

# **INTEGRATED MARKETING COMMUNICATION AND BRAND EQUITY**

## **CHAPTER-6 (B)**

### **TOPIC- BRAND DECISION MAKING**

**SUB TOPICS strategies for attitude change, ELM  
Model and Brand Likeability**

# EMOTIONS AND ATTITUDE CHANGE

- Emotions are sometimes the driving force behind our attitude. In fact emotions play a major role in how other people influence us. These are the determining factors and the intense persuaders in determining our attitude and behavior.
- Advertisements, campaigns, speeches and other persuasive communications - they quickly change our emotions as well as attitudes.



The diaper brands appeals to parents and encourage them to buy their brand if they wish to see their children happy and comfortable.



# ATTITUDE CHANGE STRATEGIES



# 1. CHANGING THE BASIC MOTIVATIONAL FUNCTION (FUNCTIONAL APPROACH)

One method for changing motivation is known as the functional approach. According to this approach, attitudes can be classified in terms of four functions: the utilitarian function, the ego-defensive function, the value-expressive function, and the knowledge function.

## **a) The Ego-defensive function**

It is natural that most of the consumer wants to protect their self images and they want to feel secure and safe about the product which they are going to buy. Many advertisements helps the consumer to feel secure and confident by which the marketer tries to changes the attitude by offering reassurance to the consumers self concept.

**Example – A consumer who has made a poor purchase or investment decision may define the decision as being correct for the time being. Such ego defensive attitude helps us to protect our self image and often we are unaware of it.**

## **b) Value expressive function**

Attitudes are an extension or reflection of consumer's general values, lifestyles and outlook.

**Example-** if a consumer holds a positive value towards latest electronic devices, then his attitude towards new electronic devices is likely to reflect his values.

**c) Utilitarian Function :** Consumer value a particular brand because of its utility function. When a consumer is having an experience of using a product in past, he will tend to have positive opinion about it. Therefore the marketer can change the attitude of consumer by focusing on the utilitarian function which the consumers are not aware of.

**Example-** Hit which can be used to kill mosquito and cockroach.

**d) The knowledge function:** Human nature is such that individuals prefer to know and understand the people and the things with whom they are in contact with. Marketers generally try to improve the consumer's attitude towards their product or brand by highlighting its benefits over other competing brands.

**Example-** an automobile manufacturing company points out that it is superior to other automobiles i.e. cars in saving petrol consumption

## 2. Associating the product with admired group or events

- ▣ It is possible to alter attitudes towards companies and their products, services and brands by pointing out their relationships to particular social groups, events or causes.
- ▣ For example a detergent powder advertising that a certain percentage of their profits will be going towards educating the poor children of the country.

### 3. Resolving two conflicting attitudes

- Attitude change strategies sometimes resolve actual or potential conflict between two attitudes. If the consumers may be made to see that their negative attitude towards a product or a specific brand or attributes is not in conflict with another attitude.
- Example Usually detergent powders are effective in cleaning but these also cause a bad effect on the skin.



# 4. Cognitive Brand Strategies

This can involve changing the relative evaluation of a products attributes, changing brand beliefs and changing the overall brand rating or adding an attribute. For example, adding berries in a cereal or introducing the quick sachets into the Uncle Toby's range.





## Reveal or introduce important product characteristics

- ▣ New attributes can be associated with a product and consumers can also be made aware that some favorable attributes have been product characteristics for along time.
- ▣ **Example** The absence of caffeine and sugar or the addition of calcium in a number of soft drinks certainly appears to capture the interest of many consumers because of their implications regarding the health and appearance of the body

## Link the product or service to an involving issue

- ▣ Issues are often more involving than are products this linkage could increase involvement regarding the product.
- ▣ **Example** Linking a breakfast cereal to problems of deficient performance among school children who have not had a wholesome breakfast

## Changing brand beliefs

- ▣ This strategy for changing attitudes that concentrates on changing beliefs or perceptions about the brand itself - a most common form of advertising appeal. Advertisers are constantly reminding us that their product is "more" is "better" or "the best".
- ▣ Example Maruti suzuki

## Adding an attribute

- ▣ This strategy can be accomplished by adding an attribute that previously has been ignored or one that represents improvement or technological advancement
- ▣ Example Yogurt has more potassium than a banana (a fruit associated with high quantity of potassium) for a consumer looking to increase their potassium intake the comparison has the power to change their attitude from banana to yogurt

# Changing the overall brand rating

Another strategy consists of attempting to alter consumer's overall assessment of the brand directly, without attempting to improve or change their evaluation of any single brand attribute. Such a strategy frequently relies on some form of global statement that "this is the largest selling brand" or "the one all others try to initiate" or a similar claim that sets the brand apart from all its competitors.

