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

By
Emran Mohammad (Emd)
Mkt 337 (section 3)
## Persuasion matrix

<table>
<thead>
<tr>
<th>Dependent variables: Steps in being persuaded</th>
<th>Source</th>
<th>Message</th>
<th>Channel</th>
<th>Receiver</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message presentation</td>
<td></td>
<td></td>
<td>(2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attention</td>
<td>(4)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comprehension</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(1)</td>
</tr>
<tr>
<td>Yielding</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(3)</td>
</tr>
<tr>
<td>Retention</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behavior</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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 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
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