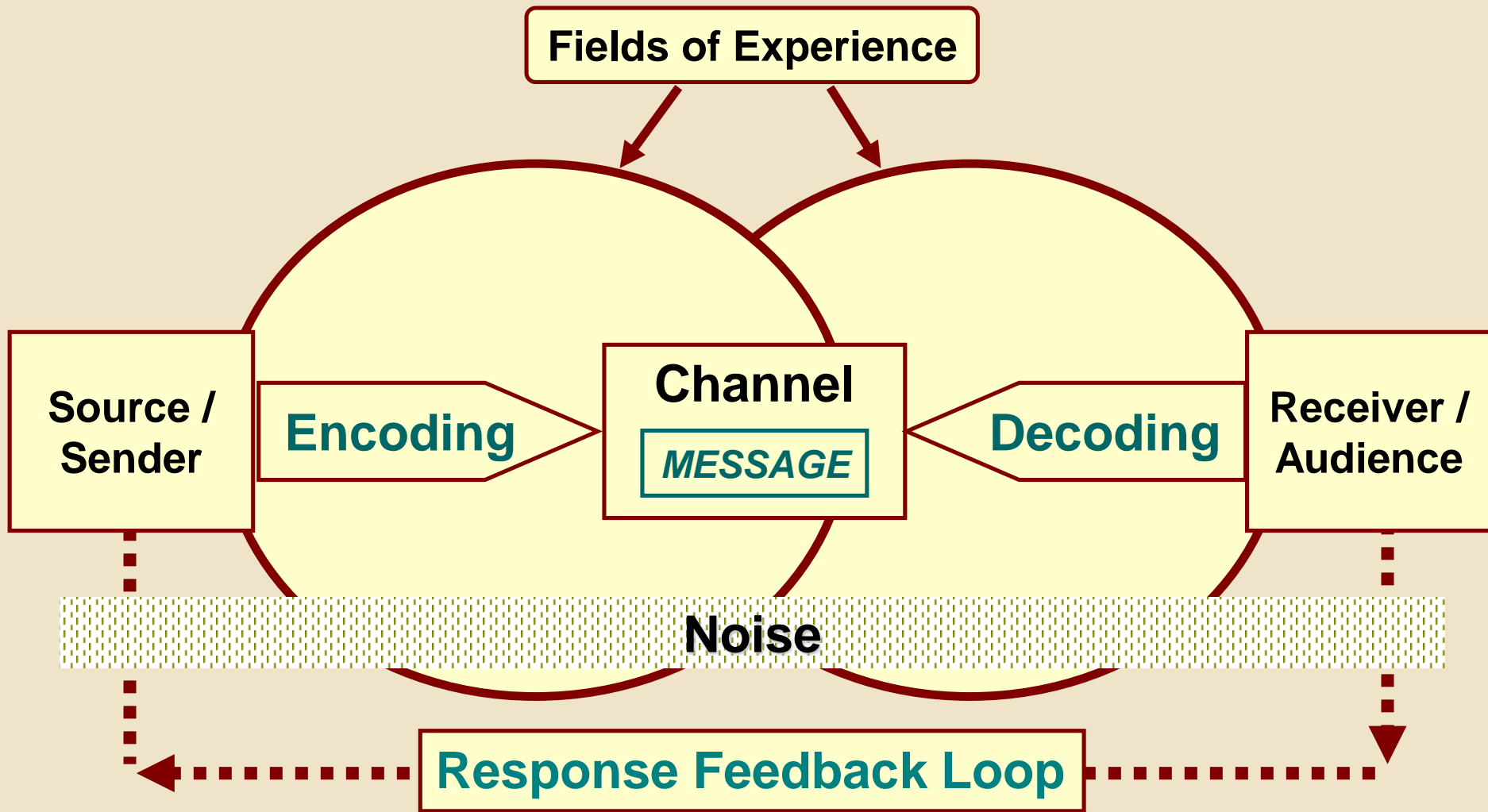


3

The Communication Process

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The Communications Process





Encoding / Decoding Symbols

- **Graphic**
 - Pictures
 - Drawings
 - Charts
- **Musical**
 - Arrangement
 - Instrumentation
 - Voice or chorus
- **Verbal**
 - Spoken word
 - Written word
 - Song lyrics
- **Animation**
 - Action/motion
 - Pace /speed
 - Shape/Form