# 5. Changing Beliefs About Competitor's Brand

- Attitudes can be changed by changing consumer's beliefs about the attributes of competitive brands especially through comparative advertising



# ELABORATION LIKELIHOOD MODEL

- Elaboration likelihood model of persuasion is an advertisement and marketing communication model which talks about persuasion level of messages given out in advertisements. The model was made by Richard E. Petty and John T. Cacioppo in 1980s.
- Elaboration likelihood model has two routes that can be taken to persuade people. These are known as Two Routes of Persuasion. They are central route persuasion and peripheral route persuasion.
- When an advertisement is shown, the message shown must be able to attract the person so that the person agrees to change his/her behavior. Different attitudes are formed and changed through it.
- According to the model, there are four types of people
  - ✓ Gullible people who are easily influenced
  - ✓ Skeptic, opinionated and argumentative people who cannot be easily influenced
  - ✓ People with firm beliefs but with bad communication skills
  - ✓ People who are leaders, who trust others as well as make others follow their thinking and ideas

# TYPES OF ROUTES

- According to theorists, persuasion happens in two ways which are the two routes of persuasion.
- ❖ **Central route persuasion** talks about the duration of the message being shown to a person, the number of times, and the persuasiveness of the message. The audience is active here and they believe what is shown or told. If a content being shown is directly related, relevant and near to the person, then the person is more likely to be persuaded to change his/her behavior. It has facts, arguments, credibility, and expertise which pull audience attention.
- ❖ **Peripheral route of persuasion** is not being persuaded by facts but by fame and popularity. It is superficial and is mostly based on attractiveness. It is not elaborated and audiences are passive. People use mental shortcuts for this. Change through this route is temporary and goes away quickly.



## Central route - example

- Jessica is a sports fanatic and captain of her school's volleyball and basketball teams. While watching one of her favorite shows, she sees a commercial for a pair of shoes that claim to provide extra heel support and increase the height of her jump. The commercial also provides laboratory findings from three independent studies that support the commercial's claims about the shoes. Jessica decides that having the shoes will improve her performance, so she goes to the mall to purchase her very own pair.
- In this example, the commercial persuaded Jessica to purchase the shoes using the central route to persuasion. The central route to persuasion occurs when a person is persuaded to act based on the arguments or the content of the message

## Peripheral route - example

- Let's say Jessica had no interest in sports or jumping higher. How could she be persuaded to buy the shoes? Jessica could be persuaded using the second method of persuasion called peripheral route to persuasion. The peripheral route to persuasion is when a person is persuaded by something other than the argument or content of the message. For example, if Jessica was persuaded to buy the shoes because she was attracted to the athlete in the commercial, or if Jessica was persuaded because she saw one of her favorite celebrities wearing the exact same shoes, she would be influenced by the peripheral route to persuasion.

# Difference b/w central route and peripheral route

- People who get influenced by peripheral route of persuasion are passive and are unwilling to think much about the message unlike that of central route persuasion.
- The peripheral route makes the message as interesting and attractive as possible to attract attention and make people change their behavior. Whereas, people belonging to the other category believe in authenticity and facts.
- “Attitude changes that result mostly from processing issue-relevant arguments (central route) will show greater temporal persistence, greater prediction of behavior, and greater resistance to counter persuasion than attitude changes that result mostly from peripheral cues”
- Commercial advertisements use peripheral route while informative programs use the central route to persuasion.
- Central route transformations last longer than that of the peripheral route.
- There is high-involvement processing in central route whereas low-involvement processing in the peripheral route of persuasion.

# BRAND LIKEABILITY

- Brand likeability is that property which makes a person or brand likeable or to be liked by users. It means users or customers are satisfied with the usage of brand and that brand is well – liked by the users. Brand likeability shows the attachment of customer with the brand.
- High likeability (leads to) = positive brand perception (results in) = favorable outcome
- Low likeability (leads to) = negative brand perception (results in) = unfortunate outcome

# Techniques to improve brand likeability

- Samples can improve brand likeability. If people find the product is good and suits to their requirements, they will be more inclined to buy the product again.
- Products' ads on social media sites like Facebook can attract tremendous response from audience.
- Attractive appearance. Products to be offered should be attractive as appearance helps in perceiving the performance of the product
- Providing latest updates and asking for recommendations
- Providing excellent aftersales services.
- Treat your staff well. Employees are people too, and even if they don't outwardly claim to dislike your business (for fear of being fired), if they are not being treated very well, customers are going to hear about it sooner or later—especially if you either live and work in a tightly knit community

