



Chapter 7

Consumer Bahvior (KIMEP University)

Consumer Behavior, 11e (Schiffman/Kanuk)
Chapter 7 Persuading Customers

1) The transmission of a message from a sender to a receiver via a medium of transmission is known as _____.

- A) feedback
- B) stimulation
- C) communication
- D) transfer
- E) expression

Answer: C

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

2) In addition to the four basic components of sender, receiver, medium, and message, _____ is the fifth essential component of communication.

- A) stimulation
- B) feedback
- C) transfer
- D) expression
- E) creativity

Answer: B

Diff: 2

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

3) The _____ is the initiator of communication.

- A) feedback
- B) receiver
- C) medium
- D) message
- E) sender

Answer: E

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

- 4) In order to be persuasive, the receivers _____.
- A) must decode the messages the way the senders intended
 - B) must like humor appeals
 - C) must like sexual appeals
 - D) must like violent images
 - E) all of the above

Answer: A

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

- 5) _____ are messages that companies transmit through their marketing departments, advertising or public relations agencies and spokespersons.

- A) Interpersonal communications
- B) Impersonal communications
- C) Receiver communications
- D) Noise communications
- E) Informal communications

Answer: B

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

- 6) Which of the following is an example of a formal communications source?

- A) a parent
- B) a friend
- C) a salesperson
- D) a work colleague
- E) a doctor

Answer: C

Diff: 2

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge; Written and oral communication

7) Which of the following is an example of an informal communications source?

- A) a person you start a conversation with about a cell phone at an airport
- B) a travel agent
- C) an airline
- D) a salesperson
- E) a hospital

Answer: A

Diff: 2

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge; Written and oral communication

8) The sources of _____ are organizations that develop and transmit appropriate messages through their marketing departments, advertising or public relations agencies, and spokespersons.

- A) informal communication
- B) word-of-mouth communication
- C) interpersonal communication
- D) impersonal communication
- E) intrapersonal communication

Answer: D

Diff: 3

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

9) The _____ of formal, interpersonal marketing communications is likely to be a targeted prospect or a customer.

- A) sender
- B) feedback
- C) marketer
- D) receiver
- E) medium

Answer: D

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

10) The medium or communication channel can be impersonal, like _____, or interpersonal, like _____.

- A) telephone conversations with a salesperson; mass media
- B) a face to face conversation with a salesperson; print media
- C) billboards; an online chat with a salesperson
- D) mass media; newspaper ad
- E) a radio advertisement; a television advertisement

Answer: C

Diff: 3

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

11) The key factor underlying the persuasive impact of a personal or interpersonal message received from either a formal or informal source is _____.

- A) the number of times the message is sent
- B) the source's credibility
- C) the number of times the message is received
- D) the type of broadcast medium used
- E) the extent to which the receiver's peers understand the message

Answer: B

Diff: 2

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

12) The _____ affects the persuasive impact of the message.

- A) credibility of the level
- B) credibility of the noise
- C) credibility of the source
- D) credibility of the receiver
- E) credibility of the feedback

Answer: C

Diff: 3

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

13) _____ are the channels for transmitting communications.

- A) Receivers
- B) Senders
- C) Noise
- D) Media
- E) Frames of reference

Answer: D

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

14) _____ media are the original communications channels that advertisers have used, and include print and broadcast.

- A) Comparative
- B) Traditional
- C) Social
- D) Informal
- E) Symbolic

Answer: B

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

15) _____ media are online channels, social networks and mobile electronic devices.

- A) Comparative
- B) New
- C) Traditional
- D) Informal
- E) Symbolic

Answer: B

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Information technology

16) _____ is consumers' selectivity in paying attention to advertising messages.

- A) Selective exposure
- B) Perceptual noise
- C) Psychological noise
- D) Informal exposure
- E) Symbolic exposure

Answer: A

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

17) _____ in the form of competing advertising messages or distracting thoughts can impact the reception of a promotional message.

- A) Selective exposure
- B) Symbolic noise
- C) Psychological noise
- D) Informal exposure
- E) Symbolic exposure

Answer: C

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

18) Big Jim's Furniture Store frequently advertises on the local radio station. The type of media Big Jim's is using is broadly categorized as _____.