Experiential Overlap

Different Worlds

Sender
Experience

Receiver
Experience

Moderate Commonality

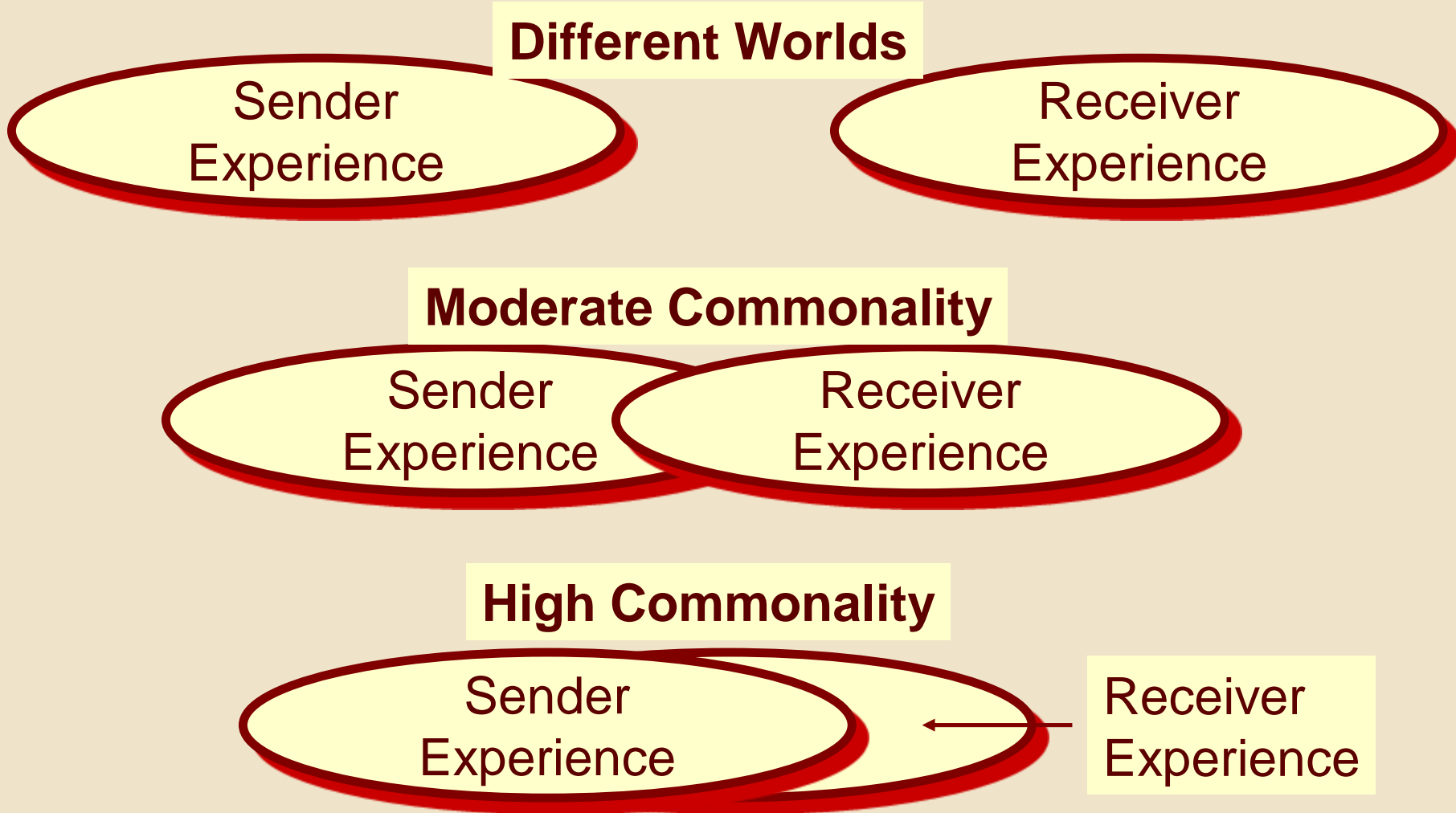
Sender
Experience

Receiver
Experience

High Commonality

