.

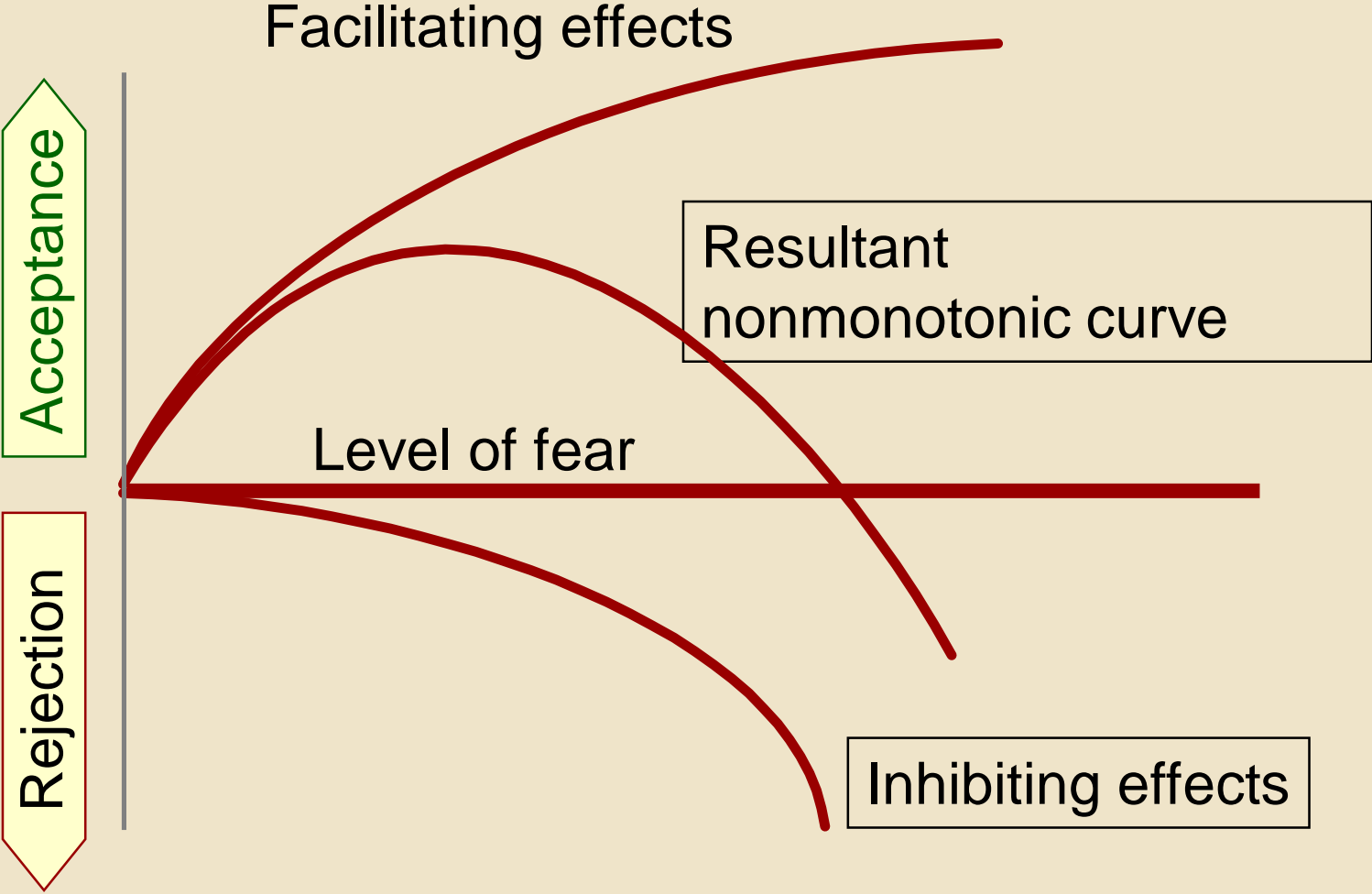
MANUFACTURER'S COUPON **EXPIRES 8/31/99**

6 81624 100207

Sorrell Ridge. With 100% fruit, it has to be better.

Source: Courtesy of Allied Old English, Inc.

Fear Appeals and Message Acceptance



LIC uses Fear appeal in print ad

FEAR APPEAL

Fear is also an important factor that can have an incredible influence on individuals. Fear is often used in marketing campaigns of beauty and health products and also insurance. The company tries to show the negative consequences, if the customer fails to use their products. This creates fear in their minds and persuades them to buy.

The Life Insurance of India advertisement says- 'because things can go wrong anytime, anywhere.' and shows the mother having a pleasant time with her child, which may turn into a hospital scene.




"When it comes to health insurance, I trust only LIC..."

...because things could go wrong anytime, anywhere."

Presenting
LIC's Health Protection Plus.
A Unique Health Insurance Plan from India's largest insurance provider.

- Hospital cash benefits
- Major surgical benefits
- Outpatient medical benefits
- Income tax benefits (upto 2000)

LIC
Life Insurance Corporation of India



Pros and Cons of Using Humor

Advantages

- Aids attention and awareness
- May aid retention of the message
- Creates a positive mood and enhances persuasion
- May aid name and simple copy registration
- May serve as a distracter and reduce the level of counterarguing

Disadvantages

- Does not aid persuasion in general
- May harm recall and comprehension
- May harm complex copy registration
- Does not aid source credibility
- Is not effective in bringing about sales
- May wear out faster

Use of Humor

FAVORABLE TOWARD HUMOR

- Creative personnel
- Radio and television
- Consumer non-durables
- Business services
- Products related to the humorous ploy
- Audiences that are:
 - Younger
 - Better educated
 - Up-scale
 - Male
 - Professional

UNFAVORABLE TOWARD HUMOR

- Research directors
- Direct mail, newspapers
- Corporate advertising
- Industrial products
- Goods or services of a sensitive nature
- Audiences that are:
 - Older
 - Less educated
 - Down-scale
 - Female
 - Semi- or Unskilled

Surf Excel uses a humorous print ad





Channel Factors

- Personal versus nonpersonal channels
- Effects of alternative mass media
 - Externally paced media (broadcast)
 - Internally paced media (print, direct mail, Internet)
- Effects of Context and Environment
 - Qualitative media effect
 - Media environment (mood states)
- Clutter