- A) comparative media
- B) traditional media
- C) social media
- D) informal media
- E) symbolic media

Answer: B

Diff: 2

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

19) Geoff is responsible for online marketing for the local automotive dealership. He manages the website, Facebook page, and twitter account. The type of media he is responsible for is broadly categorized as _____.

- A) comparative media
- B) traditional media
- C) new media
- D) informal media
- E) symbolic media

Answer: C

Diff: 2

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

20) While Julia is watching television, she is faced with the clutter of nine successive commercial messages during a program break. The marketer who is running the second ad in the series is unlikely to communicate effectively with Julia because the other eight ads are _____.

- A) selective exposure
- B) symbolic noise
- C) psychological noise
- D) informal noise
- E) figurative noise

Answer: C

Diff: 2

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

21) Which of the following is NOT a way to overcome psychological noise?

- A) Repeat the ad several times.
- B) Use contrast in communications.
- C) Customize messages to customers with digital technologies.
- D) Use effective positioning and offer a unique value proposition.
- E) All of the above are ways to overcome psychological noise.

Answer: E

Diff: 2

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

22) What is the most effective way to make sure a promotional message stands out and is received and decoded appropriately by the target audience?

- A) Repeat the ad several times.
- B) Use contrast in communications.
- C) Customize messages to customers with digital technologies.
- D) Use effective positioning and offer a unique value proposition.
- E) Use a sexual appeal.

Answer: D

Diff: 2

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

23) Channels of _____ permit marketers to send addressable, customized messages based on data gathered from tracing consumers' surfing and clicks online to individual consumers or small groups.

- A) narrowcasting
- B) broadcasting
- C) traditional media
- D) informal media
- E) symbolic media

Answer: A

Diff: 1

Skill: Concept

Learning Obj: 7.2: To understand the distinctions between broadcasting and narrowcasting.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

24) Customized messages that are sent to particular consumers based mostly on the consumers' prior shopping behavior, which marketers have observed and analyzed, are also called _____.

- A) traditional media
- B) broadcasting
- C) addressable advertising
- D) informal interpersonal media
- E) symbolic media

Answer: C

Diff: 2

Skill: Concept

Learning Obj: 7.2: To understand the distinctions between broadcasting and narrowcasting.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Information technology

25) Jeb works for a company that collects data from users' browsers, Google, Yahoo, and Facebook and builds models that marketers use to design the ads consumers see, which are delivered based on demographics and past advertising exposures. His company is a(n) _____.

- A) Broadcast Media Company
- B) Data Aggregator
- C) Interactive Spy
- D) Data Mash-up
- E) Consumer Agent

Answer: B

Diff: 1

Skill: Application

Learning Obj: 7.2: To understand the distinctions between broadcasting and narrowcasting.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Information technology

26) The sponsor's first step in developing a communication for a consumer is _____.

- A) select an appropriate medium to send the message
- B) design the message in an appropriate manner
- C) decode the message
- D) establish objectives of the message
- E) measure exposure

Answer: D

Diff: 1

Skill: Application

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

27) An advertisement is _____ when it contains dense perceptual features and/or elaborate creative designs.

- A) visually complex
- B) psychologically noisy
- C) overdesigned
- D) incomprehensible
- E) positively framed

Answer: A

Diff: 1

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

28) When a marketer stresses the benefits to be lost by not using the product, s/he is using _____.

- A) visual complexity
- B) psychologically noise
- C) positive message framing
- D) negative message framing
- E) a two-sided appeal

Answer: D

Diff: 2

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

29) Negative message framing is likely to appeal to which two groups?

- A) consumers with high need for cognition and consumers with an independent self-view
- B) consumers with low need for cognition and consumers with an independent self-view
- C) consumers with low need for cognition and consumers with an interdependent self-view
- D) consumers with high need for cognition and consumers with an interdependent self-view
- E) consumers with high need for cognition and consumers who have ample opportunity to process the ad's content

Answer: A

Diff: 3

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

30) A marketer uses a _____ when it acknowledges competing products in its marketing communications.

- A) one-sided message
- B) two-sided message
- C) positive frame
- D) negative frame
- E) vocal cue

Answer: B

Diff: 2

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

31) Josie directs her advertising agency to focus on the benefits of her company's product without mentioning the competition. She is asking for a _____.

