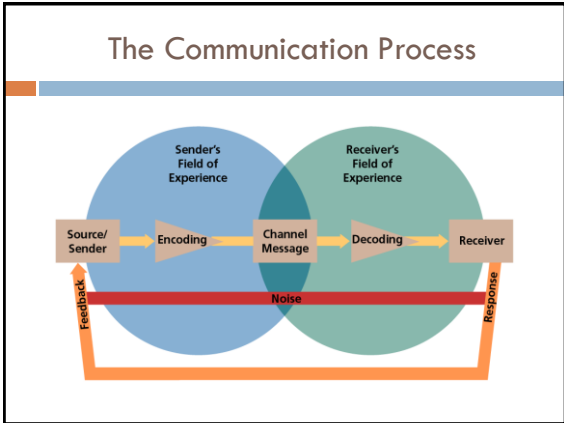
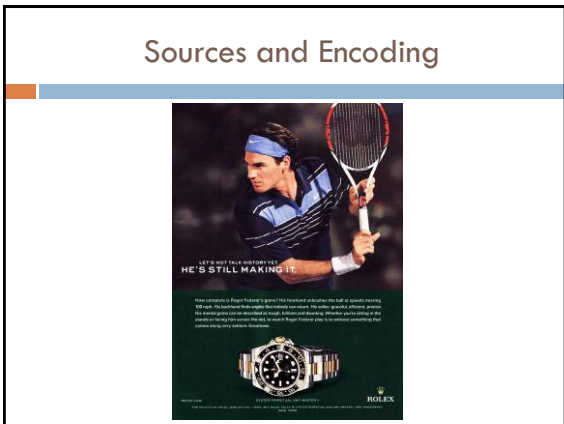


INTEGRATED MARKETING COMMUNICATIONS

Chapter 9





How Sources Influence Consumers

Source attribute	Process
Credibility	Internalization
Attractiveness	Identification
Power	Compliance

Source Credibility



Dimensions of Source Credibility

- | | |
|---|--|
| Expertise | Trustworthiness |
| <ul style="list-style-type: none"> <input type="checkbox"/> Knowledge <input type="checkbox"/> Skill <input type="checkbox"/> Experience | <ul style="list-style-type: none"> <input type="checkbox"/> Objective <input type="checkbox"/> Honest <input type="checkbox"/> Believable |

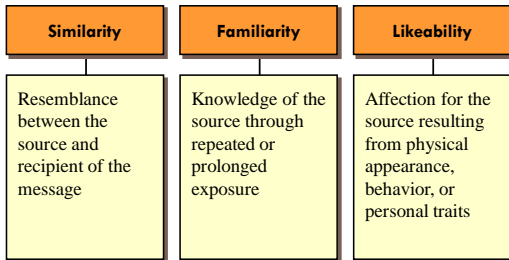


Limitations of Credibility



- High- and low-credibility sources
 - Equally effective when arguing for a position opposing their own best interest
- Sleeper effect
 - Persuasiveness increases over time