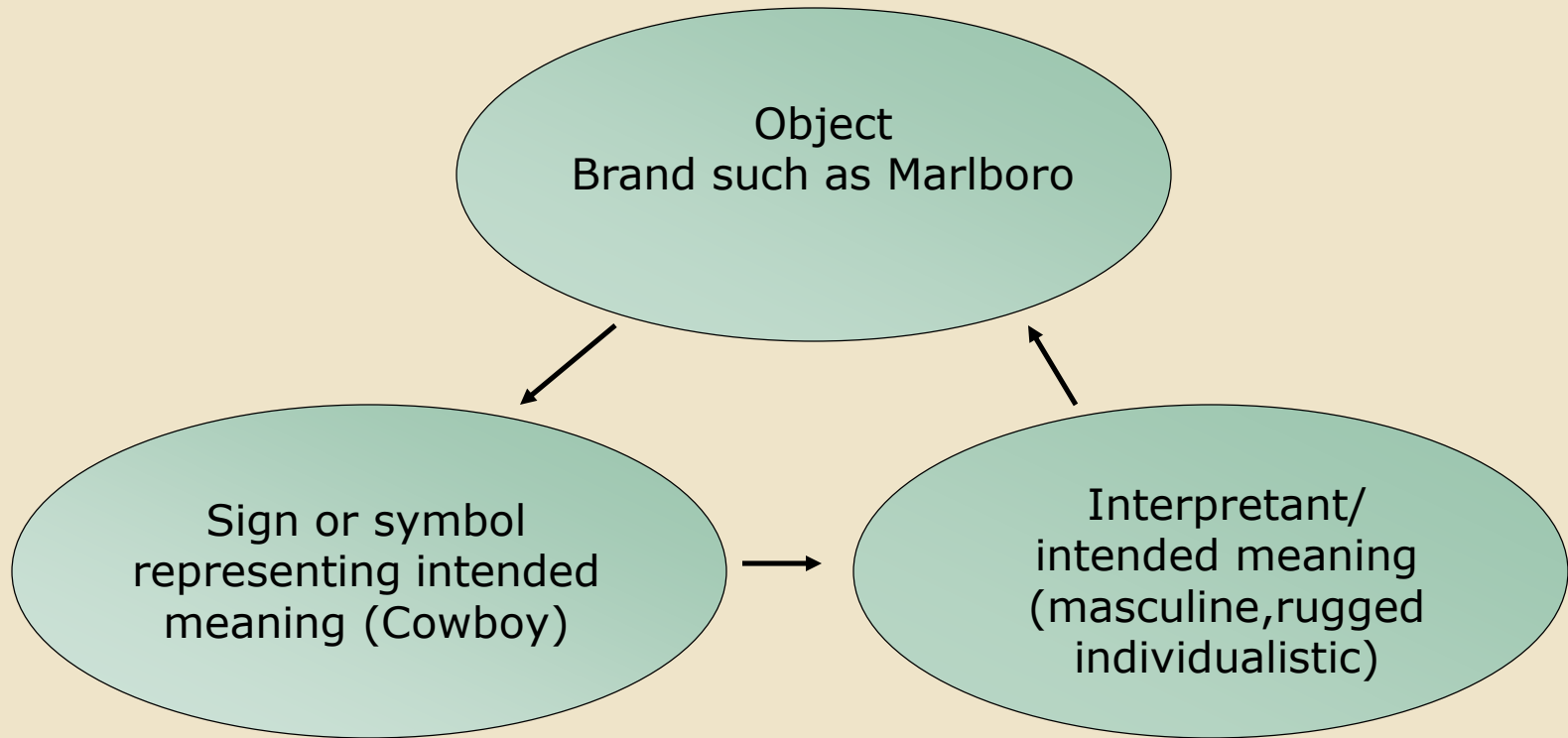
Sender
Experience

Receiver
Experience

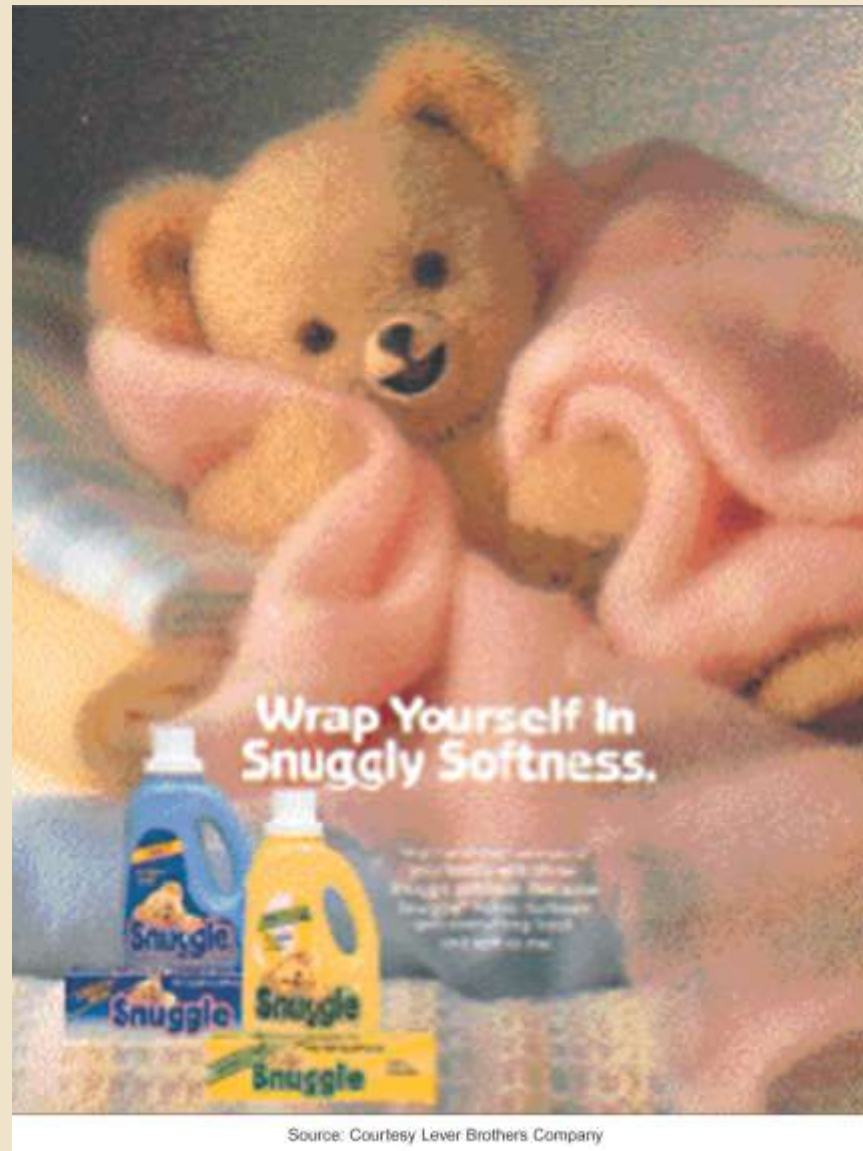


Semiotics

Three Components of a marketing message



What is the symbolic meaning of the Snuggle bear?