- A) one-sided message
- B) two-sided message
- C) positive frame
- D) negative frame
- E) vocal cue

Answer: A

Diff: 2

Skill: Application

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

32) Which of the following factors does NOT make a one-sided message more effective than a two-sided message.

- A) The audience uses the advertiser's products.
- B) The audience is critical.
- C) The audience initially favors the communicator's position.
- D) The audience is not likely to hear an opposing argument.
- E) All of the above make a one-sided message more effective than a two-sided message.

Answer: B

Diff: 2

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Analytical thinking

33) A marketer is better off using a one-sided message than a two-sided message when _____.

- A) the audience is well educated
- B) the audience is likely to hear opposing claims
- C) the audience does not initially favor the marketer's message
- D) the audience favors a competitor
- E) the audience is friendly/uses the product

Answer: E

Diff: 2

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Analytical thinking

34) Jonas noticed that he got better results from his direct marketing television campaign when his ad appeared first in the series of advertisements. He is likely experiencing the impact of the _____.

- A) primacy effect
- B) recency effect
- C) positive frame
- D) negative frame
- E) symbolic effect

Answer: A

Diff: 1

Skill: Application

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

35) _____ stresses the benefits to be gained by using a specific product, whereas _____ stresses the benefits to be lost by not using the product.

- A) One-sided messaging; two-sided messaging
- B) Positive message framing; negative message framing
- C) The central route to persuasion; the peripheral route to persuasion
- D) The peripheral route to persuasion; the central route to persuasion
- E) Negative message framing; positive message framing

Answer: B

Diff: 3

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Analytical thinking

36) If the audience is friendly to the advertiser's products, initially favors the communicator's position, or if it is not likely to hear an opposing argument, then a _____ is most effective. If the audience is critical or unfriendly and well educated, then a _____ is likely to be more effective.

- A) positive message frame; negative message frame
- B) two-sided message; one-sided message
- C) peripheral route to persuasion; central route to persuasion
- D) negative message frame; positive message frame
- E) one-sided message; two-sided message

Answer: E

Diff: 2

Skill: Application

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

37) When the material presented first produces a greater effect than material presented later, this is known as the _____. When the material presented last produces a greater effect than material presented earlier, this is known as the _____.

- A) central route to persuasion; peripheral route to persuasion
- B) recency effect; primacy effect
- C) primacy effect; recency effect
- D) positive message framing; negative message framing
- E) peripheral route to persuasion; central route to persuasion

Answer: C

Diff: 2

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Analytical thinking

38) Consumers with _____ are less likely to consider peripheral cues, such as endorser's likeability, in processing the ad.

- A) high need for cognition
- B) low need for cognition
- C) low involvement
- D) low need for stimulation
- E) high need for stimulation

Answer: A

Diff: 2

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

39) A marketer uses a _____ when it claims product superiority for its brand over one or more explicitly named or implicitly identified competitors.

- A) comparative appeal
- B) fear appeal
- C) humor appeal
- D) negative frame
- E) timeliness appeal

Answer: A

Diff: 1

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

40) When Aleve notes that you can take two Aleve caplets all day instead of more Tylenol caplets, it is using a _____.

- A) comparative appeal
- B) fear appeal
- C) humor appeal
- D) negative frame
- E) timeliness appeal

Answer: A

Diff: 1

Skill: Application

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

41) Cigarette marketers must use _____ carefully because some research indicates the higher their intensity, the less likely they are to persuade the consumer.

- A) comparative appeal
- B) fear appeal
- C) humor appeal
- D) negative frame
- E) timeliness appeal

Answer: B

Diff: 1

Skill: Application

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

42) Fear appeals are unlikely to be effective among persons to score high on the personality variable termed _____.

- A) dogmatism
- B) promotion-focused
- C) disgust aversion
- D) need for cognition
- E) sensation seeking

Answer: E

Diff: 3

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

43) Which of the following is NOT one of the guidelines marketers should follow when using fear appeals?

- A) understand the target audience's reaction to a fear appeal and its previous experiences
- B) the boomerang effect
- C) changing behavior is a long and complex process
- D) try to achieve high levels of anxiety
- E) repeat advertising using fear appeals in moderation over the long term

Answer: D

Diff: 2

Skill: Application

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

44) A marketer uses _____ to increase the acceptance and persuasiveness of their advertising communications, resulting in their use in an estimated 80% of all ads.

