

Chapter 3 – Persuasion in marketing communications

TRUE/FALSE

1. Motivation is low when a message relates to a person's present goals and needs.
ANS: F PTS: 1 DIF: Moderate TOP: An integrated model of persuasion
2. Feelings and evaluations are aspects of the affective component of an attitude.
ANS: T PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes
3. The cognitive component of an attitude represents one's behavioural tendency.
ANS: F PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes
4. Motivation, opportunity and attitude determine each person's elaboration likelihood (EL) for a particular message.
ANS: F PTS: 1 DIF: Moderate TOP: An integrated model of persuasion
5. Peripheral cues may play a more important role than message arguments in determining the outcome of a persuasive effort.
ANS: T PTS: 1 DIF: Moderate TOP: Peripheral cues
6. Counter-arguments occur when a receiver agrees with a message argument.
ANS: F PTS: 1 DIF: Moderate TOP: The receiver's initial response
7. In Pavlov's experiment, the bell was the conditioned stimulus.
ANS: T PTS: 1 DIF: Moderate TOP: Classical conditioning of attitudes
8. The personal relevance that a communication has for a receiver is a critical determinant of the extent and form of persuasion.
ANS: T PTS: 1 DIF: Moderate TOP: Receiver involvement
9. Attitudes are temporary.
ANS: F PTS: 1 DIF: Easy TOP: The nature and role of attitudes
10. Pavlov's experiment utilised classical conditioning.
ANS: T PTS: 1 DIF: Easy TOP: Classical conditioning of attitudes
11. Supportive arguments arise when the receiver challenges a message claim.
ANS: F PTS: 1 DIF: Moderate TOP: The receiver's initial response
12. To change attitudes, marketing communicators can employ the following three strategies: changing consumers' brand-related beliefs, altering existing outcome evaluations or introducing a new outcome into how consumers judge brands in a product category.
ANS: T PTS: 1 DIF: Difficult TOP: Attitude-change strategies
13. The theory of reasoned action (TORA) proposes that all forms of planned and reasoned behaviour have two primary determinants: attitudes and advertising.
ANS: F PTS: 1 DIF: Moderate TOP: Message-based persuasion

14. Elaboration involves the matter of whether it is physically possible for a person to process a message.
ANS: F PTS: 1 DIF: Difficult TOP: An integrated model of persuasion
15. When EL is high, the receiver will focus predominantly on peripheral cues rather than message arguments.
ANS: F PTS: 1 DIF: Moderate TOP: An integrated model of persuasion
16. Marketers can enhance consumers' opportunity to encode information by repeating an ad on multiple occasions.
ANS: T PTS: 1 DIF: Difficult TOP: Enhancing opportunity to encode information
17. Consumers are more likely to adopt an attitude or undertake an action when a likeable person promotes that action.
ANS: T PTS: 1 DIF: Easy TOP: Persuasion in marketing communications
18. In Pavlov's experiment, the meat powder was the conditioned response.
ANS: F PTS: 1 DIF: Easy TOP: Classical conditioning of attitudes
19. A television commercial's peripheral cues could be the background music.
ANS: T PTS: 1 DIF: Easy TOP: Peripheral cues
20. According to the elaboration likelihood model (ELM) theory, people experience only temporary attitude changes when persuaded via the peripheral route.
ANS: T PTS: 1 DIF: moderate TOP: Temporary versus enduring attitude change
21. Marketers can enhance consumers' motivation to process brand information by using celebrities in their advertising.
ANS: F PTS: 1 DIF: Difficult TOP: Enhancing motivation to process messages
22. Outcomes are the consumer's subjective probability assessments, or expectations, regarding the likelihood that performing a certain act will lead to a certain result.
ANS: F PTS: 1 DIF: Difficult TOP: Message-based persuasion
23. Beliefs involve those aspects of product ownership that the consumer desires to either obtain or avoid.
ANS: F PTS: 1 DIF: Difficult TOP: Message-based persuasion
24. According to the ELM theory, the form of persuasion depends on consumer characteristics and the relative strengths of the brand.
ANS: T PTS: 1 DIF: Difficult TOP: Practical implications: enhancing consumers' processing of motivation, opportunity and ability
25. Attitudes are hypothetical constructs.
ANS: T PTS: 1 DIF: Easy TOP: The nature and role of attitudes
26. Attitudes are personality traits.