Source: Courtesy Lever Brothers Company



Two Types of Channels

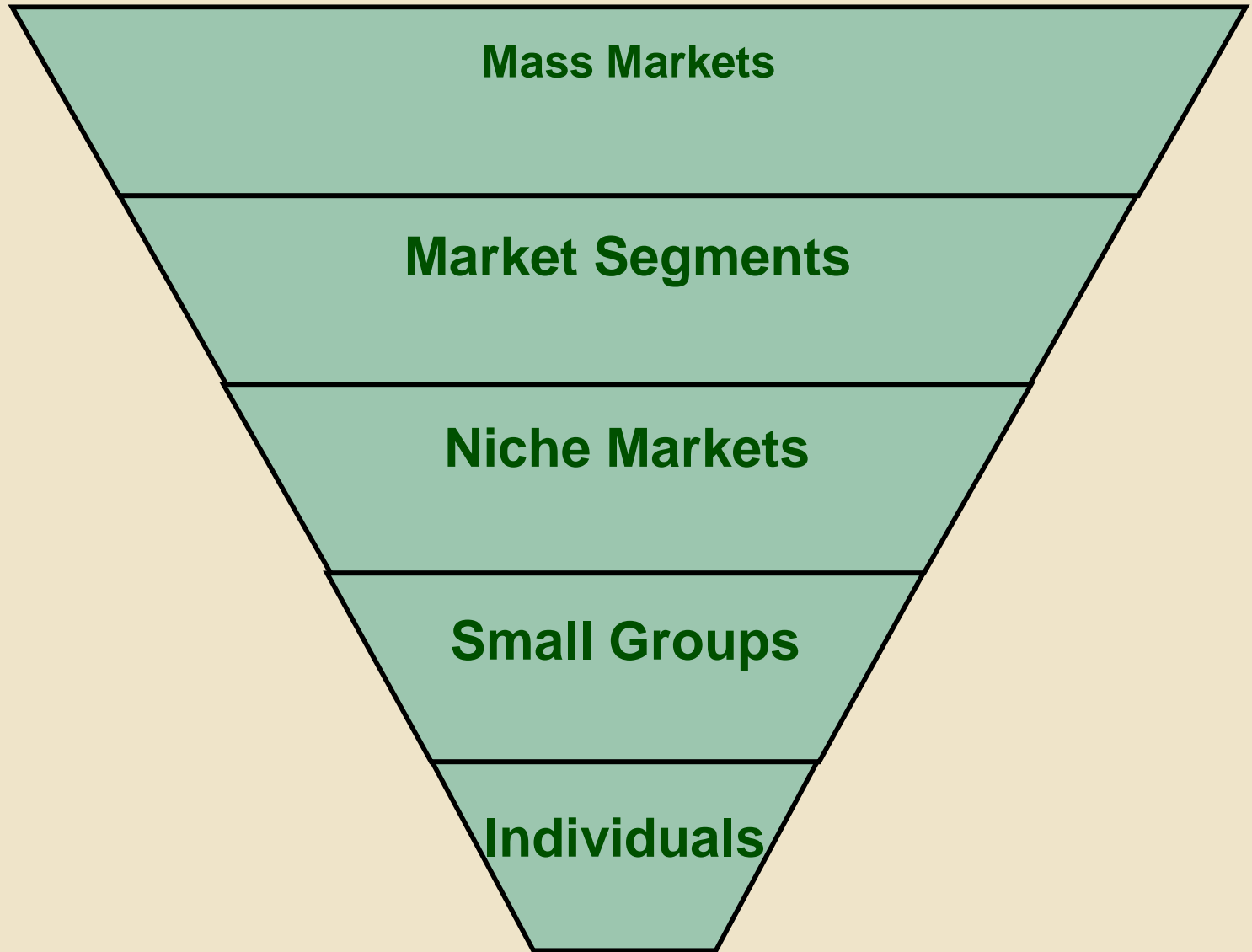
- Direct (Personal)
 - One-on-one
 - One to group
 - Team to group
- Indirect (Media)
 - Paid media
 - Unpaid media
 - Special media



Human Communicators

- Verbal
 - Vocabulary
 - Grammar
 - Inflection
- Nonverbal
 - Gestures
 - Facial expression
 - Body language