- A) comparative appeals
- B) fear appeals
- C) humor appeals
- D) negative frames
- E) timeliness appeals

Answer: C

Diff: 1

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

45) Which is the most studied advertising appeal?

- A) comparative appeal
- B) fear appeal
- C) humor appeal
- D) negative frame
- E) timeliness appeal

Answer: C

Diff: 2

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

46) Which of the following is NOT true regarding humor appeals?

- A) Using humor is more appropriate for low-involvement than high-involvement products.
- B) Humor is more effective in targeting consumers that already have a positive attitude for the product.
- C) Lower sensation seekers are more receptive to humor appeals than higher sensation seekers.
- D) Humor that is relevant to the product is more effective than humor unrelated to the product.
- E) Humor attracts attention and enhances one's liking of the product advertised.

Answer: C

Diff: 2

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Analytical thinking

47) The personality trait named _____ is focused on a person's tendency to enjoy, engage or seek out amusement.

- A) need for cognition
- B) sensation seeking
- C) dogmatism
- D) innovativeness
- E) need for humor

Answer: E

Diff: 1

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

48) Which of the following is true of sex in advertising?

- A) Sexual themes in advertising encourage actual consumption behavior.
- B) More product-related thinking occurs in response to sexual appeals than to nonsexual appeals.
- C) Sexual appeals enhance message comprehension.
- D) Visual sexual elements in an ad are more likely to be processed than its verbal content.
- E) Sexual appeals positively impact the processing of message content.

Answer: D

Diff: 3

Skill: Application

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

49) The two psychological constructs that impact consumers' responses to ads that depict nudity include _____ and sensation seeking.

- A) need for cognition
- B) need for humor
- C) sexual self schema
- D) innovativeness
- E) need for drama

Answer: C

Diff: 2

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

50) During the economic downturn, companies like Chase and Bank of America used advertising appeals to help restore confidence in banks and make people feel good during the down economic times. These were examples of _____.

- A) fear appeals
- B) timeliness appeals
- C) humor appeals
- D) sexual appeals
- E) wordplay

Answer: B

Diff: 1

Skill: Application

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

51) Only through _____ can the sender of a message determine whether and how well the message was received.

- A) creative use of media
- B) specifically identifying the target market
- C) feedback
- D) the sales response
- E) receivers' facial expressions and body language

Answer: C

Diff: 2

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

52) Marketers measure their communications' _____, or whether the message was received, understood and interpreted correctly.

- A) direct effects
- B) indirect effects
- C) sales effects
- D) persuasion effects
- E) net income effects

Answer: D

Diff: 1

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

53) Marketers measure their communications' _____, or whether the messages of a given campaign have generated the sales level defined in the campaign's objectives.

- A) direct effects
- B) indirect effects
- C) sales effects
- D) persuasion effects
- E) net income effects

Answer: C

Diff: 1

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

54) _____ track bodily responses to stimuli.

- A) Physiological measures
- B) UPC codes
- C) Attitudinal measures
- D) Day-after recall tests
- E) Net income tests

Answer: A

Diff: 1

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

55) _____, which are tied to computerized cash registers, are used to track the sales effects of food and other packaged good advertising.

- A) Physiological measures
- B) UPC codes
- C) Attitudinal measures
- D) Day-after recall tests
- E) Net income tests

Answer: B

Diff: 2

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Information technology

56) Which of the following tracks the degree of attention paid to the components of viewed advertisements through monitoring electrical impulses produced by the viewer's brain?

- A) Facial EMG
- B) brain wave analysis
- C) eye-tracking
- D) attitudinal measures
- E) UPC codes

Answer: B

Diff: 1

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

57) During testing for the movie *Her*, test audiences used dials (located in their armrests) to indicate their levels of interest or disinterest during the showing of the movie. This feedback is an example of _____.

- A) physiological measures
- B) UPC codes
- C) attitudinal measures
- D) day-after recall tests
- E) net income tests

Answer: C

Diff: 2

Skill: Application

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

58) Before launching his ad campaign, Jerry asked a test group of consumers to read the ad copy and report whether they liked the message, understood the message correctly, and regarded the message as effective and persuasive using semantic-differential and Likert scales. This feedback is an example of _____.

