



# Consumer Behavior

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# Communication and Consumer Behavior

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Chapter 9

Do you watch Adz?






What about if we could tailor  
the adz for you?

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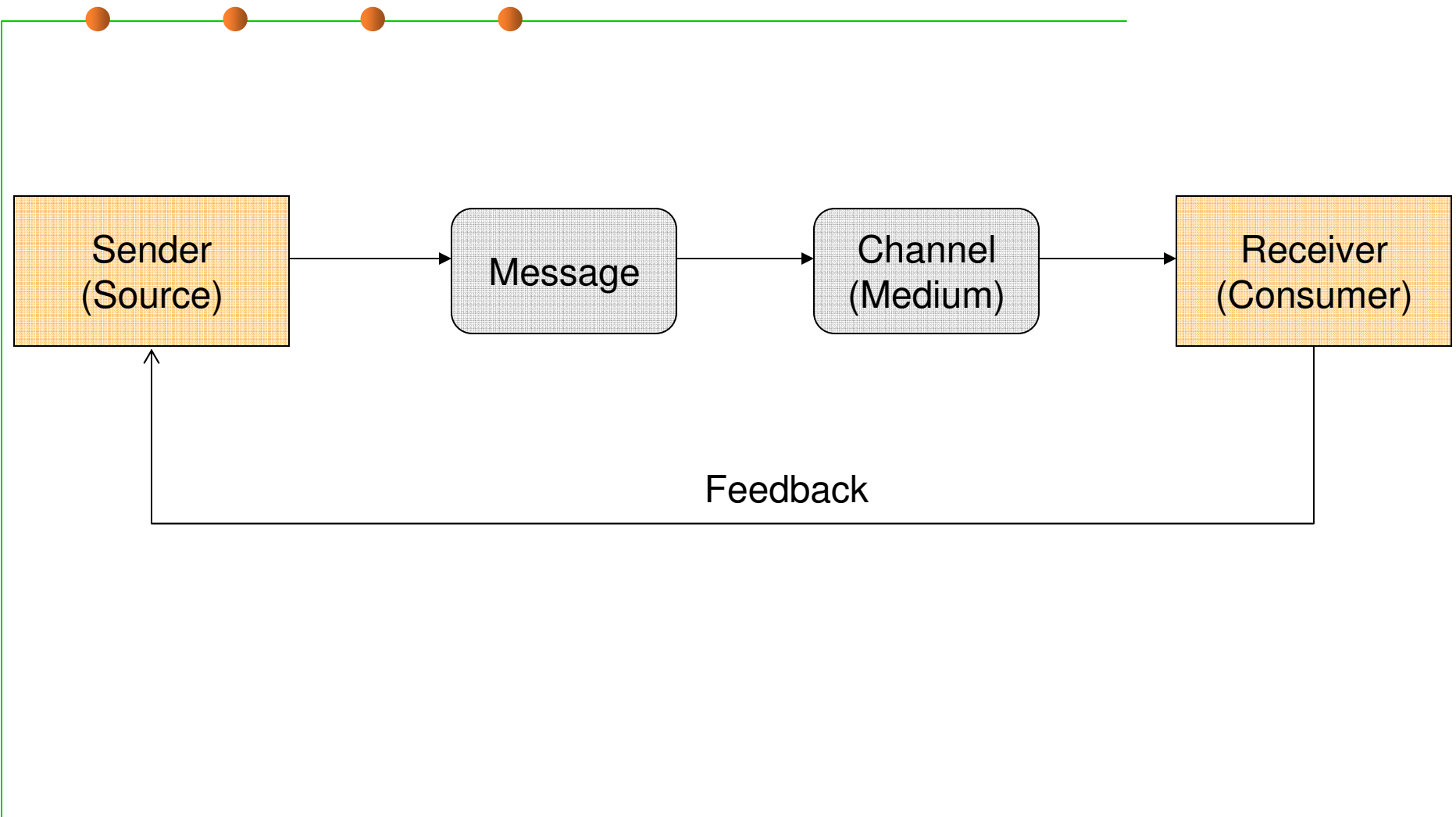
You watch only what you like!



