

buy it. A provocative picture can be too effective; it can attract so much attention as to hinder processing and recall of the ad's contents.

If the product is related to sex it works, but if it is just to grab attention than it is ineffective.

Humor Appeals

Humor appeals: funny advertisements

Counterarguing: a consumer thinks of reasons why he or she doesn't agree with the message. A funny ad inhibits counterarguing.

Fear Appeals

Fear Appeals: emphasizing the negative consequences that can occur unless the consumer changes a behavior or an attitude.

These types of messages are fairly uncommon in advertising, although they are one common in social marketing contexts in which organizations encourage people to convert to healthier lifestyles by quitting smoking, using contraception or relying on a designated driver.

The Message as Art Form: Metaphors Be with You

Advertising creatives rely (consciously or not) on well-known literary devices to communicate meanings.

Allegory: a story about an abstract trait or concept that advertisers tell in the context of a person, animal, vegetable or object.

Metaphor: places two dissimilar objects into a close relationship such that "A is B".

Simile: compares two objects, "A is like B". A and B, however dissimilar, share some quality that the metaphor highlights.

Resonance: a form of presentation that combines a play on words with a relevant picture. It employs an element that has a double meaning – such as a pun, in which two words sound similar but have different meanings.

The Source Versus the Message: Do We Sell the Steak or the Sizzle?

Should we worry more about what we say, or how we say it or who says it? The answer is: it depends.

Elaboration Likelihood Model (ELM): assumes that under conditions of high involvement, we take the central route to persuasion. Under conditions of low involvement, we take a peripheral route instead.

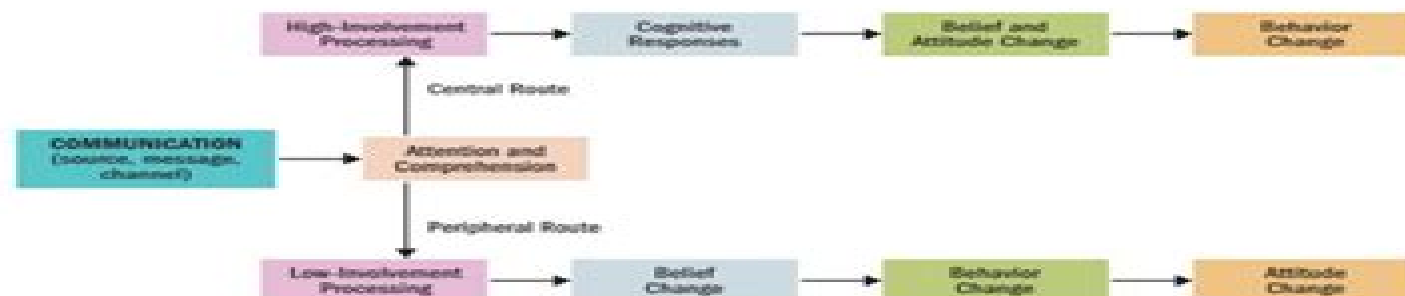


Figure 8.6 THE ELABORATION LIKELIHOOD MODEL (ELM) OF PERSUASION

Consumer Behaviour Study Guide

**Paul M.W. Hackett, Jessica
Schwarzenbach, Uta Maria Jürgens**



Consumer Behaviour Study Guide:

Consumer Behaviour Peter Young, Andrew Creed, 1999 **Consumer Psychology: A Study Guide to Qualitative Research Methods** Paul M.W. Hackett, Jessica Schwarzenbach, Uta Maria Jürgens, 2016-04-18 This book provides students with a clear and concise guide to studying undergraduate courses in qualitative consumer research and ethnography The authors present the major qualitative research approaches used in consumer and marketing research as well as practical procedures and theoretical aspects of research design report presentation etc In addition to that a weekly study guide including comprehensive reading lists completes the book Marketing Briefs: A Revision and Study Guide Sally Dibb, 2012-08-21 Complementing Dibb and Simkin's established reputation in their field this text presents a punchy overview of the leading 50 themes of marketing each concisely summarized for revision purposes or quick learning While appealing primarily to students undertaking marketing exams many practitioners will also find this glossary of current marketing hard to resist The title builds on the earlier works of Dibb and Simkin whose Houghton Mifflin text *Marketing Concepts and Strategies* is the current business school market leading text in the United Kingdom while their Thomson Learning text *The Marketing Casebook Cases and Concepts* has just been revised and is the most widely used marketing casebook From understanding customers branding and positioning relationship marketing social responsibility through to value based marketing and one to one marketing this book covers all the issues the modern marketer must address The text itself is organized into short structured chapters the Briefs each including Core definitions A bulleted key point overview Thorough yet concise explanation of the concept and primary issues Illustrative examples A selection of examination style case essay and applied questions Recommended further reading and sources Together these offer a rounded concise and topical appreciation of each theme within a clear and accessible framework designed to aid revision Also included are revision tips and golden rules for tackling examinations specimen examination papers with answer schemes and a full glossary of key marketing terms Marketing Study Guide Geoff Lancaster, 2018-12-17 This comprehensive book is a core text that covers all areas of marketing It is written in a straightforward style and is intended for diploma and degree level students who are studying the subject for the first time It gives guidance on how to study for exam success and extend knowledge by setting personal objectives and collecting information to revise effectively Advice on how to pass marketing examinations is given through typical questions suggested solutions and comments from marketing examiners The book discusses consumer and organizational buyer behaviour segmentation targeting product and service positioning pricing channels of distribution logistics advertising sales promotion public relations product issues e marketing sales forecasting and marketing research and information systems Strategic issues like portfolio analysis reverse marketing and stages of the marketing planning process and its place in the corporate plan are explained Furthermore key definitions marketing theories with author references explanatory figures diagrams and examples of marketing practice are also provided *Consumer Behaviour* Ron

M. Breth,2000 Includes bibliographical references *IBPS SO Main Marketing Officer 15 Practice Sets (Complete study material) 2021* , **Study Guide to Accompany Economics : Principles, Problems and Policies, Third Canadian Edition** Bingham, Robert C,McConnell, Campbell R,W. H. (William Henry) Pope,1984 *Consumer Behaviour* ,1999 Includes bibliographical references **The Practical Marketer: Your Ultimate Guide to Consumer Product Marketing** Saurabh Bajaj,2024-08-20 Have you ever wondered what goes on behind the making of iconic ad campaigns like Thanda Matlab Coca Cola Cadbury Celebrations Toh Iss Diwali Aap Kise Khush Kareng or Britannia Khao World Cup Jao While we all enjoy catchy ads only a few are aware of how iconic ads are made With over two decades of experience in sales and marketing and having been a part of all aspects of brand building from advertising and promotions to innovations and packaging Saurabh Bajaj provides great insights into how marketing shapes brands and businesses The Practical Marketer serves as an excellent guide to consumer product marketing for those who want to understand what works and what doesn't in a highly competitive market You will learn how to Leverage consumer behaviour insights Build a brand strategy Deliver winning products and campaigns Create the right brand architecture Take your brand to international markets Rich with real world examples and engaging backstories of popular campaigns Bajaj led this book will help you gain an in depth understanding of marketing from a practitioner's perspective Marketing Management Dr. N. Mishra,2020-05-27 Marketing Management by Dr N Mishra is a publication of the SBPD Publishing House Agra The book covers all major topics of Marketing Management and helps the student understand all the basics and get a good command on the subject

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