- A) physiological measures
- B) UPC codes
- C) attitudinal measures
- D) day-after recall tests
- E) net income tests

Answer: C

Diff: 2

Skill: Application

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

59) Immediate feedback is the factor that makes _____ so effective.

- A) impersonal messages
- B) mass marketing
- C) television advertising
- D) print advertising
- E) personal selling

Answer: E

Diff: 1

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

60) In order to assess whether respondents like a message, understand it correctly, and regard it as effective and persuasive, researchers generally use _____.

- A) psychological noise
- B) interpersonal feedback
- C) perceptual defense
- D) attitudinal measures
- E) impersonal messages

Answer: D

Diff: 3

Skill: Application

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

FOOT CREAM MINI CASE: Athlete's Aid is a foot cream designed to prevent athlete's foot with once-daily application after showering. Athlete's Aid advertising features Tom Brown, a well known football player, giving a testimonial on how effectively Athlete's Aid prevents athletes foot and the terrible foot smell associated with it. These television ads are placed at the end of the advertising series immediately before kick-off in a number of important games during the football season, with the ad repeated during the rest of the game.

61) In the FOOT CREAM MINI CASE, Athlete's Aid emphasizes the use of its product to prevent athlete's foot. This is an example of _____.

- A) deceptive advertising
- B) positive message framing
- C) corrective advertising
- D) comparative advertising
- E) negative message framing

Answer: E

Diff: 3

Skill: Application

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

62) In the FOOT CREAM MINI CASE, Athlete's Aid's placement of advertisements at the end of an advertising series is an attempt to take advantage of _____.

- A) primacy effects
- B) repetition
- C) recency effects
- D) positive message framing
- E) advertising resonance

Answer: C

Diff: 2

Skill: Application

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

63) In the FOOT CREAM MINI CASE, _____ is the sender of the message.

- A) Tom Brown
- B) Tom Brown's football team
- C) the television stations that air the commercial
- D) Athlete's Aid
- E) the National Football Association

Answer: D

Diff: 2

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

64) In the FOOT CREAM MINI CASE, the Athlete's Aid commercial is an example of _____ communication.

- A) formal, interpersonal
- B) informal, interpersonal
- C) interactive, interpersonal
- D) formal, impersonal
- E) informal, impersonal

Answer: D

Diff: 2

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

HEADACHE MINI CASE: Fast Relief sells a pain killer that is especially effective on relieving headache pain. Under the slogan "If you really want to fix a problem, you have to use the right tools," Fast Relief advertising points out that while its tablets aren't as effective at relieving muscle pain as Cure-All, its leading competitor, clinical trials have shown that Fast Relief is 10 times more effective than Cure-All at relieving headaches. At the beginning of the advertising spot, a woman is shown with her eyes shut tight and her hand pressed against her forehead. Over the course of the ad, the woman's face gradually relaxes and she begins to look relieved and comfortable. Fast Relief also advertises its products by having its tablets used by actors to relieve their headaches during popular television shows.

65) In the HEADACHE MINI CASE, the woman shown in the television ad demonstrates that Fast Relief is helping relieve her headache by using _____.

- A) interpersonal communication
- B) nonverbal cues
- C) celebrity endorsement
- D) corrective communication
- E) verbal cues

Answer: B

Diff: 2

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

66) In the HEADACHE MINI CASE, by pointing out that Fast Relief is not very effective at relieving muscle pain, the company is engaging in _____.

- A) deceptive advertising
- B) two-sided advertising
- C) corrective advertising
- D) comparative advertising
- E) positive message framing

Answer: B

Diff: 2

Skill: Application

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

67) In the HEADACHE MINI CASE, Fast Relief maintains that its tablets relieve headache pain 10 times more effectively than Cure-All. This is an example of _____.

- A) deceptive advertising
- B) psychological noise
- C) corrective advertising
- D) branded entertainment
- E) positive message framing

Answer: E

Diff: 2

Skill: Application

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

68) In the HEADACHE MINI CASE, Fast Relief outlines a side-by-side comparison between its pain reliever and that of Cure-All. This is known as _____

- A) deceptive advertising
- B) psychological noise
- C) corrective advertising
- D) branded entertainment
- E) comparative advertising

Answer: E

Diff: 2

Skill: Application

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

TISSUE MINI CASE: Paper Queen is a paper goods company that has recently come out with its own line of Kleenex-like face tissues. In order to promote its new product, Paper Queen has sponsored a Friday Night Tear-Jerker movie series for the month of April on local network television stations. During March, leading up to the movie series, Paper Queen advertised the upcoming event during the same time slot on a number of competing television stations in an effort to expose even channel surfers to its advertising. After the promotions started, Paper Queen measured the success of its advertising campaign based on the number of boxes of tissues it sold.