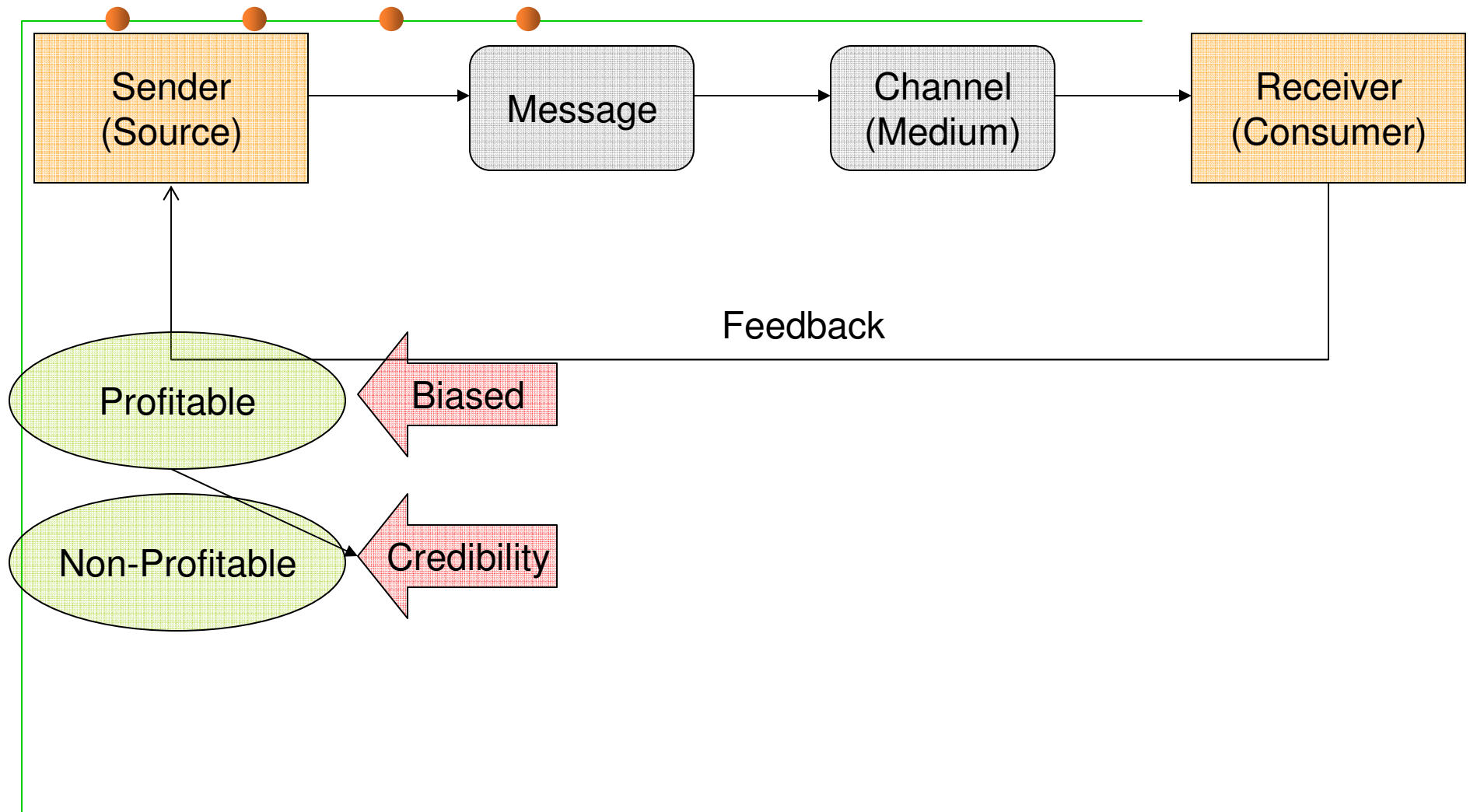
# Definition

- 
- Is the transmission of a message from a sender to a receiver via a medium of transmission.