# Some ways to increase brand likeability

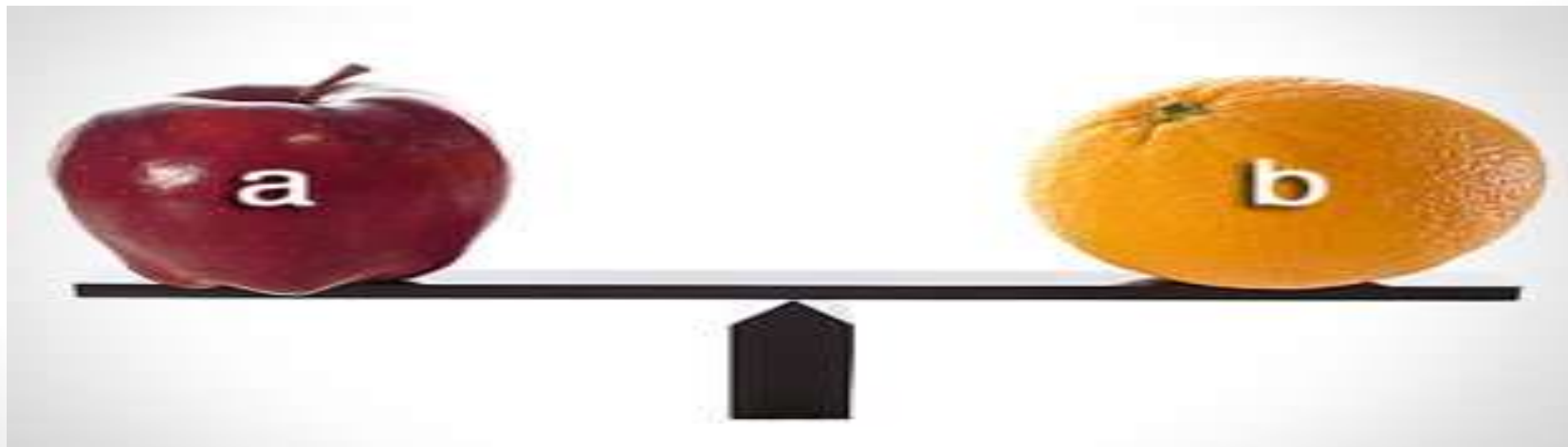
## ✓ Be Original

Your fans and followers want to be able to relate to you and your company. In your social media updates and posts, show your personality. Let your fans see the culture and the image of the company. Don't send mix signals with your different marketing campaigns. Develop a cohesive campaign that remains consistent across each platform and marketing activity.

### Consider this scenario:

Imagine there's two brands that have an identical product that is sold at exactly the same price. However, lets say that Brand A is boring and impersonal, where as, Brand B is interesting, social, actively engaging and getting to know their fans and followers.

- Which brand would you like better?



- ✓ **Develop a Relationship:** Every time you have a business decision to make, ask yourself this question, How does this decision affect my relationship with my fans and followers? **Develop conversations and relationships by:**
  - Asking questions
  - Encouraging people to leave comments
  - Retweet
  - Respond to posts
- ✓ **Give your brand a face:** Remove that cheesy egg photo from your Twitter profile and display a more engaging picture that depicts what your brand represents and how you want your fans and followers to see your company. Use your social media profile pictures to show your personality and the identity of the company.



- ✓ **Share Other Content:** You shouldn't just be posting your content. This is something that most businesses and brands forget to do. Besides sharing your content and trying to get your fans and followers to engage with you, share the content developed by industry influencers and other brands and companies that your company likes.

**Example-in our social media posts, blogs and articles we can mention the names of the companies and brands that are doing really well**

Don't expect people to share your stuff if you don't demonstrate a commitment to do the same.

- ✓ **Be responsive:** Whether the comment / post is good or bad, you should promptly respond to all comments. If a user posts something nice, don't forget to say thank you. You don't just want to address all of the positive comments. Any negative comments are great feedback for your company and areas where you can work on.

If you want people to like you, they have to know you care. Being responsive might not be the only reasons why your fans and followers think your not that likeable

# **Qualities a brand should possess to become likeable**

- **Relevancy**
- **Consistency**
- **Sustainable**
- **Credibility**
- **Inspirational**
- **Uniqueness**
- **Appealing**
- **Accessible and convenient to locate**
- **Focussed on target audience**
- **Include an element of social good**



# Successful brand story

## □ Toms Shoes



## **Tom's History**

**Toms Shoes have been known since January, 2006. This man named Blake Mycoskie went to Argentina for vacation came back and had the idea of making a shoe company called 'Toms'. Ever since then there has been a company for when a pair of Toms shoes is sold, a pair goes to a child in need. Ever since Mycoskie visited Argentina he has been involved in shoe giving. Mycoskie concluded that in his business, he would have a business instead of a charity, because it would help his business last longer and be well know.**

**Measure of Success:** To date, Toms says it has given more than 50 million pairs of shoes to children in need, has helped restore sight to over 360,000 people, and has helped provide over 250,000 weeks of safe water in six countries. In addition, Toms launched its Bag Collection in 2015. With each bag purchased, the brand says it will help provide a safe birth for a mother and baby in need.

### **Why it Works?**

“Consumers want to feel not only like they are getting a good product, but that they are getting it from a good brand. For example, Toms was able to enter an extremely competitive industry with products very similar in price, quality and style to that of its established competitors. They were able to do so by combining their product offering with a robust brand story that consumers could get behind and feel good about being a part of.”