Levels of Audience Aggregation



Models of the Response Process

Models				
Stages	AIDA model	Hierarchy of effects model	Innovation adoption	Information Processing
Cognitive	Attention	Awareness Knowledge	Awareness Interest	Presentation Attention Comprehension
Affective	Interest Desire	Linking Preference Conviction	Evaluation	Yielding Retention
Behavioral	Action	Purchase	Trial Adoption	Behavior

Models of Obtaining Feedback

Persuasion Process

Effectiveness Test

Circulation reach



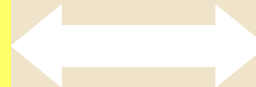
Exposure, presentation

**Listener, reader,
Viewer recognition**



Attention

Recall, checklists



Comprehension

**Brand attitudes,
Purchase intent**



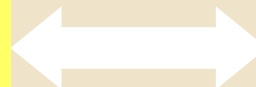
**Message acceptance/
yielding**

Recall over time



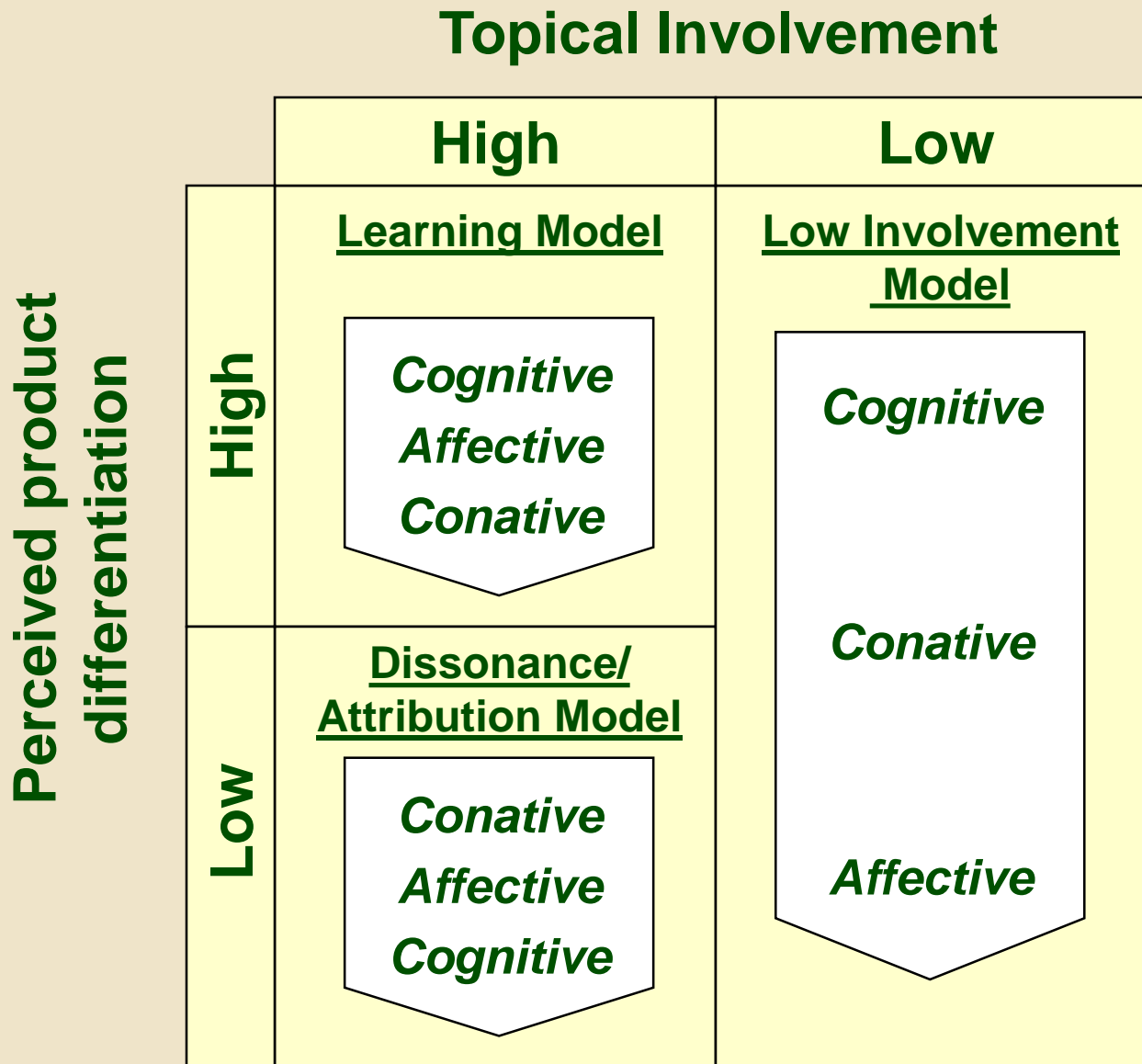
Retention

**Inventory, POP
Consumer panel**

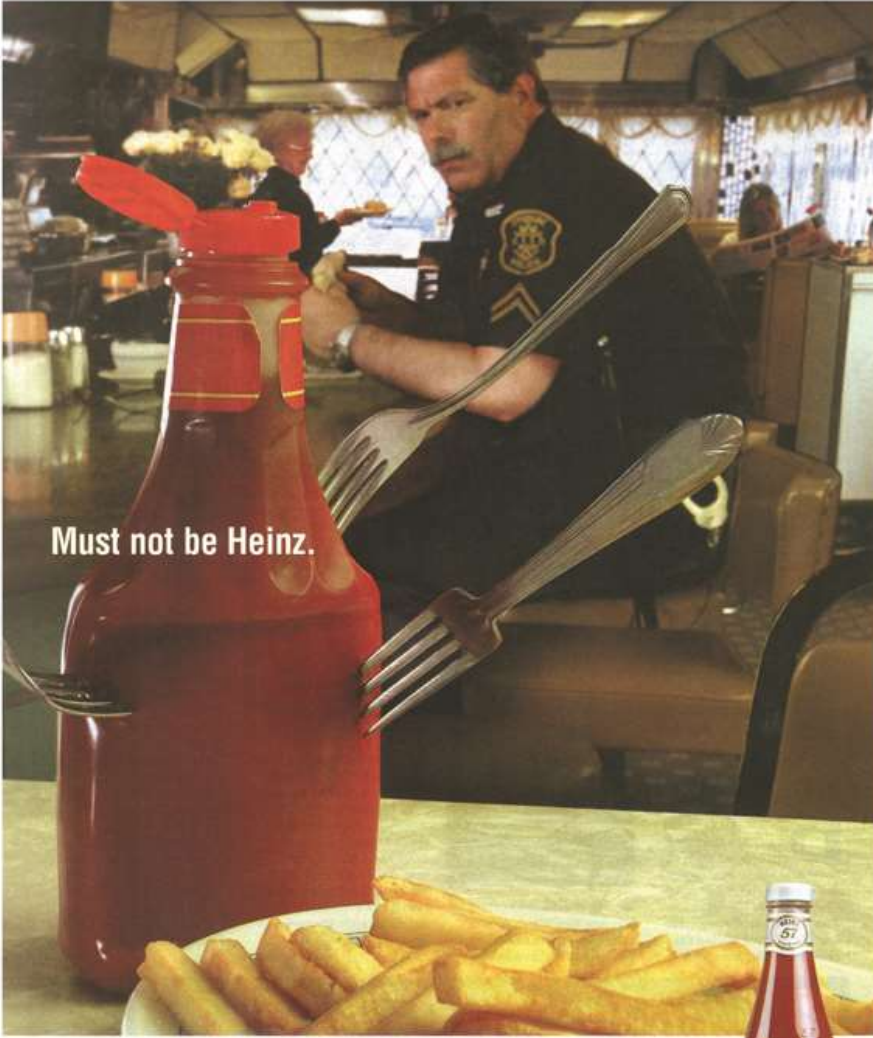


Purchase behavior

An Alternative Response Hierarchy




An ad for a low involvement product



Must not be Heinz.

A good meal out deserves a great ketchup. Insist on



Source: © H.J. Heinz Company, L.P. Used with permission

Involvement Concept

Antecedents of involvement derived from the literature

Person factors

- Needs
- Importance
- Interest
- Values

Object or stimulus factors

- Differentiation of alternatives
- Source of communication
- Content of communication

Situational factors

- Purchase/use
- Occasion

Involvement

With advertisements

With products

With purchase decisions

Possible results of involvement