# Elements of communication



# Sender



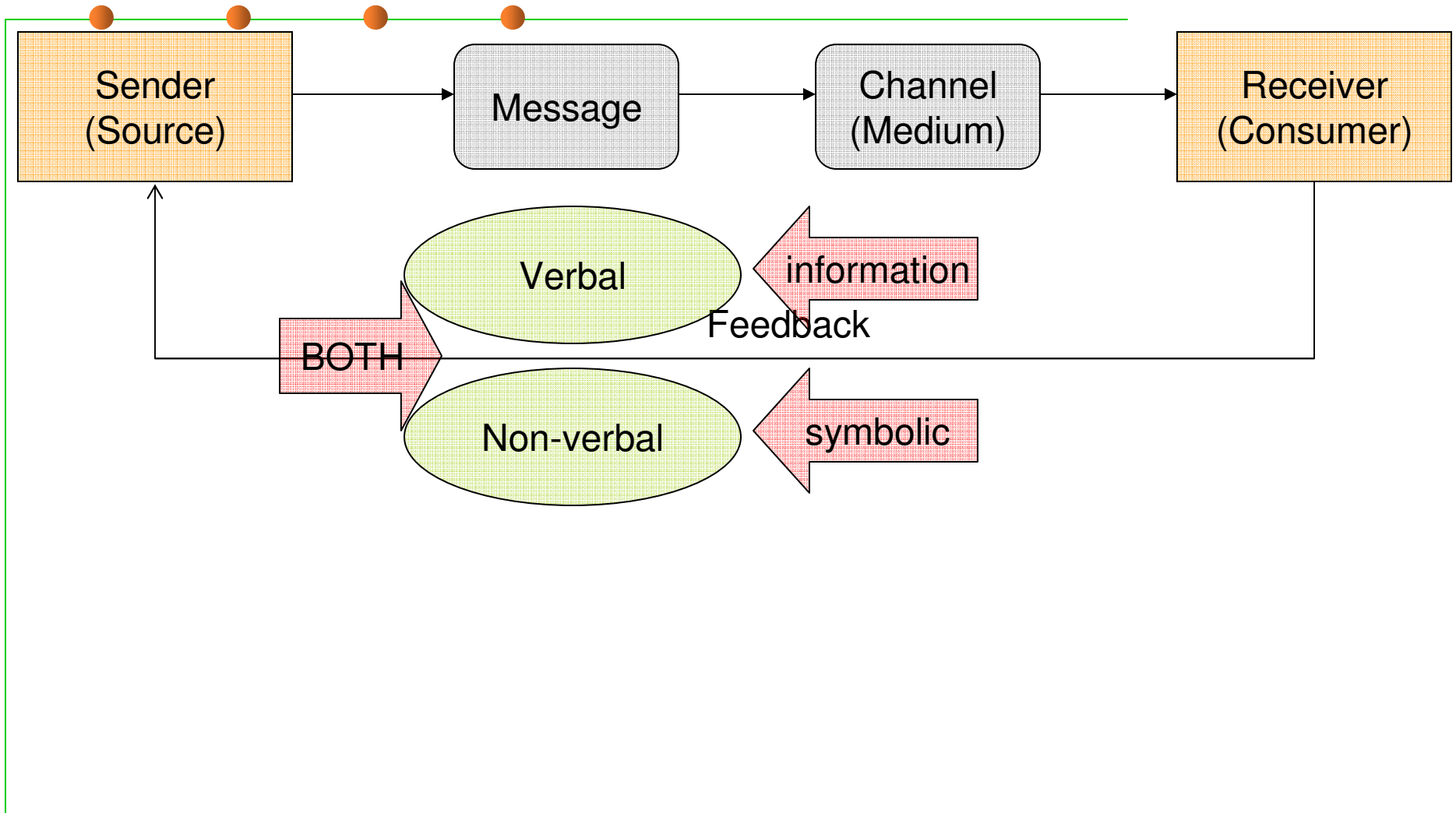


# **Learning Game Placeholder**

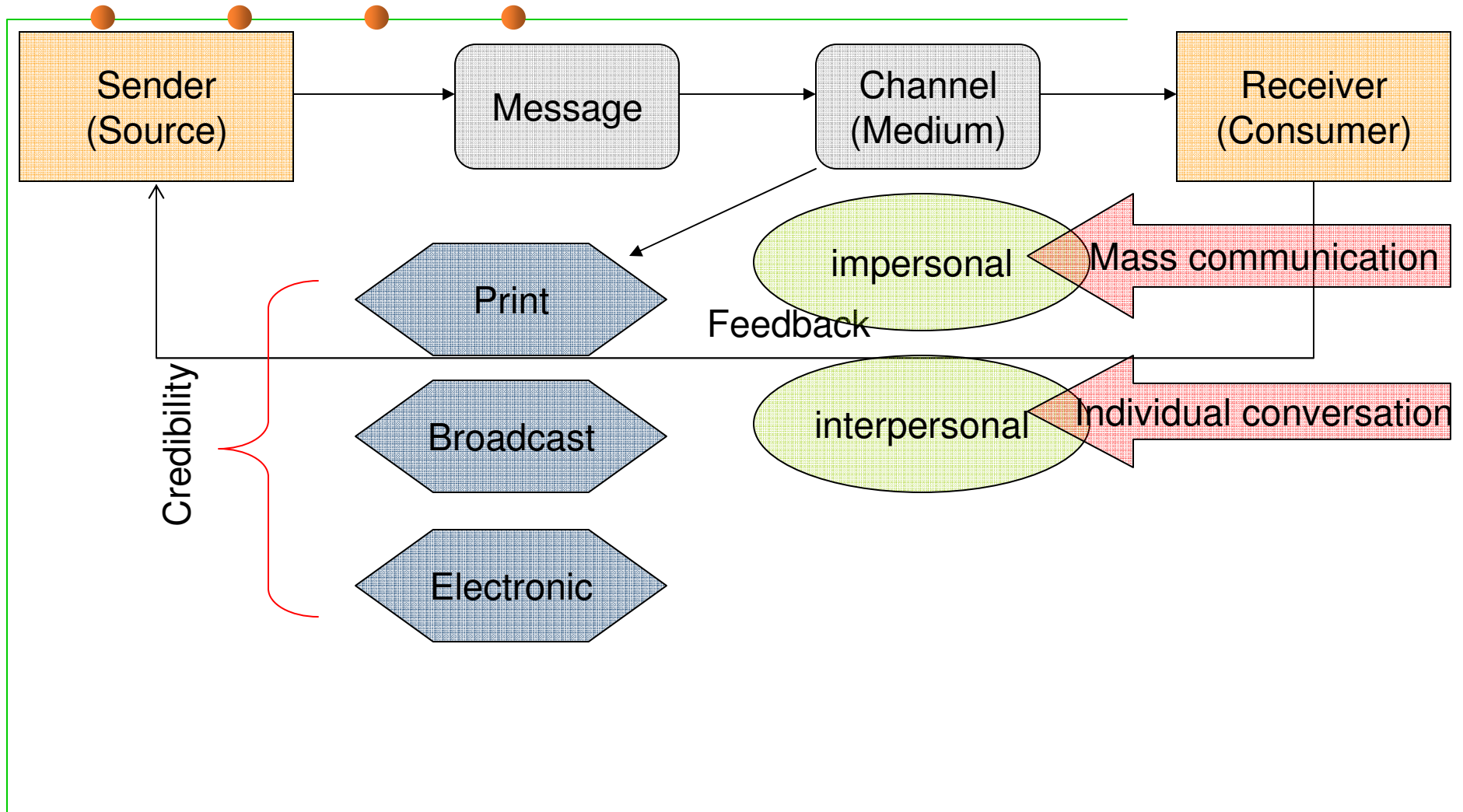
**Learning Game: Choices**

**Title: Sender**

# Message



# Channel (medium)



# Advertising media



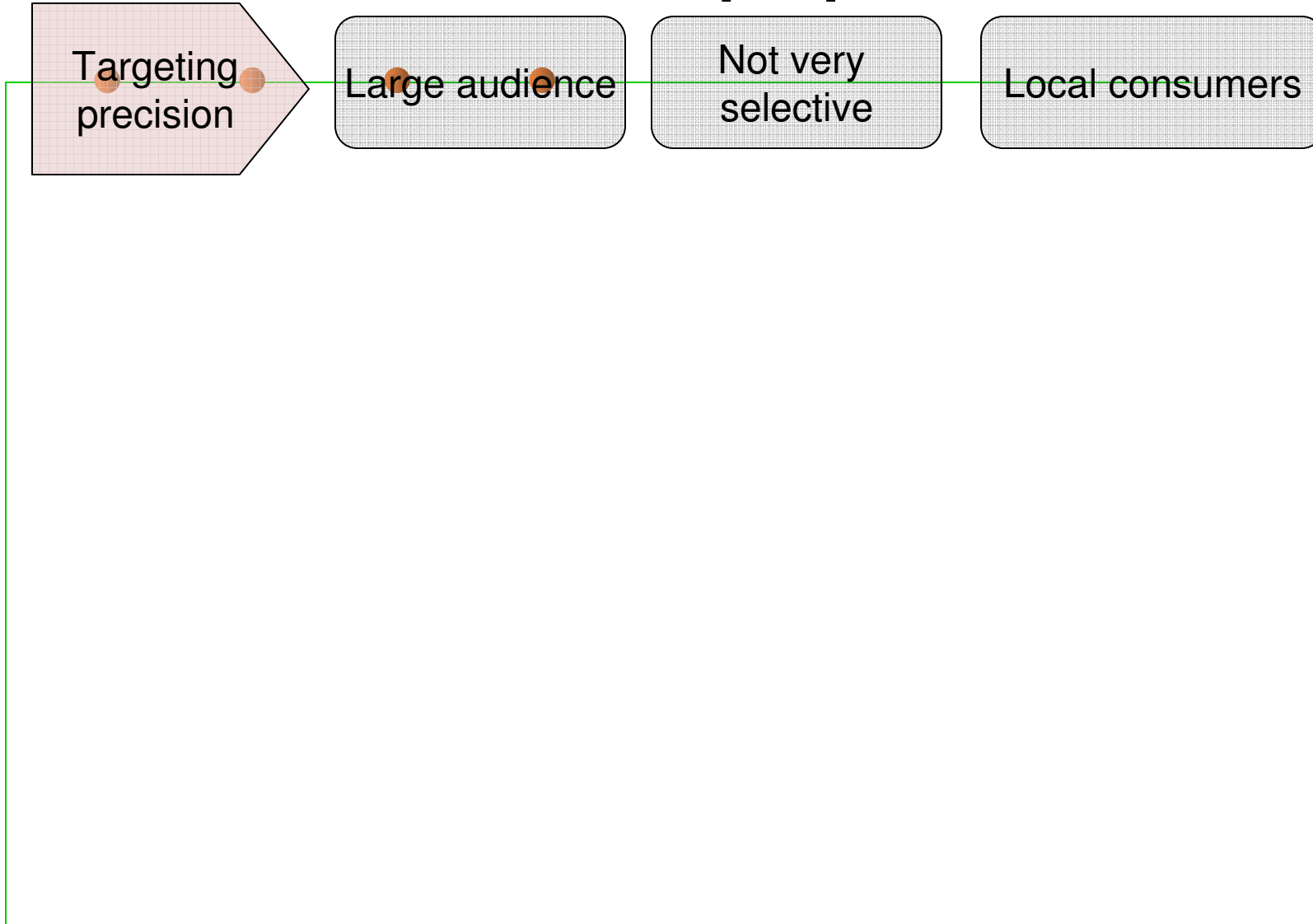
# Newspapers

Targeting  
precision

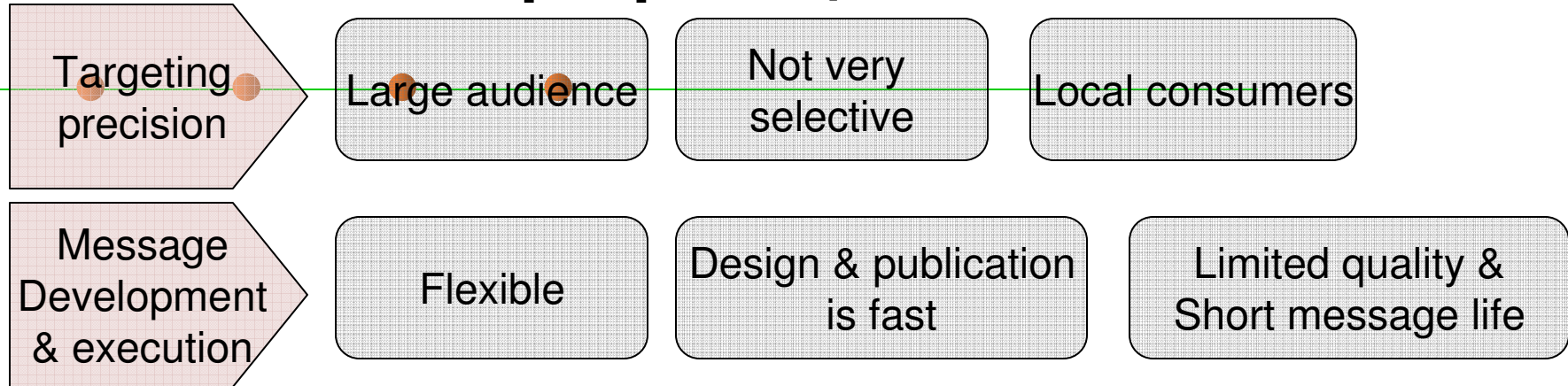
Large audience

Not very  
selective

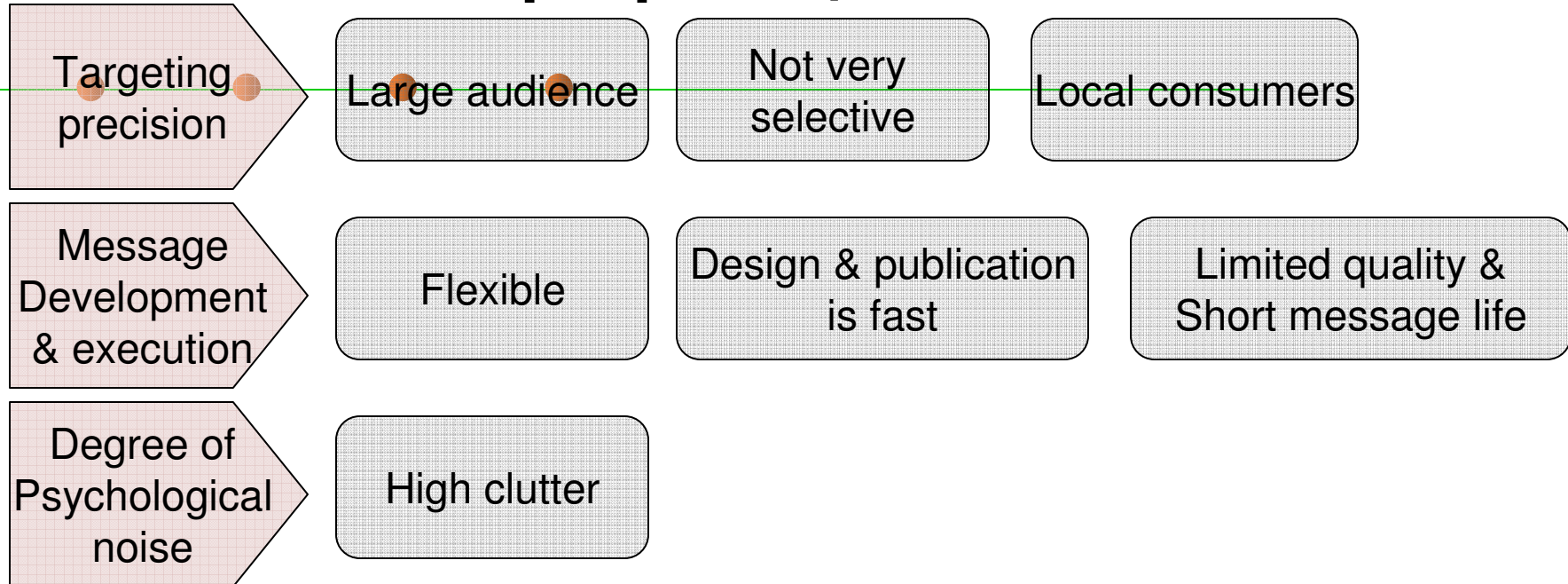
Local consumers



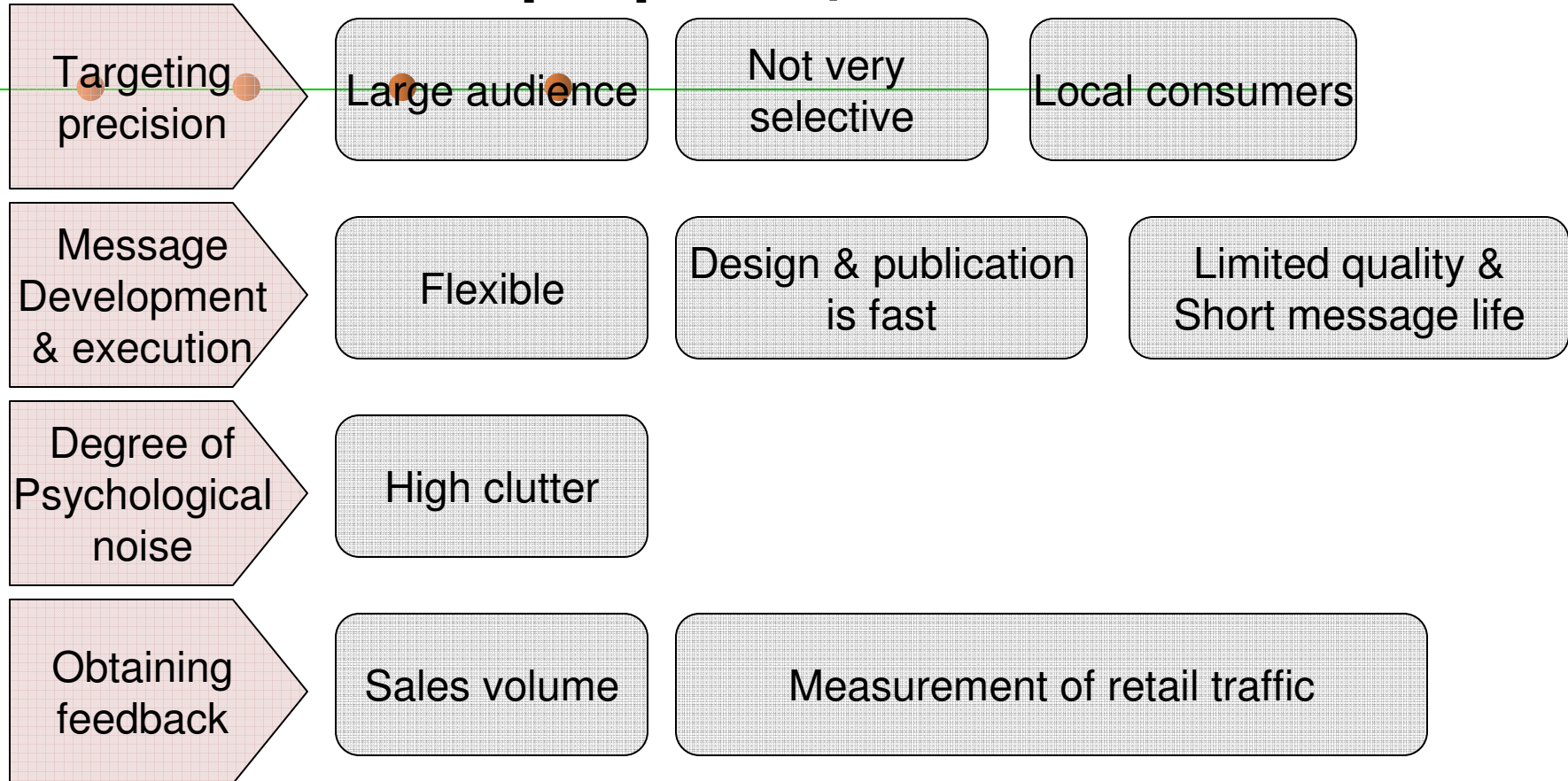