- ANS: F PTS: 1 DIF: Easy TOP: The nature and role of attitudes
27. Persuasion is an effort by a marketing communicator to influence the consumer's attitude and behaviour in a manner that benefits the communicator.
ANS: T PTS: 1 DIF: Moderate TOP: Persuasion in marketing communications
28. The conative component of attitude represents one's predisposition to think about an object.
ANS: F PTS: 1 DIF: Easy TOP: The tri-component model of attitudes
29. All influence tactics are universally effective.
ANS: F PTS: 1 DIF: Difficult TOP: Reciprocation
30. Involuntary attention requires little or no effort on the part of a receiver.
ANS: T PTS: 1 DIF: Moderate TOP: Enhancing motivation to attend to messages
31. The basis of the scarcity tactic is that things become more desirable when they are in great demand but in short supply.
ANS: T PTS: 1 DIF: Moderate TOP: Scarcity
32. Marketers can enhance consumers' ability to access knowledge structures by employing verbal framing.
ANS: T PTS: 1 DIF: Moderate TOP: Enhancing ability to access knowledge structures
33. Persuasion is the essence of consumer behaviour.
ANS: F PTS: 1 DIF: Easy TOP: Multiple forms of persuasion
34. The theory of physical reactance suggests that people react against any efforts to reduce their freedom or choices.
ANS: F PTS: 1 DIF: Difficult TOP: Scarcity
35. The basis of the scarcity tactic is that things become more desirable when they are in short demand.
ANS: F PTS: 1 DIF: Easy TOP: Scarcity
36. The theory of psychological reactance suggests that people react against any efforts to reduce their freedom or choices.
ANS: T PTS: 1 DIF: Difficult TOP: Scarcity
37. When children learn to return a favour, this is an example of the norm of reciprocity.
ANS: T PTS: 1 DIF: Easy TOP: Reciprocation
38. Persuasion can be viewed from three perspectives: the marketing communicator, the consumer and the competing brands.
ANS: F PTS: 1 DIF: Moderate TOP: Multiple forms of persuasion
39. The strength or quality of message arguments is often the main determinant of whether persuasion occurs.

ANS: T PTS: 1 DIF: Moderate TOP: Message arguments

40. When consumers are not highly involved in a marketing communication message there is a tendency for them to relate aspects of the message to their personal situation.

ANS: F PTS: 1 DIF: Difficult TOP: Emotion-based persuasion

41. When consumers are highly involved in a marketing communication message they empathically experience positive emotions.

ANS: T PTS: 1 DIF: Difficult TOP: Emotion-based persuasion

42. Attitudes under the central route are formed via two possibilities: emotion-based persuasion and opportunity based persuasion

ANS: F PTS: 1 DIF: Moderate TOP: The central route

43. Reduced pricing persuasion and message-based persuasion are two possibilities under a central route attitude change.

ANS: F PTS: 1 DIF: Moderate TOP: The central route

44. Consumers are likely to remain highly committed and consistent when they are highly ego involved in their choices.

ANS: T PTS: 1 DIF: Moderate TOP: Commitment and consistency

45. The principle of social proof is activated in circumstances where appropriate behaviour is somewhat clear.

ANS: F PTS: 1 DIF: Moderate TOP: Social proof

46. A likeable person's action does not influence consumers' attitude; instead, he/she influences consumers' behaviour.

ANS: F PTS: 1 DIF: Easy TOP: Liking

47. Marketing communicators sometimes do not appeal to authority because they can invoke the same type of sanctions as real authority figures.

ANS: F PTS: 1 DIF: Moderate TOP: Authority

48. Persuasion is an effort by a marketing communicator to influence consumer's awareness of the brand.

ANS: F PTS: 1 DIF: Easy TOP: Introduction

49. 'I like my iPad' is an example of positioning.

ANS: F PTS: 1 DIF: Easy TOP: The nature and role of attitudes

50. In 'low- involvement' decision making, consumers' attitudes progress from *learn* to *do* to *feel*.

ANS: T PTS: 1 DIF: Easy TOP: The tri-component model of attitudes

51. The Tri-component model of attitude is made up of conative, cognitive and affective.

ANS: T PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes

52. Buying mum a bottle of perfume for Mother's Day represents an example of high-involvement decision-making process that is best described as 'feel, act and do'.

ANS: F PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes

53. Message arguments and peripheral cues deal with aspects of persuasion that are controlled by both the marketer and the receiver.

ANS: F PTS: 1 DIF: Moderate TOP: The influence process: the person being persuaded

54. Within the ELM model there is an implicit *dual route* that results from a moderate elaboration level and combines both features of the central and the peripheral routes.

