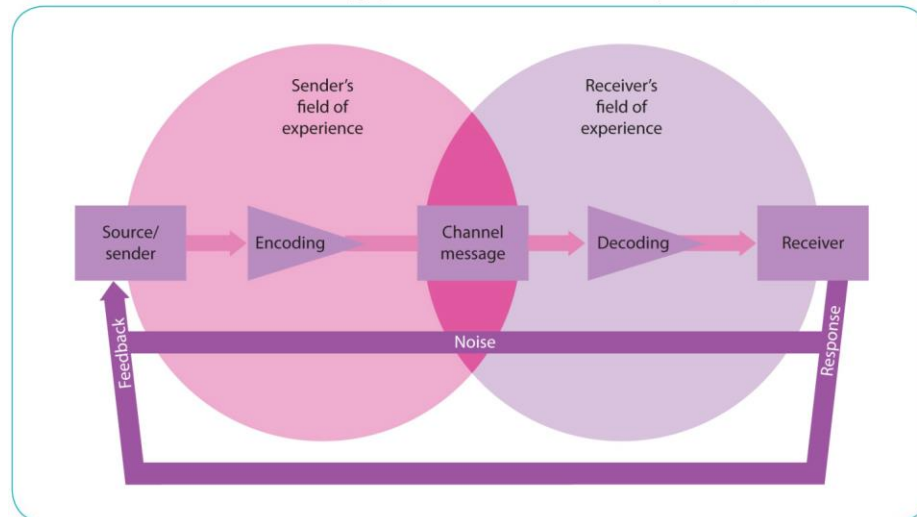# Week 3 Communication theory overview, The Communication Process, Models & Objectives

Communication Feedback Model

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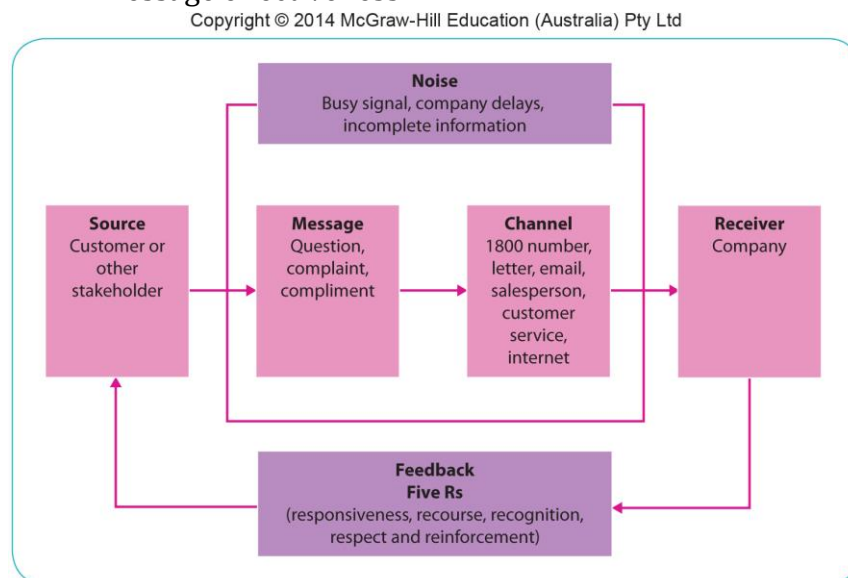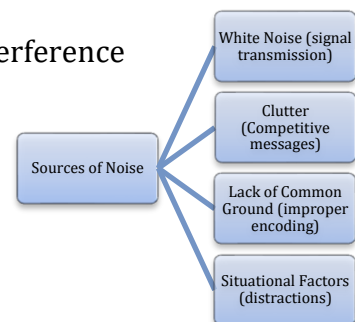
Figure 5.1
A model of the communication process

- o Source/Encoder
    - o Decides that there is info/emotion to share & what it will be
- o Encoding
    - o Working towards an effective/persuasive, targeted message
        - ▪ Objectives
        - ▪ Target audience
        - ▪ Positioning the brand

Encoding (balancing information with emotion) Forms			
Verbal	Graphic	Musical	Animation
Spoken word	Pictures	Arrangement	Action/motion
Written word	Drawings	Instrumentation	Pace/speed
Song lyrics	Charts	Voice	Shape/form

- o Message
    - o Contains info/meaning the source intends to convey
    - o Appropriate transmitted form for the channel
    - o Multiple levels of message communication
        - ▪ Literal meaning (conscious)
        - ▪ Symbolic meaning (subconscious)
    - o Use of semiotics & cultural anthropology to understand conscious & subconscious meanings
        - ▪ Semiotic perspective →
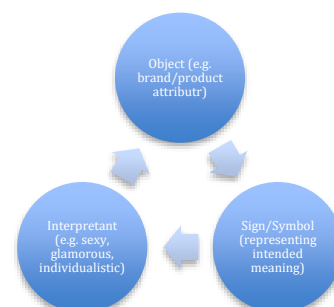
- o Channel
    - o Is the method the communication travels from the source/sender to the receiver
        - Personal channels: personal selling/word of mouth
        - Non-personal channels: print media/broadcast media
- o Receiver/decoding factors
    - o Receiver: the person/s with whom the sender wishes to communicate
    - o Communication is heavily influenced by the receiver's frame of reference
    - o Pre-testing messages provides insight into how they may be received
- o Noise
    - o Extraneous factors
        - That create unplanned distortion/interference
        - In the communications process