- Elicitation of counterarguments to ads
- Effectiveness of ad to induce purchase
- Relative importance of the product class
- Perceived differences in product attributes
- Preference of a particular kind
- Influence of price on brand choice
- Amount of information on search
- Time spend deliberating alternatives
- Type of decision rule used in choice

Foote, Cone & Belding Grid

	Thinking	Feeling
High Involvement	1 Informative <i>The Thinker</i>	2 Affective <i>The Feeler</i>
Low Involvement	3 Habit Formation <i>The Doer</i>	4 Self-Satisfaction <i>The Reactor</i>

Foote, Cone & Belding Grid

Thinking

High
Involvement

1

Informative

The Thinker

Car-house-furnishings-new products
Model: Learn-feel-do (economic?)

Possible implications

Test: Recall diagnostics

*Media: Long copy format
Reflective vehicles*

*Creative: Specific information
Demonstration*

Foote, Cone & Belding Grid

Feeling

2

Affective

The Feeler

Jewelry-cosmetics-fashion goods

Model: Feel-learn -do (psychological?)

Possible implications

Test: Attitude change

Emotional arousal

Media: Large space

Image specials

Creative: Executional

Impact

**High
Involvement**

Foote, Cone & Belding Grid

Thinking

Low
Involvement

3

Habit formation

The Doer

Food-household items

Model: Do-learn-feel (responsive?)

Possible implications

Test: Sales

Media: Small space ads

10-second ID's

Radio; Point of Sale

Creative: Reminder

Foote, Cone & Belding Grid

Feeling

Low
Involvement

4

Self-satisfaction

The Reactor

Cigarettes, liquor, candy

Model: Do-feel-learn (social?)