ANS: T PTS: 1 DIF: Moderate TOP: An integrated model of persuasion

55. Peripheral cues within the ELM model involve elements of a message that are unrelated to the primary selling points in the message.

ANS: T PTS: 1 DIF: Difficult TOP: The peripheral route

56. Hedonic needs are satisfied when consumers attend to messages that make them feel cognitively empowered.

ANS: F PTS: 1 DIF: Moderate TOP: Appeals to informational and hedonic needs

57. In general, novel messages act as stimuli to generate greater attention than those messages that are routine and familiar. This can be explained by the behavioural concept of *human adaptation*.

ANS: T PTS: 1 DIF: Moderate TOP: Use of novel stimuli

MULTIPLE CHOICE

1. Which of the following statements reflects the affective attitude component?

A Oranges are high in vitamin C.
B I like oranges.
C Oranges are expensive.
D Oranges grow in Florida.
E I often buy oranges.

ANS: B PTS: 1 DIF: Easy TOP: The tri-component model of attitudes

2. Which of the following statements reflects the cognitive attitude component?

A I like playing tennis.
B I enjoy outdoor sports.
C I play tennis three times a week.
D Playing tennis is a form of exercise.
E I do not enjoy playing tennis.

ANS: D PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes

3. Which tool of influence is being used when a salesperson gives someone a gift in the hope that they will purchase something?

A reciprocation
B commitment and consistency
C social proof
D authority
E scarcity

ANS: A PTS: 1 DIF: Moderate TOP: Reciprocation

4. The _____ component of attitudes focuses on behavioural tendencies.
- A cognitive
 - B instrumental
 - C conative
 - D affective
 - E behavioural
- ANS: C PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes
5. Which of the following statements reflects the conative attitude component?
- A I enjoy reading.
 - B Reading improves the mind.
 - C Everyone should try to improve their reading skills.
 - D Mysteries are fun to read.
 - E I plan to purchase three books this week.
- ANS: E PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes
6. The affective component of attitudes focuses on _____.
- A feelings and evaluations
 - B beliefs
 - C knowledge
 - D behavioural tendencies
 - E both B and C
- ANS: A PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes
7. Attitudes _____.
- A can be observed
 - B are inherited
 - C are relatively enduring
 - D do not influence behaviour
 - E All of the answers supplied for this question are correct.
- ANS: C PTS: 1 DIF: Easy TOP: The nature and role of attitudes
8. Which tool of influence is being used when a car salesperson gets a consumer to agree to a price and then says that the sales manager's approval is required?
- A reciprocation
 - B commitment and consistency
 - C social proof
 - D authority
 - E scarcity
- ANS: B PTS: 1 DIF: Moderate TOP: Commitment and consistency
9. According to the theory of psychological reactance, _____.
- A people react against any effort to reduce their freedom of choice
 - B consumer behaviour is seen as emotional
 - C consumer behaviour is seen as highly cognitive
 - D people satisfy primary needs before acquired needs
 - E the personal relevance that a communication has for a receiver is a critical determinant of the extent and form of persuasion
- ANS: A PTS: 1 DIF: Difficult TOP: Scarcity

10. Kim is asked to make a contribution to the Leukemia Foundation. She asks how much other people are giving and ends up giving that amount. She has used the _____ tool of influence.
- A reciprocation
 - B commitment and consistency
 - C scarcity
 - D liking
 - E social proof
- ANS: E PTS: 1 DIF: Moderate TOP: Social proof
11. A person's intention to donate or not donate to a charity is best described as the _____ attitude component.
- A cognitive
 - B planned
 - C instrumental
 - D affective
 - E conative
- ANS: E PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes
12. When the receiver challenges a message claim, _____ arise.
- A planned arguments
 - B policy arguments
 - C anti-arguments
 - D supportive arguments
 - E counter-arguments
- ANS: E PTS: 1 DIF: Moderate TOP: The receiver's initial response
13. The theory of reasoned action (TORA) proposes that all forms of planned and reasoned behaviour have two primary determinants: _____.
- A motivation and normative influences
 - B attitudes and normative influences
 - C attitudes and value-expressive influences
 - D attitudes and informational influences
 - E motivation and informational influences
- ANS: B PTS: 1 DIF: Difficult TOP: Message-based persuasion
14. A salesperson is hired because he is the same age as most of the shoppers and is considered handsome. What tool of influence is being used?
- A reciprocation
 - B commitment and consistency
 - C social proof
 - D scarcity
 - E liking
- ANS: E PTS: 1 DIF: Moderate TOP: Liking
15. In Pavlov's experiment, the bell was the _____.
- A conditioned stimulus
 - B unconditioned stimulus
 - C conditioned response
 - D unconditioned response

E None of the answers supplied for this question are correct.