69) In the TISSUE MINI CASE, by sponsoring the Friday Night Tear-Jerker movie series, Paper Queen was the only advertiser to air ads during the movie. By removing competitive advertising from the consumer's TV-watching environment during the movie, Paper Queen was trying to minimize _____.

- A) product placement
- B) celebrity endorsement
- C) psychological noise
- D) branded entertainment
- E) positive message framing

Answer: C

Diff: 3

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

70) In the TISSUE MINI CASE, Paper Queen's advertising campaign delivery is best described as _____ communication.

- A) formal, interpersonal
- B) informal, interpersonal
- C) interactive, interpersonal
- D) formal, impersonal
- E) informal, impersonal

Answer: D

Diff: 2

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

71) In the TISSUE MINI CASE, Paper Queen measured the effectiveness of its advertising via the _____.

- A) sleeper effect
- B) primacy effect
- C) sales effect
- D) publicity effect
- E) persuasion effect

Answer: C

Diff: 3

Skill: Application

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

72) In the TISSUE MINI CASE, the way Paper Queen measured the effectiveness of its advertising is considered _____.

- A) inferred feedback
- B) sensitive feedback
- C) direct feedback
- D) generalized feedback
- E) interpersonal feedback

Answer: A

Diff: 3

Skill: Application

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

73) In the TISSUE MINI CASE, which of the following is most likely to be used to track the sales effects of the promotional campaign?

- A) brain wave analysis
- B) attitudinal measures
- C) UPC codes
- D) Facial EMG
- E) Likert scales

Answer: C

Diff: 3

Skill: Application

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

74) Unlike informal sources, the formal communications sources are typically considered to be more credible because they have nothing to gain from the persuasive impact of the message.

Answer: FALSE

Diff: 2

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

75) The principle of redundancy suggests marketers should repeat exposures to advertising messages to overcome psychological noise and facilitate message reception.

Answer: TRUE

Diff: 2

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

76) Radio is an example of an interpersonal medium.

Answer: FALSE

Diff: 1

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

77) Newspapers and magazines are examples of print mass media.

Answer: TRUE

Diff: 1

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

78) A photograph or illustration conveys verbal messages.

Answer: FALSE

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

79) Generally, it is easier to obtain immediate feedback from interpersonal communications than impersonal communications.

Answer: TRUE

Diff: 2

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

80) When the source is well respected and highly thought of by the intended audience, the message is much more likely to be believed.

Answer: TRUE

Diff: 1

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

81) The term "traditional media" is synonymous with broadcast media and mass media.

Answer: TRUE

Diff: 2

Skill: Concept

Learning Obj: 7.2: To understand the distinctions between broadcasting and narrowcasting.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

82) Online marketers are less likely to use cookies and ratings to generate addressable advertising than offline marketers.

Answer: FALSE

Diff: 1

Skill: Application

Learning Obj: 7.2: To understand the distinctions between broadcasting and narrowcasting.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Information technology

83) Data Aggregators are limited to data from cable companies and magazine subscriptions.

Answer: FALSE

Diff: 2

Skill: Application

Learning Obj: 7.2: To understand the distinctions between broadcasting and narrowcasting.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Information technology

84) Marketers encode messages by using words, pictures, symbols, spokespersons and special channels.

Answer: TRUE

Diff: 1

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

85) Design complexity hurts attention to the brand and attitude toward the ad, whereas feature complexity enhances paying attention to the ad, its comprehensibility and attitude toward the ad.

Answer: FALSE

Diff: 3

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

86) The appropriate message framing decision depends on consumer's attitudes and characteristics as well as the product itself.

Answer: TRUE

Diff: 1

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

87) For consumers with an independent self-view (who view themselves as defined by unique characteristics), messages that stress avoidance goals (negative framing) are more convincing.

