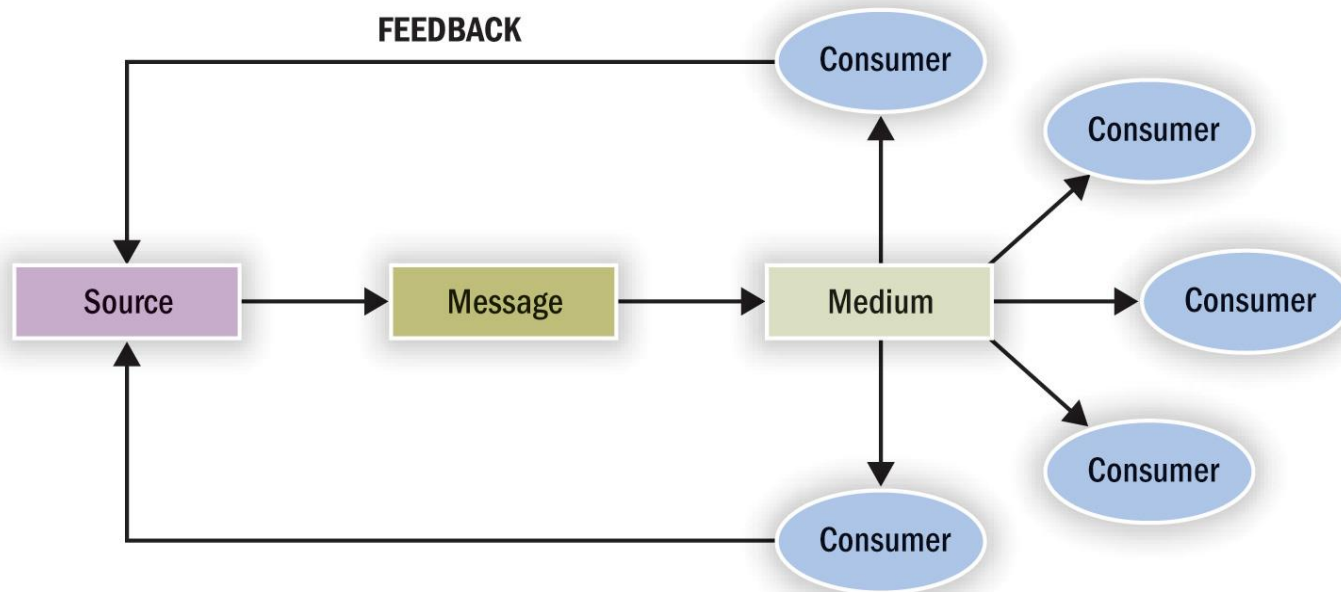


Attitude Change and Interactive Communications

Chapter 8

Attitude Change

The Traditional Communications Model



Advertising Objectives: brand awareness, information dissemination (to build +ve beliefs), attitude (A_{br} or A_{ad}) change, purchase intention, purchase...

Online advertising

1. **Search Ads: Contextual ads on search engine results pages**
2. **Display ads: Ads on websites**
3. **Rich media ads: Ads that combine video and sound with interactive features**
4. **Social network advertising: Facebook, Twitter, WeChat, Instagram, etc.**
5. **Email advertising**
6. **Mobile advertising – Ads on wireless devices (SMS/MMS advertising, Display advertising, Advertising in mobile apps, web sites, videos, Location-based advertising..)**

Web ads have similar ad objectives: awareness, +ve information dissemination, A_{br}, website registration, trial stimulation (using e-coupons), site visit stimulation, purchase intention, actual purchase.

Source Characteristics

Source effect: Same words by different people can have very different meanings.

Source: An individual, company, or character who is presenting information about a product.

1. Source Credibility

- **Expertise:** The extent of knowledge the source is perceived to have about the product
- **Trustworthiness:** The extent to which the source is perceived to provide info. in an unbiased and honest manner

Why is a credible source more effective?

Source Characteristics

1. Source Credibility (Continued)

Sleeper effect: Over time, low credibility sources can still get a message across effectively, assuming that the message is powerful.

- Sleeper effect may occur because the consumer's memory of the source can decay more rapidly than his/her memory of the message.
- Thus, consumers may remember the message but not the source.

Source Characteristics

2. Source Attractiveness

- Physical attractiveness: In general, people tend to form +ve stereotypes about physically attractive people.

Physically attractive source may better lead to attitude change.

- Directs attention to marketing stimuli
- Beauty = credibility

Halo effect: people who rank high on one dimension are assumed to excel at other dimensions. e.g., good-looking people are thought to be smarter, cooler, happier.