ANS: A PTS: 1 DIF: Moderate TOP: Classical conditioning of attitudes

16. The influence tactic that is based on the principle that things become more desirable when they are in great demand but short supply is known as _____.

A scarcity
B liking
C social proof
D commitment and consistency
E reciprocation

ANS: A PTS: 1 DIF: Easy TOP: Scarcity

17. A clothing salesperson is using the _____ tool of influence when she tells a customer that there are only a few scarves left and they are selling fast.

A liking
B scarcity
C commitment and consistency
D social proof
E reciprocation

ANS: B PTS: 1 DIF: Easy TOP: Scarcity

18. The three factors that determine each individual's elaboration likelihood for a particular message are _____.

A motivation, opportunity and ability
B motivation, objectives and attitude
C motivation, opportunity and attitude
D motivation, objectives and ability
E motivation, opinions and ability

ANS: A PTS: 1 DIF: Moderate TOP: An integrated model of persuasion

19. The mental activity in response to a message, such as an advertisement, is known as _____.

A ability
B opportunity
C elaboration
D motivation
E perception

ANS: D PTS: 1 DIF: Difficult TOP: An integrated model of persuasion

20. Marketers can enhance the consumer's opportunity to encode information by _____.

A using loud music
B using colourful ads
C repeating brand information
D employing verbal framing
E increasing curiosity about the brand

ANS: C PTS: 1 DIF: Difficult TOP: Enhancing opportunity to encode information

21. An example of a peripheral cue would be _____.

A background music in a television commercial

- B scenery in a television commercial
 - C a salesperson's accent
 - D a salesperson's physical appearance
 - E All of the answers supplied for this question are correct.
- ANS: E PTS: 1 DIF: Moderate TOP: Peripheral cues

22. In Pavlov's experiment, the meat powder was the _____.
- A conditioned stimulus
 - B preconditioned stimulus
 - C conditioned response
 - D None of the answers supplied for this question are correct.
 - E All of the answers supplied for this question are correct.

ANS: D PTS: 1 DIF: Moderate TOP: Classical conditioning of attitudes

23. A marketer who is using more colourful ads is enhancing the consumers' _____.
- A motivation to attend to the message
 - B motivation to process brand information
 - C opportunity to encode information
 - D opportunity to reduce processing time
 - E ability to access knowledge structures

ANS: A PTS: 1 DIF: Moderate TOP: Use of intense stimuli

24. In Pavlov's experiment, the _____ was the unconditioned stimulus.
- A dog salivating
 - B bell
 - C meat powder
 - D trainer
 - E None of the answers supplied for this question are correct.

ANS: C PTS: 1 DIF: Moderate TOP: Classical conditioning of attitudes

25. Betty Franks agrees with the message in an advertisement for a political candidate. This is an example of _____.
- A planned arguments
 - B policy arguments
 - C anti-arguments
 - D supportive arguments
 - E counter-arguments

ANS: D PTS: 1 DIF: Moderate TOP: The receiver's initial response

26. Pavlov's experiment is an application of _____.
- A operant conditioning
 - B reasoning
 - C classical conditioning
 - D cognitive dissonance
 - E stimulus generalisation

ANS: C PTS: 1 DIF: Moderate TOP: Classical conditioning of attitudes

27. Marketers can enhance consumers' motivation to attend to a message by _____.
- A increasing curiosity about the brand
 - B repeating the ad on multiple occasions

- C employing verbal framing
- D appealing to hedonistic needs
- E using concretisations

ANS: D PTS: 1 DIF: Difficult TOP: Appeals to informational and hedonic needs

28. Evelyn Rivers is the advertising director of a chain of health clubs. She is putting together an advertisement. She wants to enhance the consumers' opportunity to encode information. The best way to accomplish this objective would be to _____.

