Chapter 6 (part 1)
Source, message and channel factors

By

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Mkt 337 (section 3)

Persuasion matrix

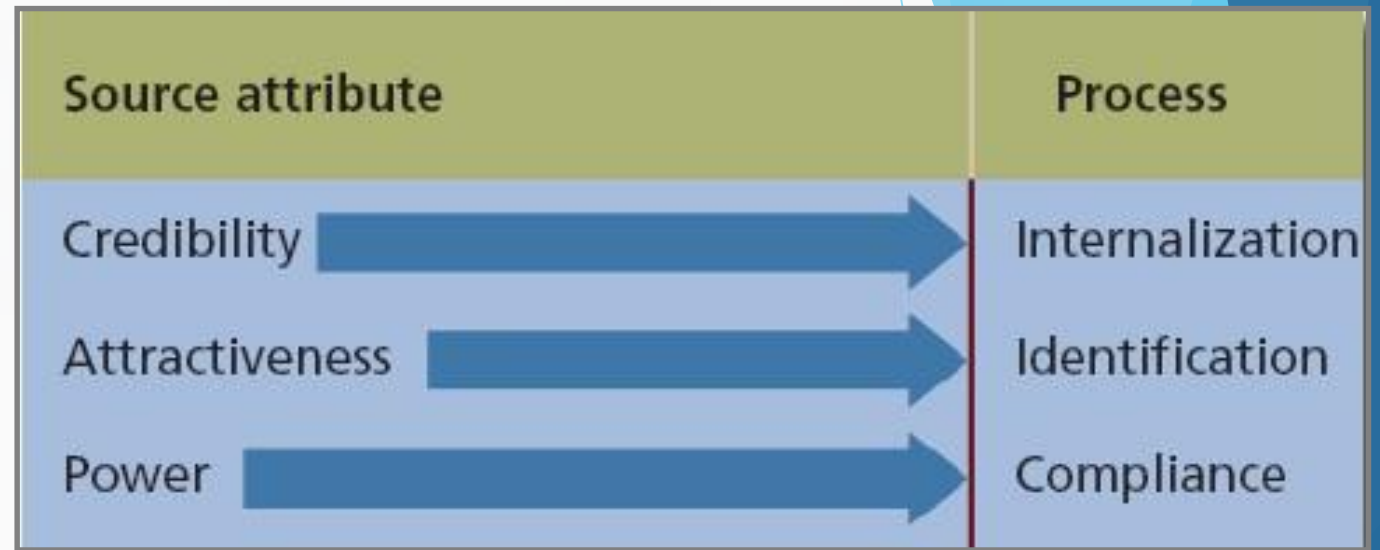| Dependent variables: Steps in being persuaded	Independent variables: The communication components				
	Source	Message	Channel	Receiver	Destination
Message presentation			(2)		
Attention	(4)				
Comprehension				(1)	
Yielding		(3)			
Retention					
Behavior					

Persuasion matrix

- **Receiver/comprehension**
  - Can the receiver comprehend the ad?
- **Channel presentation**
  - Which media will increase presentation?
- **Message/Yielding**
  - Which type of message will create favorable attitude or feelings?
- **Source/attention**
  - Who will be effective in getting consumers' attention?

Source Factors

- A *source* refers to a person involved in communicating a marketing message, either directly or indirectly.
  - Direct Source: Spokesperson who delivers a message and/or endorses a product or service.
  - Indirect Source: Doesn't actually deliver a message but draws the attention and/or enhances the appeal of the ad.

Source Factors

▶ Sources may be
  ▶ Knowledgeable
  ▶ Popular
  ▶ Physically attractive
  ▶ Typify the target audience
  ▶ Have the power to reward or punish the receiver in some power