Source Characteristics

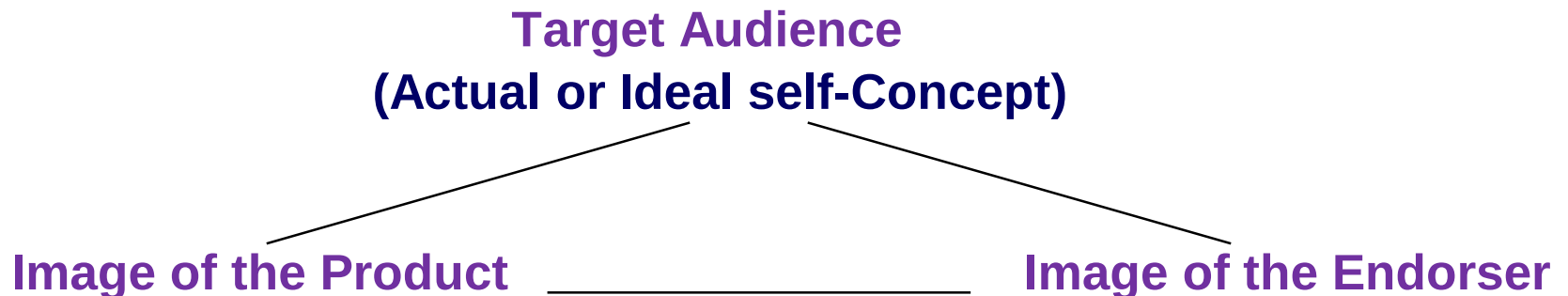
2. Source Attractiveness (Continued)

- Likability of the source: A likable person is anyone who can create a +ve mood state.
- Similarity of the source: Similarity of the source to ourselves adds to the source's overall attractiveness.

The common person approach: uses regular “John Doe” or “Jane Doe” whom people relate to

Source Characteristics

- Celebrities possess source attractiveness
- A key to the effective use of celebrities is to match the known characteristics of the celebrity with the personality of the product and the self concept of the target market



Characteristics of the Message Content

Issues to Consider in Developing Message Content:

Visual vs. verbal message; Message complexity; Comparison to competitors; One-sided vs. two-sided message; Emotional vs. rational appeal; Use of sex; Use of fear; Use of humor

1. Visual vs. verbal communication of message

Visual images: Big emotional impact

Verbal message: High-involvement situations

- Factual information
- More effective when reinforced by a *framed* picture
- Require more frequent exposures (due to decay)

Dual Component Model of Brand Attitudes



Characteristics of the Message Content

2. Message complexity

- Affects comprehension.
- It may result from attempts to put too much information in an ad.

3. Comparison to competitors?

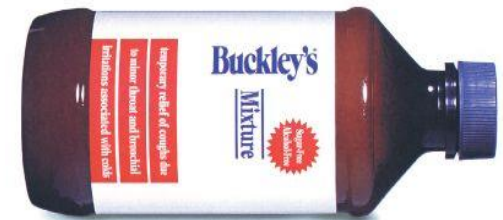
- Good for a new brand and non-market leader.
- Consumers may become sympathetic to the competitor.
- Sponsor and competitor may be confused.

Characteristics of the Message Content

4. One-sided or two-sided message?

- May be more effective in changing a strongly held belief.
- Effectiveness may come from its ability to suppress counterarguments (**Inoculation Theory**) and appearance of fairness.

**Everything you
want in a cough remedy.
And nothing you
want in taste.**



If you're suffering from a nasty cough, try Buckley's. It's an herbal based, sugar free cough remedy that'll get rid of the nastiest coughs due to colds in no time. It just happens to taste awful. Sorry in advance.

**Buckley's Mixture.
It tastes awful. And it works.**

Available at all RITE-AID stores and Jewel (SBC), (SBC) drug, Save-On-Drugs, and other fine pharmacies. 1-800-634-1034 www.buckleys.com

Characteristics of the Message Content

5. Emotional appeals (vs. Rational appeals)

-Emotional ads are designed to elicit a +ve affective response rather than to provide information or arguments.

+ve feelings: joyful, happy, pleased, delighted, excited, serene, free, warm, comfortable, patriotic, affectionate.....

Characteristics of the Message Content

Emotional ads may enhance persuasion by increasing:

1. attention and ad processing intensity (Ads that trigger joy, suspense, warmth, delightfulness, happiness, etc... are more likely attended to than are more neutral ones. Greater attention leads to a better recall.)
2. ad liking (Emotional ads that trigger +ve emotion will enhance liking of the ad itself.)
3. product liking through classical conditioning (Repeat pairing of something that produces +ve emotion and the brand may lead to the association of the brand with that +ve emotion.)

Characteristics of the Message Content

6. Use of sex

- Appears in forms of sexual suggestiveness, nudity, or both.
- Attracts the consumer's attention.
- Can evoke emotional responses such as arousal or excitement which in turn can affect consumers' moods and their A_{ad} and A_{br} .
- For some consumers, it creates uneasiness, disgust, and embarrassment, thus a negative effect.
- Men like sexual ads more, like products advertised in them more, and are more likely to buy those products than women are.

Characteristics of the Message Content

7. Use of fear

- Emphasize negative consequences that can occur unless consumer changes behavior/attitude
- Fear is common in social marketing
- The relationship between fear and attitude change is nonmonotonic (reverse U-shaped). A moderate level of fear is thought to be most effective.

8. Use of humor

- A funny ad may inhibit consumers from counterarguing.
- Effective when the brand is clearly identified.
- The funny stuff should not swamp the message.
- If too funny, it may fail to convey benefits.

The Elaboration Likelihood Model (ELM) of Persuasion

Identifies two cognitive processes by which promotion communications such as advertising can persuade consumers