- A repeat the ad on multiple occasions
- B use loud music
- C use celebrities
- D use colourful ads
- E employ verbal framing

ANS: A PTS: 1 DIF: Moderate TOP: Enhancing opportunity to encode information

29. Jack Joseph challenges the message claim made in an automobile commercial. This is an example of _____.

- A planned arguments
- B policy arguments
- C anti-arguments
- D counter-arguments
- E supportive arguments

ANS: D PTS: 1 DIF: moderate TOP: The receiver's initial response

30. Marketers can enhance consumers' opportunity to reduce processing time by _____.

- A appealing to hedonistic needs
- B heightening ad complexity
- C repeating brand information
- D creating Gestalt processing
- E employing verbal framing

ANS: D PTS: 1 DIF: Difficult TOP: Enhancing opportunity to reduce processing time

31. Margaret Stephens notices a television commercial because of its loud music. This is an example of _____.

- A exposure
- B involuntary attention
- C non-voluntary attention
- D voluntary attention
- E interpretation

ANS: B PTS: 1 DIF: Difficult TOP: Enhancing motivation to attend to messages

32. Marketers can enhance consumers' ability to access knowledge structures by _____.

- A using loud music
- B using colourful ads
- C employing verbal framing
- D repeating brand information
- E increasing curiosity about the brand

ANS: C PTS: 1 DIF: Difficult TOP: Enhancing ability to access knowledge

structures

33. A(n) _____ is a specimen or model of a particular concept or idea.
A frame
B exemplar
C symbol
D sign
E reference
ANS: B PTS: 1 DIF: Difficult TOP: Enhancing ability to create knowledge structures
34. As part of the socialisation process in all cultures, people acquire a _____.
A norm of engagement
B norm of reciprocity
C norm of awareness
D norm of cognition
E All of the answers supplied for this question are correct.
ANS: B PTS: 1 DIF: Difficult TOP: Reciprocation
35. A student union sponsored a blood drive at the university in cooperation with the Red Cross, but students were not eager to donate. Red Cross volunteers took an impromptu survey and discovered that students erroneously believed they could contract AIDS in the process of giving blood. The erroneous belief that AIDS can be contracted while donating blood is best described as reflecting the _____ component of the student body's attitude.
A affective
B cognitive
C constructive
D emotive
E None of the answers supplied for this question are correct.
ANS: B PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes
36. A clear progression is implied from initial cognition to affection to _____.
A assimilation
B conation
C decoding
D acquisition
E None of the answers supplied for this question are correct.
ANS: B PTS: 1 DIF: Difficult TOP: The tri-component model of attitudes
37. According to the ELM theory, people experience _____ attitude changes when persuaded via the peripheral route.
A temporary
B permanent
C semi-permanent
D exceptional
E None of the answers supplied for this question are correct.
ANS: A PTS: 1 DIF: Moderate TOP: Temporary versus enduring attitude change
38. Fady refuses to eat his spinach. His father says, 'Eat your spinach, Fady, and you can stay up one hour longer than your normal bedtime'. What influence tool is Fady's father using?

- A commitment and consistency
- B social proof
- C reciprocation
- D authority
- E None of the answers supplied for this question are correct.

ANS: C PTS: 1 DIF: Moderate TOP: Reciprocation

39. Marketers can enhance consumers' ability to access knowledge structures by _____.

- A appealing to hedonistic needs
- B using large pictures
- C using celebrities
- D repeating key scenes
- E None of the answers supplied for this question are correct.

ANS: E PTS: 1 DIF: Difficult TOP: Enhancing ability to access knowledge structures

40. A student's intention to give or not give blood in a drive sponsored by the Red Cross is best described as reflecting the _____ attitude component.

- A affective
- B cognitive
- C constructive
- D conative
- E None of the answers supplied for this question are correct.

ANS: D PTS: 1 DIF: Moderate TOP: The tri-component model of attitudes

41. The central and peripheral paths represent endpoints on a continuum of persuasion strategies and are intended to imply that persuasion is a(n) _____.

- A either-or proposition
- B combination of the two
- C unrelated activity
- D unnecessary activity
- E None of the answers supplied for this question are correct.

ANS: E PTS: 1 DIF: Difficult TOP: Dual routes

42. When a person is attracted to a stimulus and continues to pay attention because it holds his or her interest, _____ has occurred.

- A exposure
- B comprehension
- C voluntary attention
- D involuntary attention
- E None of the answers supplied for this question are correct.

ANS: D PTS: 1 DIF: Moderate TOP: Enhancing motivation to attend to messages

43. Attitudes towards a brand result from a combination of _____ attitude-formation processes.

- A primary and secondary
- B linear and non-linear
- C associative and non-associative
- D central- and peripheral-route
- E None of the answers supplied for this question are correct.

ANS: D PTS: 1 DIF: Difficult TOP: Dual routes

44. When children learn to return a favour, this is an example of the norm of _____.
- A elaboration
 - B influence
 - C planned behaviour
 - D reasoned action
 - E None of the answers supplied for this question are correct.