# Newspapers, continue



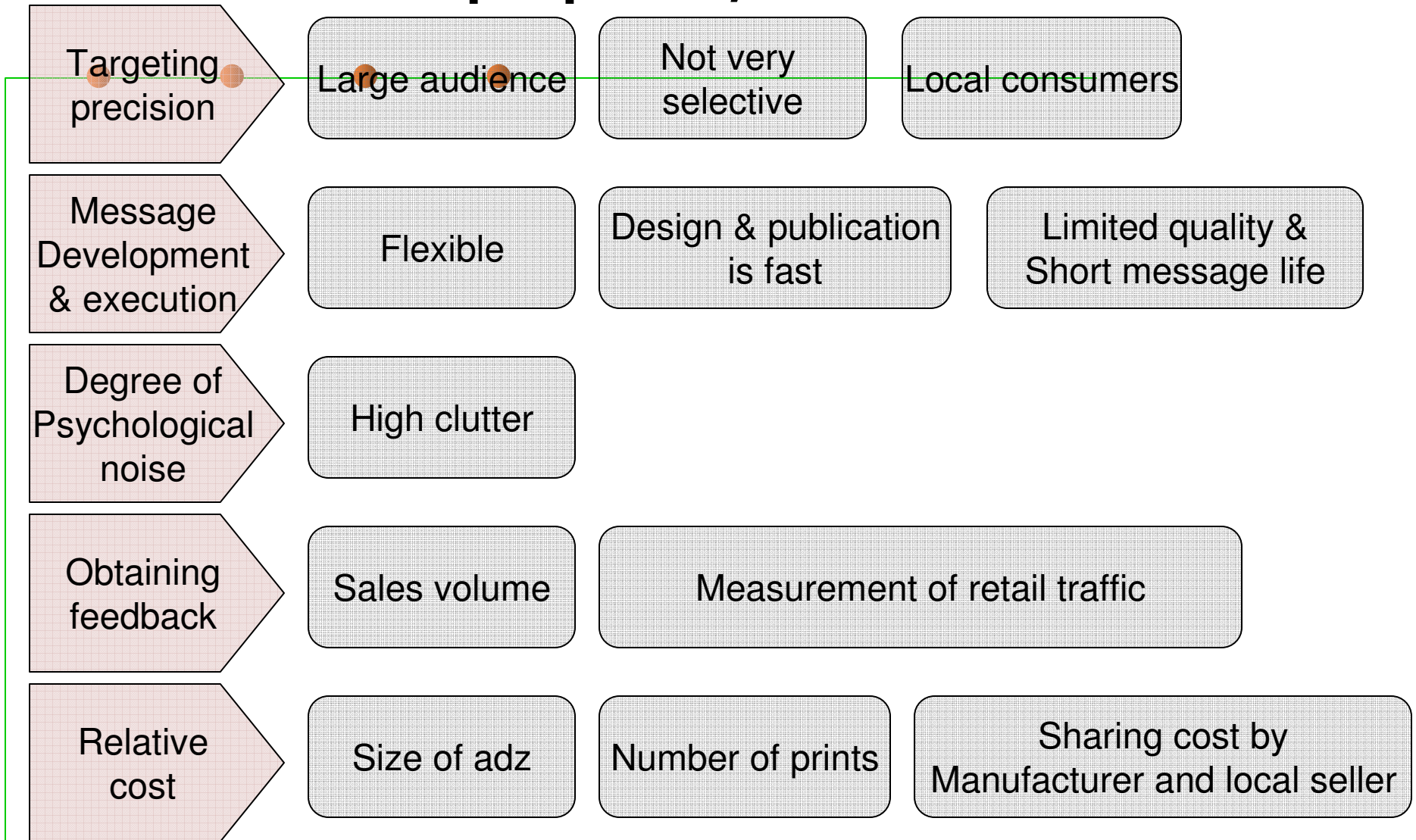
# Newspapers, continue



# Newspapers, continue



# Newspapers, continue





# **Learning Game Placeholder**

**Learning Game: Choices**

**Title: Newspaper**

# Television

Targeting  
precision

Very large audiences

Many programs lack audience selectivity

# TV, continue

Targeting  
precision

Very large audiences

Many programs lack audience selectivity

Message  
Development  
& execution

Appeals to several  
senses

