

MESSAGE STRATEGIES IN CONSUMER COMMUNICATION

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Abstract

What is a Message?

Message may be a thought, idea, conversation, image, a verbal written or recorded communication sent to or left for the recipient who cannot be contacted directly. The message can be given through someone, by an email, text, app or any other electronic medium. Message should be framed or conveyed in such a way that it is understood by the audience in a simple and straightforward way. Message should be conveyed to the other person keeping in mind the results, goals and especially the target audience knowing your target audience's characteristics in terms of education, interests, needs, and realms of experiences. Understanding the requirements, needs, and nature is very important.

Persuasive Message – Persuasive messages should start with an acknowledgment of appeal in the interests of the audience. The message is only persuasive only if it conveys the audience to do or act upon something. If the message is not conveyed completely meaningfully to the point, then that message cannot be good enough to persuade the instincts of the individual to act or react according to the will of the messenger.

Non – Non-verbal stimuli – Nonverbal stimuli is an additional material to support the base subject or to strengthen the subject with the help of diagrams, photographs, pictures and illustrations. This is done to make the subject more attractive and effective. When the information is low then the pictures take a stand and increase the recall value but if the information provided is high then the recall value becomes low in contrary.

Pictures and photographs attract more for the printed ads and also add a visual appeal. Therefore, for these ads the recall value

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is more and is more impactful in comparison to lengthy body copies. Reading long written paragraphs sometimes becomes boring and monotonous. It is generally believed that creativity increases or evokes moods.

The way the message is conveyed plays a very important role in persuasion. Written messages are not as impressive as word-of-mouth communication. In the article by James Maclachlen communication techniques for Persuasive Advertising is "Making a Message Memorable and Persuasive, published in the Journal of Advertising Research 23".

Keywords

Message, Strategies, Brand, Consumer Behaviour, Communication, Good Persuaders, Common Man, Celebrity, Non – Verbal Stimul, Emotions, Comparative Advertising .

An advertiser should adopt with good communication techniques for persuasive Advertising –

- A spark to be aroused in the audience.
- There should be a good convincing reason for the customers to listen and understand.
- A good question air should be there so that the audience should be kept involved.
- The question should be simply put across to the audience so that they can understand it in depth and they get interested in the conversation.
- Use of thematic organization which builds interest binding together the material with the theme in a logical way.
- The use of concrete words helps in understanding the theme well. Like an elephant rather than an animal.
- Using key points repeatedly helps in storing better in the memory.
- Use of rhythm and rhyme.
- Use of concrete to-the-point terms rather than abstract terms.
- There should be given complete message to the audience rather than keeping them confused with an incomplete message.
- The audience should be able to give a conclusion.
- Explaining them with the implications of the conclusion they provide with.

It is believed and seen according to the theories given that the audience or the customer finds more positive and negative in a product in a high involvement purchase situation. They are more likely to focus on peripheral message cues in a low-involvement situation.

If the involvement is high then the markets should follow the central route to persuasion and when the involvement is low then the peripheral route of persuasion should be used by the marketers. The ads that don't draw explicit conclusions are higher in reaching the masses quickly and fast rather than the ads that conclude very fast.

Comparative Advertising – It is a marketing strategy now used by many or the majority of marketers. It claims product superiority among its competitors. Comparative Advertising is very useful for product positioning, making the correct choice and in selecting the target audience and media. Comparative ads have a high level of processing activity or high involvement.

According to many different researchers the effects of Comparable Advertising –¹³

- **Belch (1981) – Suinyard (1981)** Comparable advertising fosters more counter argumentation than non-comparable advertising.
- **Belch (1981), Etgar and Goodwin (1977), and Mazes (1976)** – Comparative advertising is not significantly different from non cooperative with respect to purchase intentions.
- **Droge (1989)** – Attitude towards the ad is not a significant predictor of Brand choice in Comparative Advertising.
- **Droge and Darmon (1987)** – Comparative advertising positions unknown brands closer to the market leader than to any other brand, comparative advertising builds a clearer brand image than does non – non-competitive advertising.
- **Earl and Pride (1980), Harmon, Razzouk and Stern (1983)** – Comparative advertising is more informative than non – cooperative advertising.
- **Pride, Lamb and Platcher (1979), Etgar and Goodwin (1982), and Swinyard (1981)** – Two-sided comparative ads are more effective than one-sided comparative ads.
- **Goodwin and Etgar (1980), Mazis (1976)** – Comparative advertising is more helpful and useful than non – non-comparative advertising.
- **Gorn and Weinberg (1984)** – New brands are perceived as being more similar to the market.
- **Siyam Dekleva (1947)** – Leading brands when a comparative advertising format is used.
- **Lyer (1988)** – Comparative advertising results in more positive attitudes and intention to purchase when used to promote an established brand.
- **Levine (1976), Murphy and Amundsen (1981)** – Comparative advertising is perceived as less believable/honest than non – non-cooperative advertising.
- **Shamp and Dyer (1978) Swinyard (1981), Wilson (1976), Levine (1976), and Shimp and Dyer (1978)** – Comparative advertising is perceived as

more persuasive than non-competitive, comparative advertising provides inferior information relative to non-cooperative advertising.

- **Mazis (1976), Wilson and Muderrisoglu (1979)** – Comparative advertising is more aggressive/intense than non-competitive advertising.
- **O’Conner (1986)** – Comparative advertising results in more favorable attitudes and higher levels of claim acceptance when claims are substantial.
- **Wilson (1976)** – Comparative advertising is perceived as being more offensive than non-cooperative advertising.
- **Wilson and Muderrisoglu (1979)** – Comparative advertising is perceived as less friendly/pleasant than non-cooperative advertising.
- **Wilson and Mudderrisoglu (1980)** – Comparative advertising is more involving than non-comparative advertising.
- **American Association of Advertising Agencies (AAAA)** has issued ten guidelines that should be followed in comparative advertising to make a truthful and responsible advertising.

Emotions also play a very important role in persuading the audiences. Logical appeals are more effective where the target audience is educated and emotional appeals are effective where the audience is less educative. Here also the target audience plays a very vital role in convincing and persuading. Seeing and doing the survey the marketers can decide or should decide which appeal would be more productive and useful in persuading.

- One of the appeals in advertising is Fear Appeal. Marketers sometimes use this appeal in their marketing communication.
- Negative Effect – According to researchers strong fear appeals are less effective than the less strong ones. It is very difficult to give away the negative habit that one inherited. Therefore, strong rejection could be harmful.
- Positive Effect – Sometimes positive effect is good. When someone is afraid of the results of a particular act then he/she becomes conscious of not doing it. Fear appeals have two approaches, one is physical and the other one is psychological. There are many advantages and disadvantages of humor advertising. For few humor advertising works well and for others they avoid it as they think people would laugh at them and make funny comments and the product or service would lose its charm and importance.

According to Mare G. Weinberger and Charles S. Gulas humour

- Attracts attention
- Does not increase source credibility

- Liking increases
- It is more appropriate for low-involvement products than high-involvement products.
- Humor advertising does not influence new products.
- It works well in an environment where there is action–adventure.
- It works with audience which is young, creative educated, easy-going, light-hearted and jovial.

According to them the factors used for using humour in advertising are

- Background factors
- The target audience
- Thinking of the intention of the goal.
- The message
- Selection of medium
- The impact

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