Possible implications

Test: Sales

Media: Billboards

Newspapers

Point of Sale

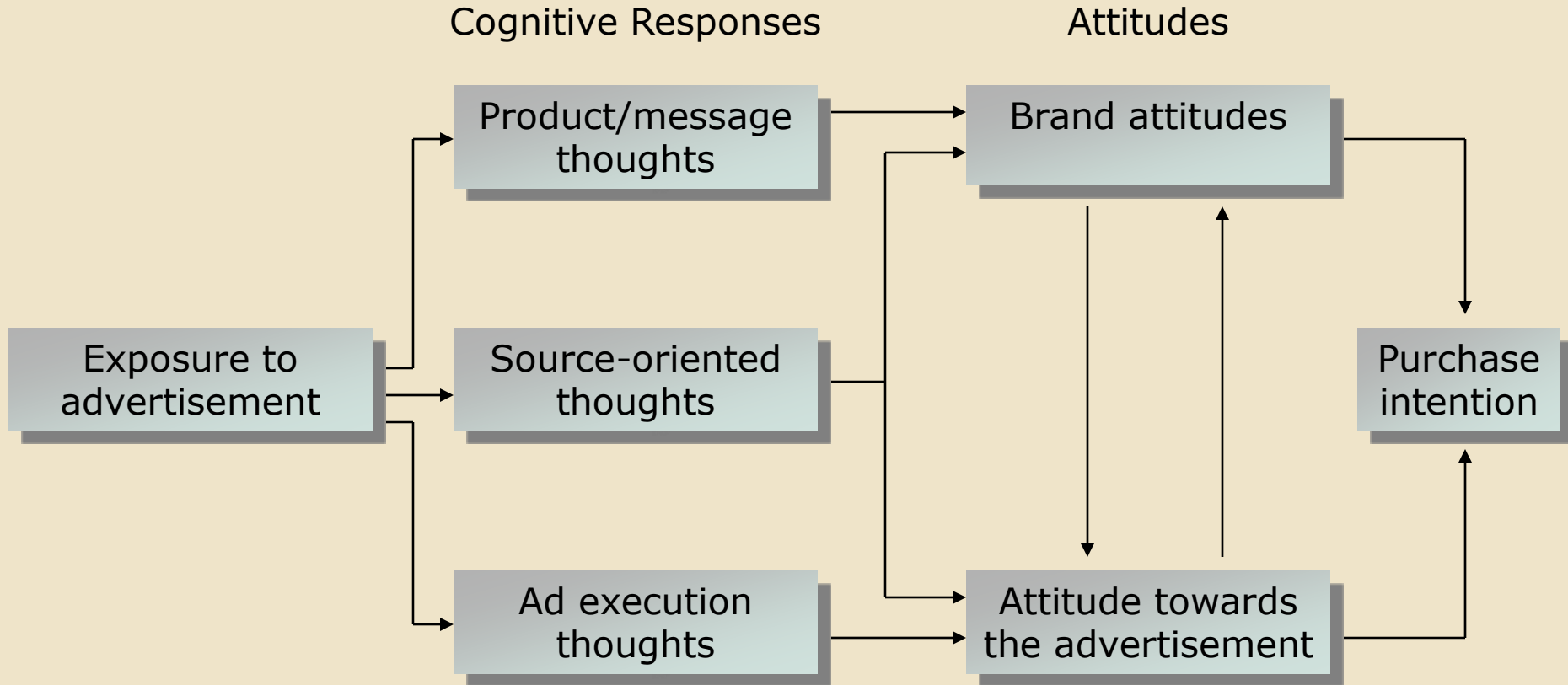
Creative: Attention



Cognitive Response

- A method for examining consumers' cognitive processing of advertising messages by looking at their cognitive responses to hearing, viewing, or reading communications
- Examines types of thoughts that are evoked by an advertising message

A Model of Cognitive Response





Cognitive Response Categories

- Product/Message Thoughts
 - Counter arguments, support arguments
- Source - Oriented Thoughts
 - Source derogation – source bolstering
- Ad – Execution Thoughts
 - Thoughts about the ad itself
 - Affect attitude toward the ad
 - Important determinant of advertising effectiveness

The Elaboration Likelihood Model

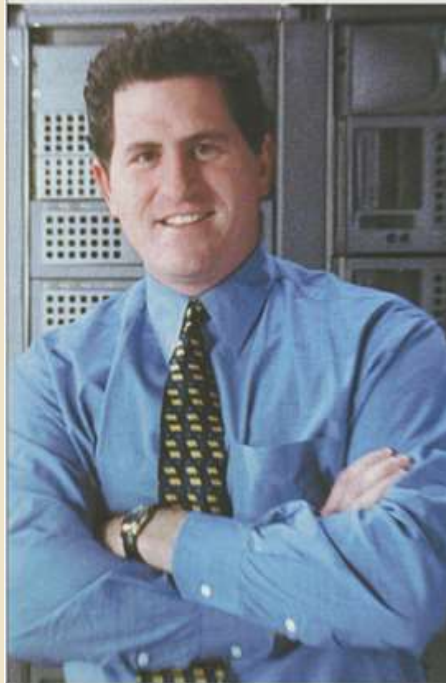
Focuses on the way consumers respond to persuasive messages based on the amount and nature of elaboration or processing of information

Routes to attitude change

- Central route to persuasion – ability and motivation to process a message is high and close attention is paid to message content
- Peripheral route to persuasion – ability and motivation to process a message is low and receiver focuses more on peripheral cues rather than message content

Central processing usually occurs for high involvement products

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.