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                              ┌──────────────────────┐
                              │ White Noise (signal  │
                              │   transmission)      │
                              └──────────────────────┘
                              ┌──────────────────────┐
                              │      Clutter         │
                              │   (Competitive       │
                              │    messages)         │
            ┌──────────────┐  └──────────────────────┘
            │Sources of Noise│ ┌──────────────────────┐
            └──────────────┘  │ Lack of Common       │
                              │ Ground (improper     │
                              │    encoding)         │
                              └──────────────────────┘
                              ┌──────────────────────┐
                              │ Situational Factors  │
                              │   (distractions)     │
                              └──────────────────────┘
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- o Response/feedback
    - o Response
        - Refers to the set of reactions the receiver has after seeing/hearing /reading a message
        - May include non-observable & observable actions
    - o Feedback
        - Part of the message recipient's response that is communicated back to the sender
        - Can take various forms
        - Provide the sender with a way of monitoring how an intended message is decode & received
        - Feedback closes the loop & allows marketers to monitor message effectiveness

Figure 5.3 The customer-initiated marketing communication model
Source: Tom Duncan, *The New Principles of Advertising and Promotion,* 2nd edn, 2005, McGraw-Hill/Irwin, New York, p. 122

Brand Contact Points (Moments of Truth)

o Managing
- o Identify the touch points
- o Priorities them by
  - ▪ Impact on brand loyalty
  - ▪ Ability of company to influence the touch point experience of a customer
  - ▪ Cost of making each contact a positive one
  - ▪ Extent contacts → gather customer data
  - ▪ Extent to which touch points can be integrated to ensure message consistency

Response Model

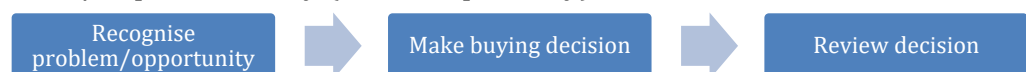|	Response Process Model			
Stage	**AIDA model**	**Hierarchy of effects model**	**Innovation adoption model**	**Information processing model**
Cognitive	Attention	Awareness Knowledge	Awareness	Presentation Attention Comprehension
Affective	Interest Desire	Liking Preference Convince	Interest Evaluation	Yielding/acceptance Retention
Behavioral	Action	Purchase	Trial Adoption	Behavior

o AIDA model
- ▪ Depicts the successive stages a buyer passes through
- ▪ In the personal selling process

o Hierarchy of effects model
- ▪ The process which advertising works
- ▪ It assumes a consumer passes through a series of steps in sequential order from initial awareness of a product or service to actual purchase

o Innovation adoption model
- ▪ Represents the stages a consumer passes through
- ▪ In the adoption process for an innovation (e.g. new product)

o Information processing model
- ▪ Advertising effects developed by the William McGuire
- ▪ Views the receiver of a message as info processer & problem solver

- o Implications
    - o Useful to marketing communication planners for several aspects
        - ▪ See consumers moving through stages
            - • Delineate the series of steps potential purchasers must be taken through
            - • Cognitive → conative → affective
            - • To move from unawareness → readiness to purchase
        - ▪ Potential buyers may be at different stages in the hierarchy
            - • The advertiser will face different sets of communications problems
            - • A company introducing an innovative product such as Sony Xperia, the first waterproof smartphone may need to devote considerable effort to making people aware of the product, how it works & its benefits
    - o Useful as intermediate measure of communication effectiveness
        - ▪ Each stage poses different communication challenges
        - ▪ Target segment with low awareness of the brand
            - • The communication task involves increasing the awareness level for the brand
            - • ↑ number of ads/use product-sampling program
        - ▪ Target segment is aware of the brand + its various attributes, but with lower level of liking/brand preference
            - • Must determine the reason for the negative feelings
            - • Attempt to address this problem in future communication

Cognitive Processing of Communication
- o Cognitive (central) processing
    - o =Learning Hierarchy
        - ▪ Learn/think → feel → do
        - ▪ High involvement
        - ▪ Differences
        - ▪ Early in life cycle
    - o Inherent problems
        - ▪ Not all ppl behave like this/for all purchases/in all situation
- o Three Pathways used in Brand Evaluations
    - o Habit/Repeat Pathway (conative pathway)

| Recognise problem/opportunity | → | Make buying decision | → | Review decision |

    - o Cognitive Pathway

| Recognise Problem | → | Search for Info | → | Evaluate choices | → | Make buying decision | → | Review decision |