ANS: E PTS: 1 DIF: Moderate TOP: Reciprocation

45. When children learn to return a favour, this is an example of the norm of _____.
- A reciprocity
 - B influence
 - C planned behaviour
 - D reasoned action
 - E elaboration

ANS: A PTS: 1 DIF: Difficult TOP: Reciprocation

46. When consumers are attracted to stimuli that supply relevant facts and figures, they are interested in meeting their _____.
- A heuristic needs
 - B emotional needs
 - C hedonic needs
 - D informational needs
 - E None of the answers supplied for this question are correct.

ANS: D PTS: 1 DIF: Moderate TOP: Appeals to informational and hedonic needs

47. Suppose a salesperson makes the following statement in attempting to sell you stereo speakers: 'The head of the music department at the university bought these exact speakers just last week'. What influence tool is the salesperson using?
- A commitment and consistency
 - B social proof
 - C reciprocation
 - D authority
 - E None of the answers supplied for this question are correct.

ANS: D PTS: 1 DIF: Moderate TOP: Authority

48. Nathan refuses to eat his spinach. His father asks, 'Nathan, do you want to grow up to be big and strong?' Nathan says, 'Yes'. His father says, 'Popeye eats spinach and he's strong, don't you agree Nathan?' Nathan again says, 'Yes'. His father then says, 'Then why don't you eat your spinach?' What influence tool is Nathan's father using?
- A commitment and consistency
 - B social proof
 - C reciprocation
 - D liking
 - E None of the answers supplied for this question are correct.

ANS: A PTS: 1 DIF: Difficult TOP: Commitment and consistency

49. The basis of the _____ is that things become more desirable when they are in great demand but in short supply.

- A demand tactic
- B supply tactic
- C scarcity tactic
- D economic tactic
- E None of the answers supplied for this question are correct.

ANS: C PTS: 1 DIF: Moderate TOP: Scarcity

50. The theory that suggests that people react against any efforts to reduce their freedom or choices is called _____.

- A physical reactance
- B physiological reactance
- C psychological reactance
- D photogenic reactance
- E None of the answers supplied for this question are correct.

ANS: C PTS: 1 DIF: Difficult TOP: Scarcity

51. When a person intentionally notices a stimulus, _____ has occurred.

- A exposure
- B comprehension
- C voluntary attention
- D non-voluntary attention
- E None of the answers supplied for this question are correct.

ANS: C PTS: 1 DIF: Moderate TOP: Enhancing motivation to attend to messages

52. Based on (TORA), in the attitude formation equation, $A_{Bj} = \sum b_{ij} \times e_i$, the b_{ij} term refers to a _____. $i = 1$

- A belief regarding outcome i
- B behaviour regarding outcome i
- C behaviour intention
- D benefit regarding outcome i
- E None of the answers supplied for this question are correct.

ANS: A PTS: 1 DIF: Difficult TOP: Message-based persuasion

53. Based on (TORA), in the attitude formation equation, $A_{Bj} = \sum b_{ij} \times e_i$, the e_i term refers to a _____. $i=1$

- A elaboration toward outcome i
- B estimation of outcome i
- C evaluation of outcome i
- D enduring attitude change
- E evaluation of effort

ANS: C PTS: 1 DIF: Difficult TOP: Message-based persuasion

54. Based on (TORA), in the attitude formation equation, $A_{Bj} = \sum b_{ij} \times e_i$, the A_{Bj} term refers to a _____. $i = 1$

- A attitude towards brand j
- B affect of brand j
- C attention of brand j
- D action towards brand j

E None of the answers supplied for this question are correct.

ANS: A PTS: 1 DIF: Difficult TOP: Message-based persuasion

55. The personal relevance that marketing communications has for a receiver is a critical determinant of the extent and form of _____.

- A attitude
- B feeling
- C message argument
- D persuasion
- E behaviour

ANS: D PTS: 1 DIF: Difficult TOP: Receiver involvement

56. Highly involved consumers are motivated to process _____ when exposed to marketing communications.

- A attitude cues
- B purchase intentions
- C message argument
- D peripheral cues
- E All of the answers supplied for this question are correct.

ANS: C PTS: 1 DIF: Moderate TOP: Receiver involvement

57. Research suggests that persuasion occurs not from external communications per se, but from the _____.

- A personality traits
- B self-generated thoughts
- C cognitive responses
- D emotional responses
- E cultural influences

ANS: B PTS: 1 DIF: Moderate TOP: The receiver's initial response

58. In general, novel messages that are _____ act as stimuli to generate greater attention than those messages that are familiar and routine.