Answer: FALSE

Diff: 3

Skill: Concept

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

88) The most effective way to ensure that a promotional message stands out and is received and decoded appropriately by the target audience is through effective positioning and a unique selling proposition.

Answer: TRUE

Diff: 2

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

89) Feedback from mass communication is generally direct.

Answer: FALSE

Diff: 1

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

90) The recall of a commercial and its central theme is evidence of its attention-getting and persuasive power.

Answer: TRUE

Diff: 1

Skill: Application

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

91) Using puns or wordplay in ads decrease readership.

Answer: FALSE

Diff: 1

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

92) Among women, attention-getting comparative appeals produced inferences regarding the ads' manipulative intentions and reduced purchase likelihood.

Answer: TRUE

Diff: 3

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

93) One study discovered that a strong graphic threat message had a greater effect for a *familiar* issue than it did for an *unfamiliar* issue.

Answer: FALSE

Diff: 3

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

94) Humor does not harm the comprehension of ads, and, in some cases, it aids comprehension.

Answer: TRUE

Diff: 2

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

95) Compared with impersonal communications in mass media, a key advantage of interpersonal communications is the ability to obtain immediate feedback through verbal and nonverbal cues.

Answer: TRUE

Diff: 1

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

96) Mass communications feedback is usually inferred.

Answer: TRUE

Diff: 2

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

97) Day-after recall tests ask viewers of TV shows or listeners to radio broadcasts to respond to interview questions a day after listening to or watching a given program.

Answer: TRUE

Diff: 1

Skill: Concept

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

98) What are the advantages of interpersonal communications relative to impersonal communications?

Answer: A key advantage of interpersonal communications is the sender can gain immediate feedback through verbal and non-verbal cues. Experienced senders are attentive to the feedback and can modify their messages based on what they hear from the receivers. The sender can tailor the communication to the receiver. For example, a salesperson can tailor the sales pitch to a prospect. On the other hand, feedback is usually inferred in impersonal communications.

Diff: 2

Skill: Concept

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Written and oral communication

99) Identify strategies that marketers can use to overcome psychological noise.

Answer: Repeat exposure to the advertisement to surmount psychological noise and facilitate message reception.

Use contrast to break through the psychological noise and advertising clutter, using features within the message itself to attract additional attention.

Utilize digital technologies to monitor consumers' visits to websites, infer a person's interest from this data, and design and send customized promotional messages to that person.

Effective positioning and a unique value and selling proposition are the most effective ways to ensure that a promotional message stands out and is received and decoded appropriately by the target audience.

Diff: 3

Skill: Application

Learning Obj: 7.1: To understand the elements and persuasive capabilities of communication, as well as the barriers for effective communications.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

100) Provide an example of how data helps advertisers identify consumers and send narrowcast messages.

Answer: Examples may vary. One example from the text indicates Twitter can be used to identify Twitter users who are football fans based on whether the individual follows football teams/players/ commentators or recirculates messages from those sources. Other examples may include mobile advertising, cable advertising, or advertising from online marketing that takes advantage of cookies and GPS tracking.

Diff: 2

Skill: Application

Learning Obj: 7.2: To understand the distinctions between broadcasting and narrowcasting.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Information technology

101) What is the difference between a one-sided message and a two-sided message? When are they used?

Answer: A one-sided message is when a marketer only tells their audience the good points about their product. A two-sided message is when the company mentions the good points as well as the bad.

A one-sided message should be used if the audience is friendly, already uses the product and is not likely to hear an opposing position. A two-sided message is more appropriate if the audience is critical, educated and unfriendly and is likely to hear opposing claims. In this case, the marketer will gain credibility by acknowledging the drawbacks to their own product.

Diff: 2

Skill: Application

Learning Obj: 7.3: To understand how to design persuasive messages effectively.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

102) What are the advantages and disadvantages of using comparative advertising?

Answer: Comparative advertising is a widely used strategy in which a marketer claims product superiority for its brand over one or more explicitly named or implicitly identified competitors, either on an overall basis or on selected product attributes. It is useful for product positioning, target market selection and brand positioning, and marketers believe comparative ads exert positive effects on brand attitudes, purchase intentions and purchases. Studies found that comparative ads are capable of exerting more positive effects on brand attitudes and purchase intentions than noncomparative advertising, particularly among sophisticated consumers. Critics of comparative ads note they may assist recall of the competitor's brand at the expense of the advertised brand. Comparative ads generate greater levels of brand-evaluation involvement among men but not women; women inferred manipulative intentions and reduced purchase likelihood. Comparative ads have also led to legal action against companies by the FTC (because they have been misleading) and legal action against companies by the featured competitor (because of disputes of what is considered evidence).

