

Info processing: Attention

Limits of attention:

Ltd attention span (depends on knowledge/arousal): sensory memory (iconic & echoic) → ST memory → LT memory

Cluttered mktg environ: many ads, products, frequency of ads

How to grab consumers' attention: promote voluntary attention, promote involuntary attention

Voluntary attention- connect w/ consumer needs- create strong need/situation-product association, pay consumers to pay attention, make it entertaining, make message personally relevant (retargeting (cookies): generic- for Travelocity & dynamic- specific hotel on Travelocity; problem- may show you stuff you've rejected)

Involuntary attention- inc salience/vividness of msg, make it move (pop up ads, motion), make it change fast (quick cut commercials), use colors (esp in B&W environ), make it bigger (full pg ads more effective than 1/2), make it more intense (loud, bright), put in right spot (store: at eye lvl, print ads: front of mag), surprise them (unexpected packaging, shock), use celebs to attract attention (if congruent w/ product), use sex appeal, use conditioned attn. grabbers (bell, phone, siren), escape to less cluttered environ (isolation/wide space-car ads), novelty, be different, vivid imagery, activate other senses (smell, taste- Got Milk choc chip cookies)

Grabbing attention ≠ persuading

Info processing: Comprehension

When comprehension leads to believing: 1) initial comprehension requires belief (have to believe before can unbelieve) 2) unbelieving is effortful- have to add a tag 'this is biased don't believe it' 3) 'If it's here, it has to be true'- we assume everything in our memory is true

4) More familiar = more likely its true- repetition

Believability can be increased through: distraction (no unbelieving, takes effort to encode false statements as false), Delays: Sleeper Effect ('false tag' becomes dissociated from content over time), repetition (=greater fluency → more familiar, if feels more familiar, likely to be true- politicians staying on message)

Miscomprehension: misleading advertising can lead consumers to make incorrect inferences (Redbull gives wings/improves phys performance, Reebok toning shoes): literal vs. figurative meanings (brand X may relieve your pain, Geico 15 min could save you 15%- literally prob not true), comparison omission (brand X relieves pain better/500 doctors recommend brand X), piecemeal comparisons (brand X works faster than Y & longer than Z- infer X better than Y & Z), wrongfully inferring causality (active people take brand X), misleading visuals (milky way poured into candy bar), unclear definitions (ocean spray 'food energy' = calories), demonstrations: generalizing beyond conditions (vacuum or watches, under water same as shower?), demonstrations: rigged (Volvo, Campbell's)

Info processing: Opinion Formation

Consumers can process msgs in 2 ways: central route & peripheral route: (effect of persuasion cues depends on route consumers take)

Central: elaborate on core info in msg, requires effort, form opinion based on central cues (strength of product claims, product-relevant pics)

Peripheral: little elaboration, requires little effort, form opinion based on peripheral cues (easy to process but unimportant info: source attractiveness, mood/positive feelings, attitude toward ad, msg length/# of features, product popularity cues)

Central: convincing yourself: (convinced not by msg but by your reactions to it- msg elicits cognitive response & you persuade yourself- you're more credible to yourself): power of self-generated thoughts (believe arguments you generate yourself more believable), attitude polarization (mere thought effect- just thinking of something leads to more extreme attitudes- avail heuristic, conf bias- but attitudes tend to regress to mean over time), indirect persuasion (have consumers draw missing/implicit conclusions- bc deriving yourself more credible)

Central: persuaded by strong claims: strong claims: personally relevant, objective > subj claims, search (figure out if works in advance)/experience (figure out later-weaker)/credence claims (never really figure it out- ex. dramatically whiter smile in 30 days), favorable info about important attributes (mention all favorable beliefs or only best? All: adds credibility, diff dimensions, don't leave out info that some people may be interested in; only the best: helps co. more; providing irrelevant info can reduce effect of relevant info: Dilution Effect- to solve: start w/ relevant info/feature then add the rest

Persuading w/ product endorsers: serve as testimonials (demonstrate product effectiveness), reinforce advertising claims (add credibility/trustworthiness), serve as peripheral cues (transfer of liking), transfer of specific associations (effective to build rich set of assoc- but blunt instrument)