Source Attractiveness



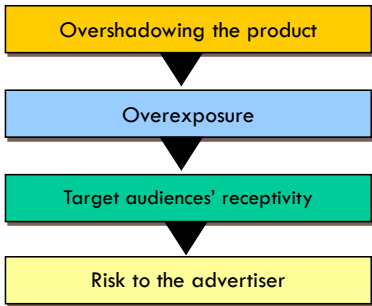
Similarity



Familiarity/Likeability



Risks of Celebrity Sources

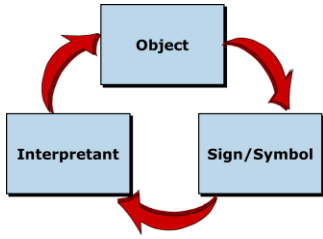


Source Power



Encoding

The Semiotic Perspective



Encoding by Coach



Communication Channels

Personal Channels



Word of Mouth



Personal Selling

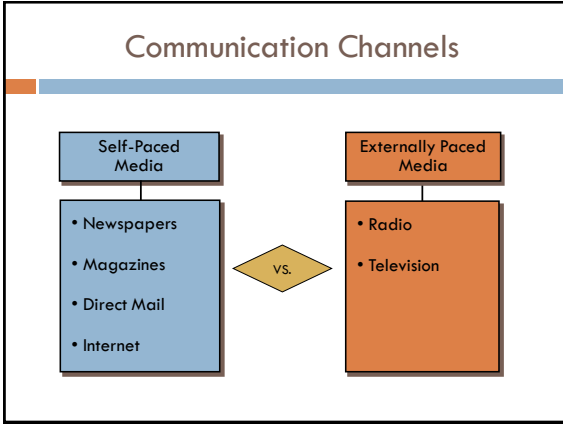
Nonpersonal Channels

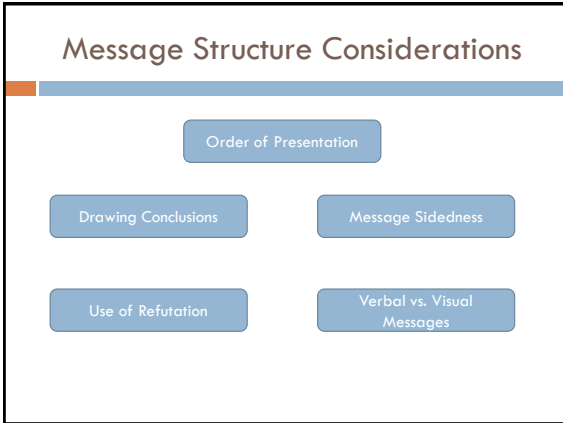


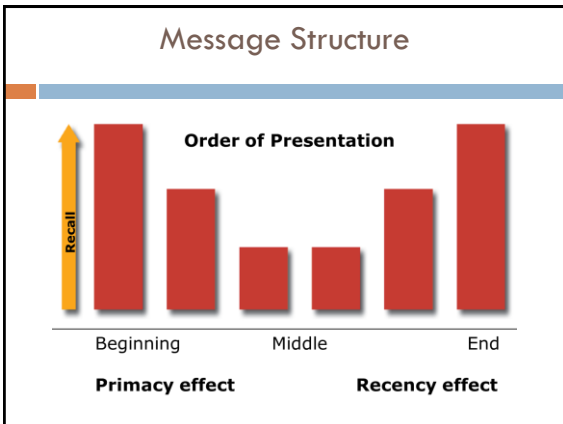
Print Media



Broadcast Media

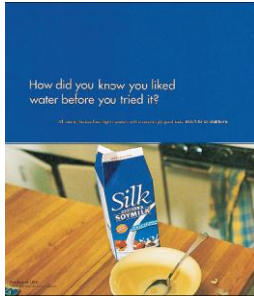






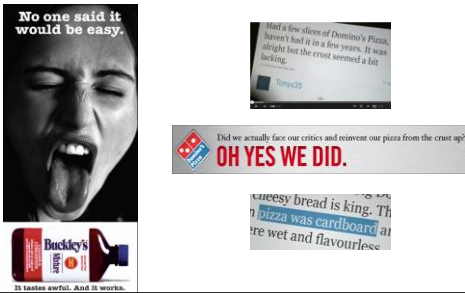
Message Structure

Drawing Conclusions?



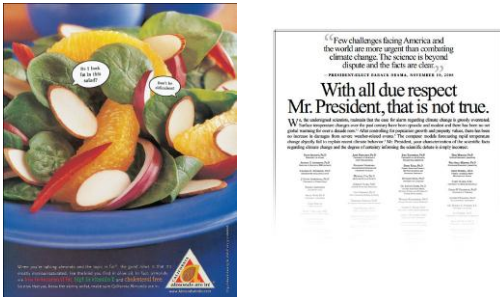
Message Structure

Message Sidedness



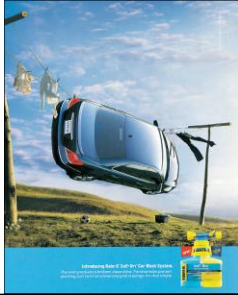
Message Structure

Refutation



Message Structure

Verbal vs. Visual Messages



Message Appeal Options

Comparative Ads

- Especially useful for new brands
- Often used for brands with small market share
- Used often in political advertising

Fear Appeals

- May stress physical danger or threats to health
- May identify social threats
- Can backfire if level of threat is too high

Humor Appeals

- Can attract and hold attention
- Often the best remembered
- Put consumers in a positive mood

Comparative Advertising



Fear Appeal



Humor in Advertising



Decoding

AIDA Model

Attention

Interest

Desire

Action

Noise



- Marketers should look for communication channels where noise is minimized

Effective Communication