Require high repetition

Long lead time

# TV, continue

Targeting precision

Very large audiences

Many programs lack audience selectivity

Message Development & execution

Appeals to several senses

Require high repetition

Long lead time

Degree of Psychological noise

High clutter

Viewers can simply avoid message exposure

# TV, continue

Targeting precision

Very large audiences

Many programs lack audience selectivity

Message Development & execution

Appeals to several senses

Require high repetition

Long lead time

Degree of Psychological noise

High clutter

Viewers can simply avoid message exposure

Obtaining feedback

Sales volume not accurate

Research consumers recall

# TV, continue

Targeting precision

Very large audiences

Many programs lack audience selectivity

Message Development & execution

Appeals to several senses

Require high repetition

Long lead time

Degree of Psychological noise

High clutter

Viewers can simply avoid message exposure

Obtaining feedback

Sales volume not accurate

Research consumers recall

Relative cost

Very high cost

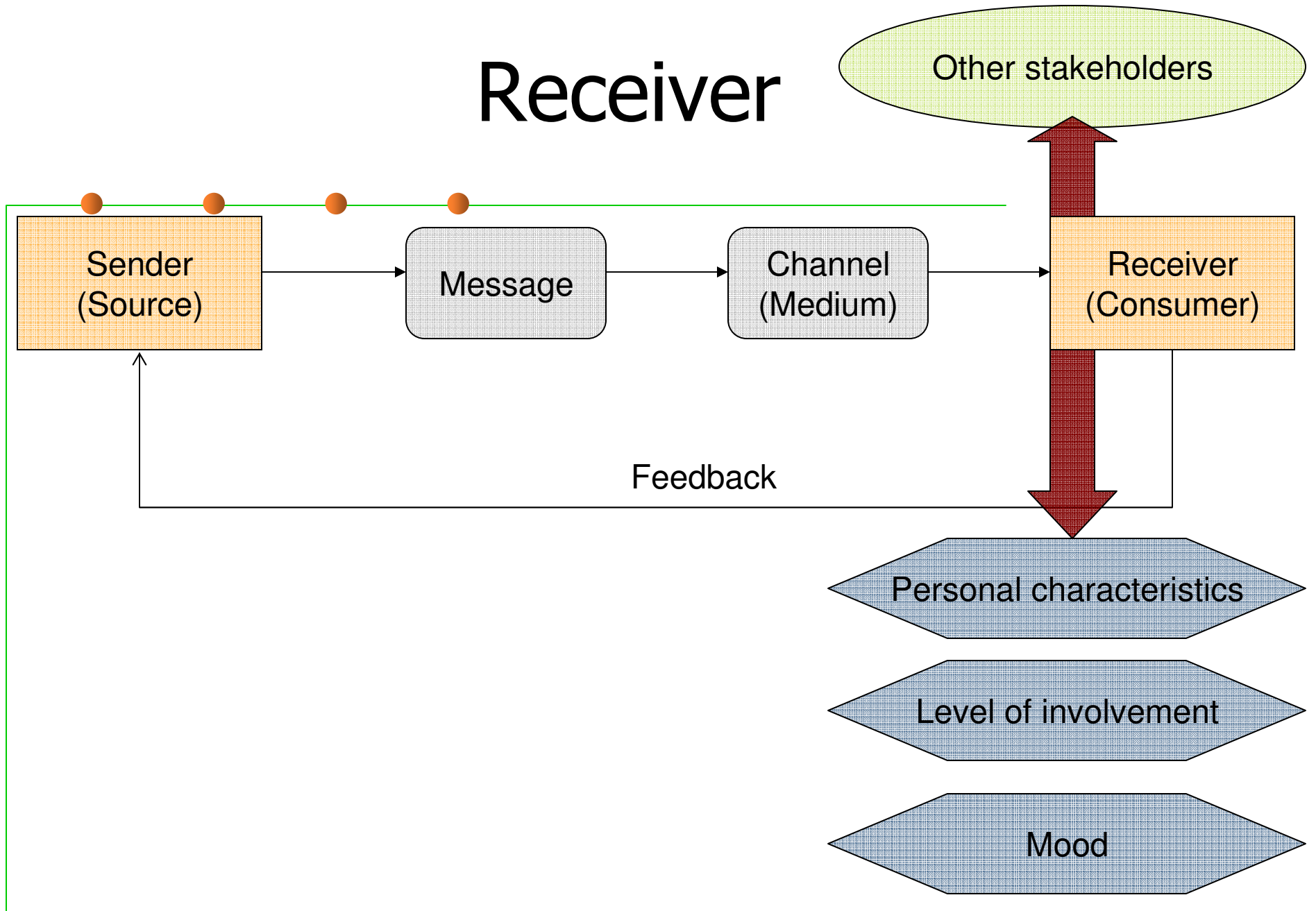


# **Learning Game Placeholder**

**Learning Game: Choices**


**Title: TV adz**


# Receiver





# Effect of time

- 
- Sleeper effect
    - The effect is faded out over time
  - Differential decay
    - The memory of negative cue decays faster than positive cue



# Message structure and presentation






# Resonance

- 
- Wordplay
  - Studies shows its more effective



# Message framing

- 
- Positive message framing
  - Negative message framing

# Positive and negative message framing

**WARNING**  
**CIGARETTES CAUSE MOUTH DISEASES**  
Cigarette smoke causes oral cancer, gum diseases and tooth loss.  
Health Canada

MACDONALD  
**EXPORT 'A'**  
*25 Cigarettes - Full Flavor*


**Crest**

**Healthy Smiles 2010**  
*One Smile at a Time.*

Healthy Smiles  
2010  
Crest



# One-sided Vs Two-sided messages

- 
- Should we use only the positive points about the product or should we use both?