- A based on facts
- B humorous or sexy
- C unusual or unpredictable
- D emotionally charged
- E All of the answers supplied for this question are correct.

ANS: C PTS: 1 DIF: Difficult TOP: Use of novel stimuli

59. Advertisers sometimes use motion to both attract and direct consumer _____ to the brand name and the ad copy.

- A attention
- B recognition
- C desires
- D behaviour
- E interest

ANS: A PTS: 1 DIF: Easy TOP: Using motion

60. Enhanced processing motivation means that the receiver of an advertisement has an increased _____ in reading and/or listening to the ad message.

- A recognition
- B interest
- C image
- D appeal
- E None of the answers supplied for this question are correct.

ANS: B PTS: 1 DIF: Easy TOP: Enhancing motivation to process messages

61. Enhance the relevance and raising consumers' curiosity about the brand are two techniques used by marketing communicators to enhance consumers' _____.

- A ability to access knowledge structures
- B opportunity to reduce processing time
- C opportunity to encode information
- D motivation to process messages
- E None of the answers supplied for this question are correct.

ANS: D PTS: 1 DIF: Difficult TOP: Enhancing motivation to process messages

62. Marketing messages are further enhanced if the communicator can reduce the _____ required by the consumer to read, listen to and comprehend the message.

- A time
- B space
- C words
- D slogan
- E None of the answers supplied for this question are correct.

ANS: A PTS: 1 DIF: Easy TOP: Enhancing opportunity to reduce processing time

63. The use of pictures and imagery creates a form of total-message processing that allows consumers to _____ the totality of the message.

- A decode
- B encode
- C watch
- D engage
- E None of the answers supplied for this question are correct.

ANS: B PTS: 1 DIF: Easy TOP: Enhancing opportunity to reduce processing time

64. The success of an organisation's ethical behaviour can be considered on how it has achieved its _____.

- A direct marketing campaign
- B societal responsibilities
- C customer satisfaction
- D brand equity
- E customer loyalty

ANS: B PTS: 1 DIF: Easy TOP: Ethical issues in persuasion

65. The persuasion approach relies on the fact that people are more likely to adopt an attitude or undertake an action when a _____ promotes that action.

- A likeable person
- B celebrity

- C corporate personality
- D average person
- E all of these choices

ANS: A PTS: 1 DIF: Easy TOP: Liking

66. _____ is based on whether Jenny is familiar with message claims and is capable of comprehending them.

- A Ability
- B Familiarity
- C Agreement
- D Motivation
- E Perception

ANS: A PTS: 1 DIF: Moderate TOP: An integrated model of persuasion

67. Elaboration occurs when consumers view a commercial that is _____ to them and think about the people in the commercial and the similarity to their family or friends, and consider how the advertised product could benefit their lifestyles.

- A personally exciting
- B personally relaxing
- C memorable
- D motivating
- E personally relevant

ANS: E PTS: 1 DIF: Easy TOP: An integrated model of persuasion

68. When John is watching a television commercial, _____ is restricted when among other reasons, a message is presented too quickly, the sound is too low, or he is distracted by a phone call.

- A memory
- B engagement
- C ability
- D comprehension
- E opportunity

ANS: E PTS: 1 DIF: Moderate TOP: An integrated model of persuasion

69. According to the Theory of Reasoned Action (TORA), the persuasive strategies that marketing communicators can employ in attempting to change consumer attitudes could be _____.

- A to change the message positioning
- B to use comparative advertising
- C to change beliefs
- D to repeat message information
- E to motivate the receiver

ANS: C PTS: 1 DIF: Difficult TOP: Attitude-change strategies

70. Beliefs are the consumers' subjective probability assessments regarding the likelihood that performing a certain act, such as buying a bottle of perfume, will lead to a _____.

- A a change in feelings
- B a probable advantage
- C a change in relationships
- D a certain outcome
- E none of these choices

ANS: D PTS: 1 DIF: Moderate TOP: Message-based persuasion

71. Anything a marketer can do to enhance MOA factors is likely to result in increased communication effectiveness because increases in motivation, opportunity or ability will result in greater message _____.
- A acceptance
 - B comprehension
 - C liking
 - D elaboration
 - E remembrance

ANS: D PTS: 1 DIF: Moderate TOP: Practical implications: enhancing consumers' processing of motivation, opportunity and ability

72. Creating specific and tangible brand benefits is based on the idea that it is easier for consumers to recall and retrieve _____ information.
- A abstract
 - B funny
 - C vivid
 - D tangible
 - E all of these choices