Diff: 2

Skill: Application

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

103) Why is humor used so frequently in advertisements? In your response, include evidence from research studies on using humor in advertising.

Answer: Humor is believed to increase the acceptance and persuasiveness of advertising communications. Studies indicate:

1. Humor attracts attention and enhances one's liking of the product advertised.
2. Humor does not harm the comprehension of ads, and, in some cases, it aids comprehension.
3. Humor does not always increase an ad's persuasive impact or a source's credibility.
4. Humor that is relevant to the product is more effective than humor unrelated to the product.
5. Humor is more effective in ads of existing products than in ads of new products, and more effective in targeting consumers that already have a positive attitude for the product.
6. Using humor is more appropriate for advertising low-involvement than high-involvement products.
7. The effects of humorous ads vary by the audience's demographics.
8. The impact of humor is related to the receiver's personality.

Diff: 3

Skill: Concept

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Reflective thinking

104) Fear is a frequently used appeal in advertising. Talk about its intensity versus its effectiveness.

Answer: Even though fear is a commonly used appeal in marketing communications, some researchers found a negative relationship between the intensity of fear appeals and their ability to persuade. Strong fear appeals tend to be less effective than mild appeals. Strong fear appeals concerning a highly relevant topic cause the individual to experience cognitive dissonance, which will be resolved either by rejecting the practice, or rejecting the message. Therefore, marketers should use reasonable but not extreme fear appeals and also recognize that fear appeals are not always appropriate.

Diff: 2

Skill: Application

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

105) What guidelines should a marketer following when using fear appeals in advertising?

Answer:

1. Understand the target audience's reaction to a fear appeal, as well as its previous experiences.
2. The boomerang effect: When some persons are exposed to a fear appeal that encourages them to eliminate a strong habit, such as smoking, they may feel angry and resentful and immediately reach for a cigarette, in defiance.
3. Changing behavior is a long and complex process. Therefore, persons in different stages of this task react differently to fear appeals.
4. Study the extent to which the fear appeal encourages people to take action but without arousing too much anxiety, because high levels of anxiety may cause people to reject the message or avoid it altogether.
5. Determine whether to use a rational or emotional fear appeal.
6. Over the long term, advertising using fear appeals must be repeated. On the other hand, repeating these messages too often may reduce their credibility.
7. Some addicts may not respond to fear appeals.
8. Consider alternatives to fear appeals.
9. Consider the ethics of using fear in advertising.

Diff: 3

Skill: Application

Learning Obj: 7.4: To understand the effectiveness and limitations of prominent advertising appeals.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

106) How do mass media senders infer feedback from their messages?

Answer: Mass communications feedback is inferred from the resulting action (or inaction) of the targeted audience. Receivers buy (or do not buy) the advertised product; they renew (or do not renew) their magazine subscriptions; they vote (or do not vote) for the political candidate.

Marketers may also measure customer satisfaction or dissatisfaction with a product purchase.

Diff: 2

Skill: Application

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge

107) How do marketers assess the effects of mass communications?

Answer: A widely used method of measuring the sales effects of food and other packaged goods advertising is based on the Universal Product Code (UPC), which is tied to computerized cash registers. Supermarket scanner data can be combined with data from other sources (e.g., media and promotional information) to measure the correlation between advertisements, special promotions, and sales.

Physiological measures (eye tracking, brain wave analysis, Facial EMG) track bodily responses to stimuli.

Attitudinal measures gauge consumers' cognitive responses to messages, including their levels of engagement and involvement with the messages tested.

Recall and recognition measures, including day-after recall tests, are used to capture whether the audience remembered seeing the ad and what they remember.

Diff: 2

Skill: Application

Learning Obj: 7.5: To understand how to measure the effectiveness of advertising messages.

Learning Outcome: 9: Discuss the techniques marketers use to change consumers' attitudes

AACSB: Application of knowledge