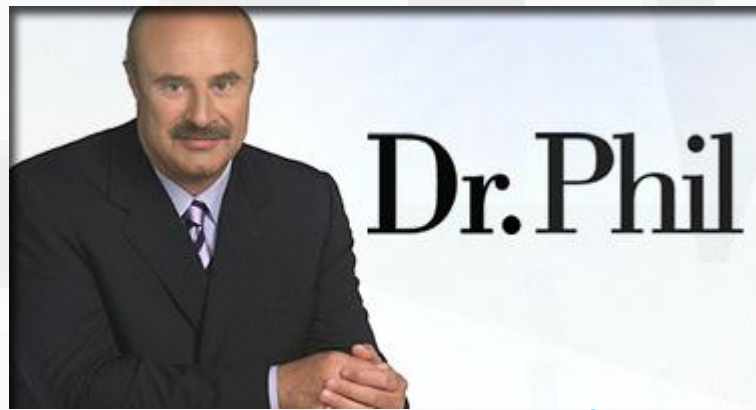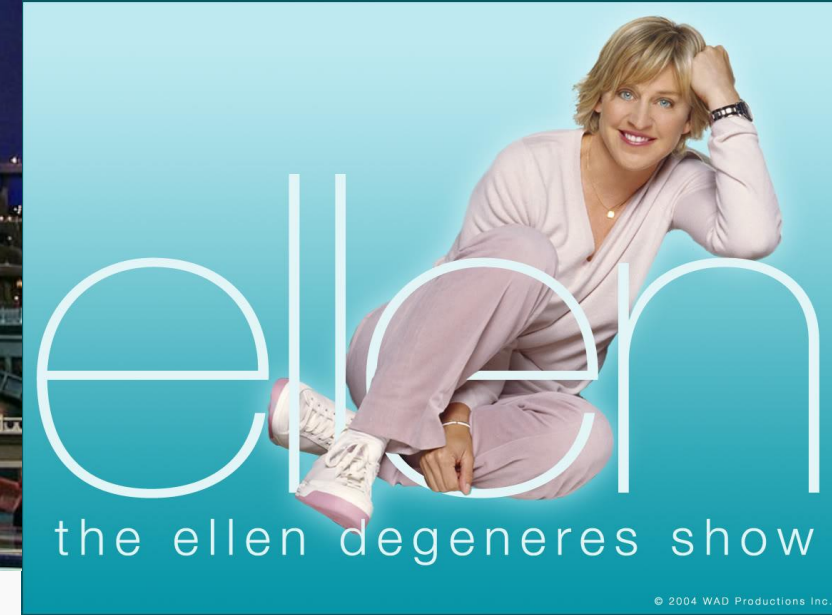| Source attribute	Process
Credibility	Internalization
Attractiveness	Identification
Power	Compliance

Source credibility

► Expertise

　► May cause **internalization**, which means that the receiver adopts the opinion of the credible communicator since he/she believes information from this source to be accurate.
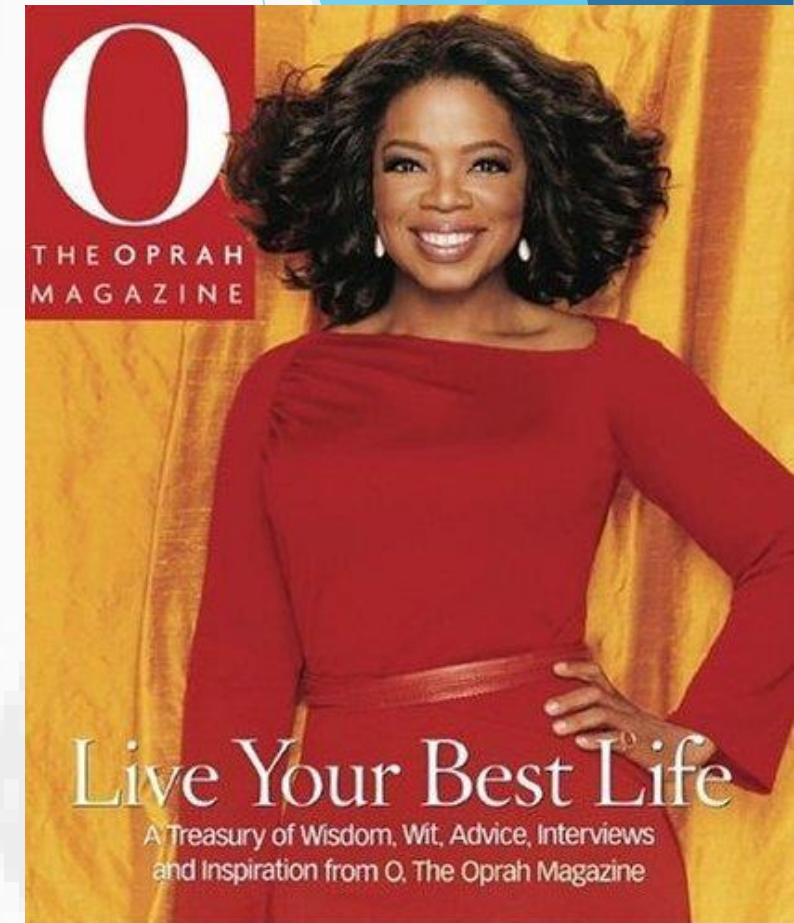
► Trustworthiness

Applying expertise & trustworthiness

▶ Marketers use communicators with high credibility

▶ Many trustworthy figures hesitate to endorse products because of the potential impact on their reputation and image

Corporate leaders as spokesperson

▶ **Advantage**

   ▶ **The ultimate expression of the company's commitment to quality and customer service**

▶ **Disadvantage**

   ▶ Image of the company falls with the CEO's image

   ▶ A popular CEO may capture the company with his/her popularity and the company might fall after he/she leaves

Source attractiveness

▶ **Similarity:** Supposed resemblance between the source & the receiver of the message

▶ **Familiarity:** Refers to the knowledge of the source through exposure

▶ **Likability:** An affection for the source as a result of physical appearance, talent, and/or personality.

Applying similarity

- Companies select salespeople whose characteristics match well with their customers
    - Maria Sharapova with Nike women

- Also used to create a situation where the customer feels empathy for the person shown in the commercial
    - Budwiser Campaign

Applying likability

▶ Advertisers aim to use spokespeople who are admired by the people.