ANS: D PTS: 1 DIF: Easy TOP: Creating definite brand benefits

73. The principle of social proof is activated in circumstances where appropriate behaviour is somewhat _____.
- A embarrassing
 - B demanding
 - C unacceptable
 - D overwhelming
 - E unclear

ANS: E PTS: 1 DIF: Moderate TOP: Social proof

74. The success of marketing communications to persuade consumers to choose between competing socially acceptable positions often depends invoking some form of _____.
- A engagement
 - B dialogue
 - C authority
 - D reciprocation
 - E commitment and consistency

ANS: C PTS: 1 DIF: Moderate TOP: Authority

ESSAY

1. What is attitude?

ANS:

- Attitudes are hypothetical constructs which cannot be seen or touched and are used to explain observable events, such as a purchase.
- Attitude is an enduring positive or negative feeling or evaluative judgement of some person, object or issue.

- Three important characteristics of attitudes: they (1) are learned, (2) are relatively enduring, and (3) influence behaviour.

PTS: 1 DIF: Moderate TOP: What is an attitude?

2. Explain the significance of the theory of psychological reactance.

ANS:

The theory of psychological reactance helps explain why scarcity works. This theory suggests that people react against any efforts to reduce their freedom of choice. Removed or threatened freedoms and choices are perceived as even more desirable than previously.

PTS: 1 DIF: Moderate TOP: Scarcity

3. Write a description of the Elaboration Likelihood Model and discuss the implications of this model on marketing communications.

ANS:

Elaboration refers to the mental activity in response to a message such as an advertisement. People elaborate on a message when they think about what the message is saying, evaluate the arguments in the message, engage in mental imagery when viewing pictures, and perhaps react emotionally to some of the claims. In other words, elaboration involves an application of cognitive resources in response to a marcom message.

Whether and to what extent a person engages in elaboration depends on that person's motivation, ability and opportunity to process a marketing message's selling claims.

Motivation is high when a message relates to a person's present consumption-related goals and needs and is thus relevant to that individual. Generally speaking, consumers are more motivated to process messages the more involved they are in the subject matter of a message.

Opportunity involves the matter of whether it is physically possible for a person to process a message; opportunity is restricted when, among other reasons, a message is presented too quickly, the sound is too low or an individual is distracted.

Ability concerns whether a person is familiar with message claims and has the necessary skills (e.g. literacy, knowledge) to help comprehend them.

When elaboration likelihood is high, people will tend to use central route processing. When it is low, people will tend to use peripheral route processing. This affects marketing communications because messages requiring more cognitive processing will require central route processing. Other messages will be processed using peripheral cues.

PTS: 1 DIF: Moderate TOP: An integrated model of persuasion

4. Discuss the six persuasive tactics used by persuaders.

ANS:

1. Reciprocation

- As a part of the acculturation process, people acquire the norm of reciprocity – we learn to return a favour with a favour. Marketing communicators sometimes give gifts or samples in the hope that customers will reciprocate by purchasing products.
- The effectiveness of a tactic depends on persuasion circumstances and participant characteristics. The effectiveness of reciprocation depends on whether the persuadee perceives the gift-giver as honest and sincere.

2. Commitment and consistency

- After customers make a commitment, there is a strong tendency to remain faithful to it. Consistency is a valued human characteristic. The marketing communicator may get a commitment to purchase from a customer and then work on the price in the hope that the customer will continue to act in a manner consistent with the commitment.
 - Sincerity of the persuader plays a role in the effectiveness of this tactic. A consumer who is highly ego-involved in a choice tends to remain consistent.
3. Social proof
- When individuals do not know exactly what to do, they often take their lead from the behaviour of others. This principle of social proof is activated when appropriate behaviour is somewhat unclear.
4. Liking
- Individuals are most likely to adopt an attitude or undertake an action when a likeable person recommends it. Two manifestations of likeability are physical attractiveness and similarity.
5. Authority
- Most people are raised to respect authority figures and to exhibit a sense of duty towards them. Marketing communicators typically use surrogates, such as medical authorities, for appeals to authority in the marketplace.
6. Scarcity
- Objects become more desirable when they become rare. This reaction is explained by the theory of psychological reactance – people react against any effort to reduce their freedoms or choices.
 - Marketing communicators often appeal to psychological reactance by making products seem scarce; e.g. ‘It is a bargain, there are only a few left’.

PTS: 1 DIF: Moderate TOP: The influence process: The persuader’s perspective