

A perceptual map is a very powerful way to identify a product's place in the market. They use four points with two opposing ends each that help identify things such as product quality, price, etc. A thoroughly planned perceptual needs to last 1-2 years.

COMMUNICATING VALUE

Persuasive Communication

For a marketer to communicate value, they must only have one message per communication, and keep it simple and succinct. The message must create awareness, communicate benefits, and the brand.

There are a number of theoretical models that marketers must be aware of, while combining these with high-levels of communication to achieve the best results.

Every communication requires an audience. This means target markets are now target audiences to acknowledge audience communication.

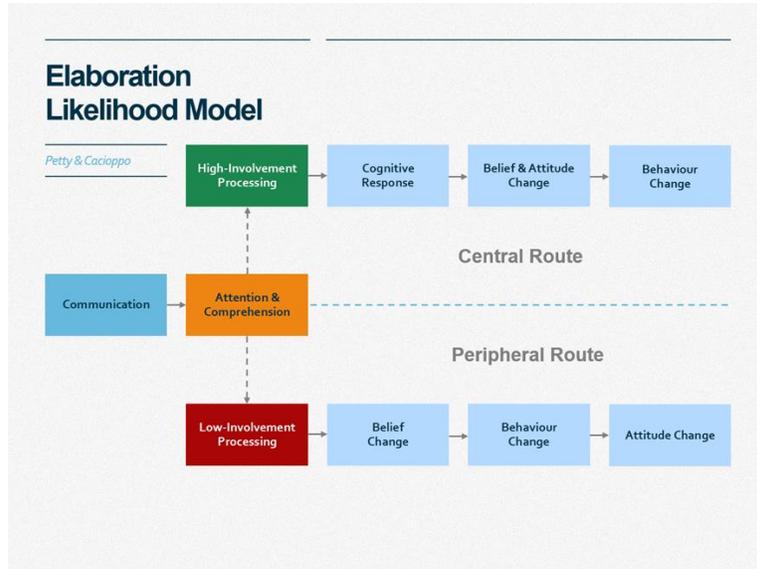
Promotional	Attitude	Decision Making	Innovation Adoption	Innovation decision process
Attention	Thinking	Awareness knowledge	Awareness	Knowledge
Interest desire	Feeling	Evaluation	Interest evaluation	Persuasion
Action	Behaviour	Purchase and post-purchase evaluation	Trial adoption	Decision conformation

Elaboration Likelihood Model (ELM)

The elaboration likelihood model proposes that consumers are processing a message as soon as they receive it. It also discusses that when a consumer is highly involved in a product or brand, they will weigh the information they receive much more carefully. There are two routes to the ELM;

- **The Central Route:** The central route is the more logical path of the ELM, which involves a consumer assessing the received information in relation to their current knowledge and arrive at a logical attitude when they have the ability and motivation to think. This route is connected to the cognitive though processes. This route is very susceptible to consumer attitudes about the brand. The information from the central route is likely to go for the long term memory, attitude changes last longer, and marketers can predict behaviour easier than the peripheral route. This route of the ELM is about changing the behaviour of the recipient.

- **The Peripheral Route:** This route of the ELM is used when a recipient has little to no interest in the brand, product, or subject, and doesn't have the same ability to process the message. This route of the ELM is about changing the attitudes of the consumer, and is based on the feelings, and hedonic values of the recipient.



Balance Theory

According to the balance theory, consumers automatically try to create their own perceived balance. This is down to the consistency principle, which states that people prefer consistency in their thoughts, feelings, behaviours, and attitudes. People prefer to feel positively or negative towards a brand, product, etc. This means that you cannot expect someone to completely reverse their perception of something because it would be inconsistent with their beliefs. Inconsistency is uncomfortable for the consumer, and can generate anxiety. For this reason, a consumer will align their beliefs with their associations so that both are either positive or negative.

The balance theory focuses on the associations between a spokesperson, the brand, and the self-concept of the consumer. Consumers are automatically motivated to create balance in their perceptions, and this is demonstrated by showing positive or negative symbols to connote the feelings of the triad and maintain consistency. If one of the feelings is different to the others, the consumer