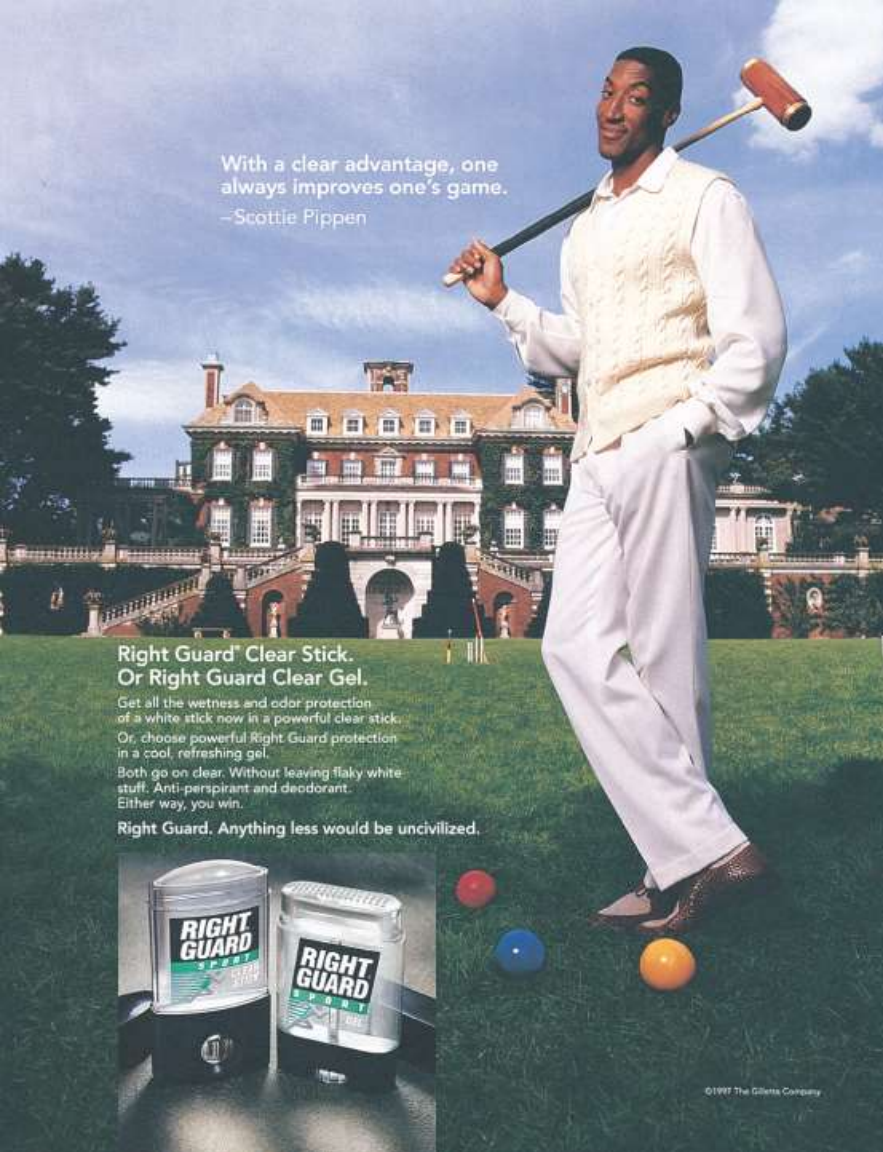


Dell offers a complete line of Intel®-based Systems. Simplify your e-business with robust Dell PowerEdge servers based on the Pentium® III Xeon™ processor, including the Dell PowerEdge® R450 Server. This monster can accommodate up to eight Pentium III Xeon processors, up to ten 64-bit PCI slots, and is expandable to 32GB RAM.

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BE DIRECT™
DELL
www.dell.com

An ad using peripheral cues





With a clear advantage, one always improves one's game.
—Scottie Pippen

**Right Guard™ Clear Stick.
Or Right Guard Clear Gel.**

Get all the wetness and odor protection of a white stick now in a powerful clear stick. Or, choose powerful Right Guard protection in a cool, refreshing gel.

Both go on clear. Without leaving flaky white stuff. Anti-perspirant and deodorant. Either way, you win.

Right Guard. Anything less would be uncivilized.



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A framework for studying how advertising works