▶ In U.S.A, the use of celebrities is highest in athletic products, fashion apparel and cosmetics
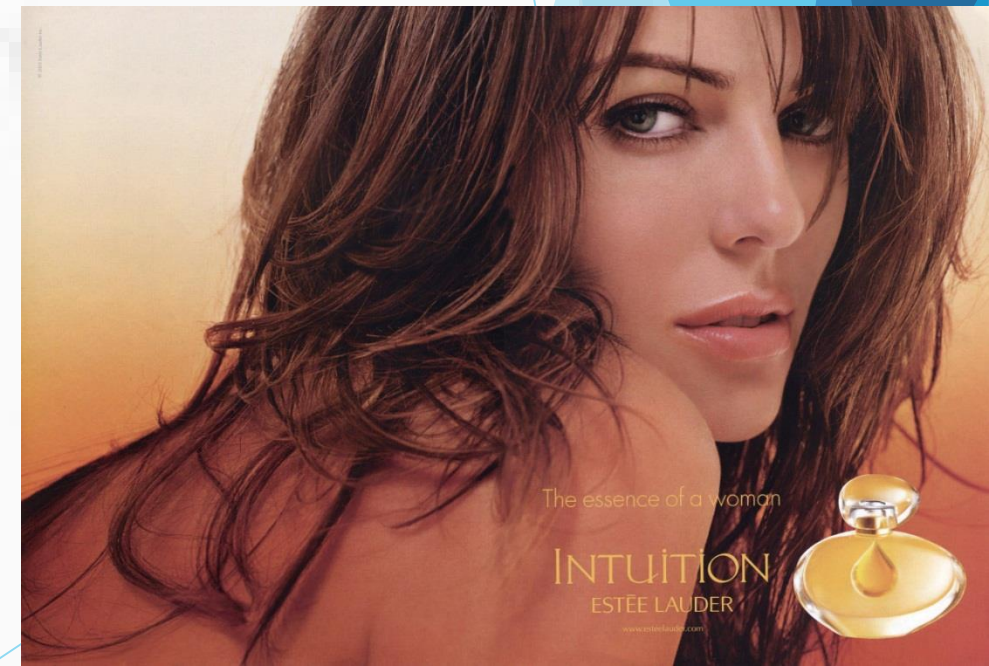
Risk of using celebrities

- Overshadowing the product
  - Consumers may put too much attention on the celebrity and loose focus on the brand
    - Celine Dion in 'Drive & Love' campaign for Chrysler
    - Angelina Jolie in St. John

ST JOHN

Overexposure

▶ Consumers are often skeptical of endorsements because they know that celebrities are being paid

▶ Occurs when a celebrity endorses too many brands
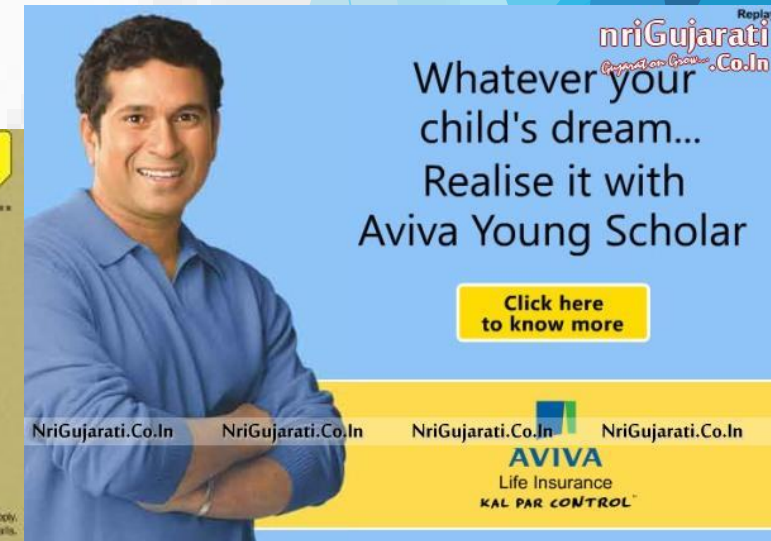
Target audience receptivity

▶ How the celebrity matches with the target audience and how he/she is received by the target audience.

  ▶ Grameenphone

  ▶ Knorr soup

Risk to the advertiser

► The behavior of the celebrity may be associated with the brand name

► Scandals of celebrities used to endorse a brand may lead to bad image of the brand and pose risk to the company

► To avoid these incidents, companies do an in-depth background study of their celebrities and add moral clause to their contract.

Return on investment

▶ The celebrities must be able to bring the ROI to the company.

▶ Audiences must find a develop a strong association between celebrity and their brand.

▶ Companies now-a-days are giving unique incentives to the celebrities such as a stake in the company

Celebrity endorsement

Company endorsement =Target audience = Celebrity personality

Choosing celebrities

▶ Product/service of brands

▶ Image of celebrities

▶ Cost of acquiring celebrities

▶ Trustworthiness

▶ Risk of controversy

▶ Familiarity

▶ Likability

Thank you