The Communication Process - Source, Message & Channel Factors

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A Basic Model of Communication

- SOURCE - person or organisation who has information to share. The source/sender encodes the message

- MESSAGE - contains the information or meaning the source is hoping to convey

Model of Communication

- CHANNEL - the method or medium by which the communication travels from sender to receiver.

- RECEIVER - the person whom the sender shares information. Generally part of the target market, they decode the message back into thought.
Model of Communication

- NOISE - factors that can interfere with or distort the message reception or comprehension. Can occur at any stage and for many reasons.

- RESPONSE/FEEDBACK - response is the reaction receiver has after seeing, hearing and/or reading message. Feedback is the part of the receiver’s response that is communicated back to the sender.

The Response Process

- Traditional Response Hierarchy Models
  - The AIDA Model
  - The Hierarchy-of-Effects Model
  - The Innovation-Adoption Model
  - The Information-Processing Model

- All four of these models view the response process as consisting of movement through a sequence of stages.

Stages

- Cognitive Stage: Brand exists, benefits, comprehension
- Affective Stage: Receivers’ feelings, like or dislike, attitude, desire, preference
- Behaviour Stage: Action toward the brand, trial, adoption, purchase, rejection
LEARN
FEEL
DO

AIDA

- Refers to
  - Attention
  - Interest
  - Desire
  - Action

- This model depicts a buyer moving through these stages in succession

Hierarchy of Effects

Awareness
Knowledge
Liking
Preference
Conviction
Purchase
Innovation / Adoption Model

Awareness
Interest
Evaluation
Trial
Adoption

Information Processing Model

Presentation
Attention
Comprehension
Yielding
Retention
Behaviour

Methods of obtaining feedback

Circulation reach
Listener, reader, viewer recognition
Recall, checklists
Brand attitudes, purchase intent
Recall over time
Inventory, point of purchase consumer panel

➤ Exposure/presentation
➤ Attention
➤ Comprehension
➤ Message acceptance/yielding
➤ Retention
➤ Purchase behavior
### Alternative Response Hierarchies

- **Standard learning**
  - Learn, feel, do
- **Dissonance/Attribution**
  - Do, feel, learn
- **Low-involvement**
  - Learn, do, feel

### Other Approaches

<table>
<thead>
<tr>
<th>HIGH Involvement</th>
<th>LOW Involvement</th>
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<tbody>
<tr>
<td><strong>Standard Learning</strong></td>
<td>L F D</td>
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<tr>
<td><strong>Low-Involvement Model</strong></td>
<td>L D F</td>
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<tr>
<td><strong>Dissonance/Attribution Model</strong></td>
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### FCB Planning Model

<table>
<thead>
<tr>
<th>High Involvement</th>
<th>Thinking</th>
<th>Feeling</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Informative (thinker)</strong></td>
<td>car, house, furniture, Learn Feel Do</td>
<td></td>
</tr>
<tr>
<td><strong>2. Affective (feeler)</strong></td>
<td>jewelry, fashion, Feel Learn Do</td>
<td></td>
</tr>
<tr>
<td><strong>3. Habit Formation (doer)</strong></td>
<td>food, household items, Do Learn Feel</td>
<td></td>
</tr>
<tr>
<td><strong>4. Self-Satisfaction (reactor)</strong></td>
<td>cigarettes, candy, liquor, Do Feel Learn</td>
<td></td>
</tr>
</tbody>
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Source, Message & Channel Factors

- These are the controllable aspects of the communication process
- **SOURCE FACTORS**
  - characteristics of the source have a significant impact upon the message
  - there are three basic categories of source attributes that are important (credibility, attractiveness and power)

Source Attributes

- **Source Credibility**
  - refers to the extent to which the source is perceived as having knowledge, skill or experience relevant to the communication topic.
  - Main issues focus on expertise and trustworthiness

Source Attributes

- **Source Attractiveness**
  - this encompasses similarity, familiarity and likability

  Applying Similarity - slice-of-life campaigns where we ask the consumer to have empathy with a person/situation
Source Attributes

- Attractiveness cont....
  Applying likability - generally done with celebrities who have “stopping power”. The hope is to give the product appeal by linking it the popularity of the celebrity.
  Must consider a number of factors carefully before using a celebrity

Celebrity Issues

- Overshadowing Product
- Overexposure
- Target Audience
- Risk to Advertiser
- Matching Product

Other Issues - Physically Attractive Models
“Does sex sell?”

Source Attributes

- Source Power
  - more applicable in personal selling and involves a situation where a source has some sort of authority or control influence on the receiver. Power can lead to compliance with a message.
Message Factors

• The manner in which marketing communications are presented is very important.
• We must consider not only content, but also how the information will be structured for presentation and the type of appeal that will be used.

Message Structure

• Order of Presentation
  – should important points come first or last (primacy v. recency).
  – generally things are best remembered if said first or last (not in the middle)
  – primacy is better for low interest messages or where counter arguments are likely
  – high interest or target audiences predisposed to message work well with strong messages at end

• Conclusion Drawing
  – should a message draw a specific conclusion or let the audience work it out for themselves
  – need to assess understanding of audience
  – many image or “psychologically” positioned products allow the audience to come to their own conclusions
• Verbal v. Non-Verbal appeals
  – rational v. emotional appeals
Message Appeals

- This relates to the manner or style used to communicate the promotional message.
- Our basic choice is between a *rational* appeal or an *emotional* appeal.
- Most effective ads use a mixture of both appeal.
- Other appeals - fear (social or physical), humour and comparative.

Channel Factors

- The final controllable variable of the communication process.
- This is the method we use to deliver the message to the target audience.
- Two main types - *personal* and *nonpersonal* channels.
- Need to take clutter issues into account.