



**CHANGING ATTITUDES AND BEHAVIOR OF CONSUMERS WITH
MARKETING COMMUNICATION**

Thesis

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<p>Abstract</p> <p>This thesis focuses on finding out how to change consumer attitudes and on examining consumer behavior. Marketing communication is a wide concept and its tools are used to persuade the consumers. Companies need these tools for building and maintaining customer loyalty. In this thesis, persuasion is examined as a specific tool for conveying an organization's message to consumers.</p> <p>The study was carried out by reviewing secondary data and the compilations of research articles. In the work, it has been endeavored to present the findings coherently and concisely. The source material was taken from 10 books on marketing management. Most of the books were published between the years 2000 and 2008 and were chosen based on the central issue of the thesis, which was to examine how marketing communication influences consumer behavior. Some of the books were chosen on the recommendation of the supervising teachers.</p> <p>The results of the study show that the most effective tool of marketing communication is the personal interaction with consumers. Furthermore, the most important tool for changing the consumer attitudes is personal sales promotion. Persuasion is another important factor but should be used in a positive way. The results also revealed that the consumer's social environment plays an important role in changing the attitudes.</p> <p>The marketers should use persuasive communication, which is critical in marketing, but they should be able to recognize the difference between persuasion and pressure. It is of essential importance for the successful operations of a company to introduce the proper use of persuasive communication in order to influence the consumers who might change their attitudes towards the company's goods and services.</p>		
<p>Keywords</p> <p>Attitudes, persuasion, consumer behavior, attribute, coercion,</p>		
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1 INTRODUCTION

It is obvious that changing attitudes and the behavior of customers cannot be correctly outlined within this study, without pinpointing the important concepts of marketing communications. Therefore, this study has been divided into two parts, after the introduction followed by the opening part which is chapter two will detail the general concepts, a brief history of marketing, the meaning of marketing, marketing economics basic phenomenon and marketing communications promotional mix, influences of media within communications, opinions, leaders, formers of general concepts, to clearly indicate their importance on changing attitudes. In chapter three, it is clearly followed studies that facilitate the theory of changing attitudes. With marketing communications changing attitudes can either be maintained or changed. Therefore emphasizing the studies that play an important role in these changing attitudes and the behavior of consumers would help build understanding in readers on how to manage changing attitudes. It is through marketing communications that consumers are informed about an organization's offerings (brand) and subsequently established attitudes, "and it is through the use of the tools of the promotional mix that brands can be sustained" (Fill 2002, 80). This thesis mentions to studies that influence consumer behavior and attitudes to emphasis their importance on the subject.

The second part of the thesis which consists of chapter four focuses more on the interest of the writer towards the subject. Changing attitudes and behavior with marketing communications has been the center of the theme. In this chapter, issues such as, attitudes definition, components, brand, pricing, compensatory and non compensatory models, customers behavior, and how attribute helps to differentiate between attitude and brand position. Persuasive influences on changing attitudes and the behavior of customers are discussed, followed the definition of attitudes and a case study supporting the writer's position. Another notable emphasis in this chapter is that of the consumer social environmental influences on changing attitudes. Other writers in the field indicate that understanding the consumer's cultural differences shed light on changing attitudes. Consumer behavior will be discussed; low and high-involvement in decision making is explained. Chapter five emphasizes persuasion as an attraction tool to attitudes change, whereby the minds of consumers are been drawn to organizational offerings due to persuasive messages. Like

what Richard M. Perloff says “In Those people who are persuaders possess the ability of being tough in talking, strongly stating their position, hitting people over the head with persuasive arguments and pushing the deal to a win situation”. This chapter, discusses the issue of persuasive messages as included in my case study tells us how persuaders are willing to go to extremes to captured individuals interest. People’s minds according to Perloff cannot just change as if with a switch. It actively involves the receiver of the messages, consists of steps and takes a considerable amount of time for persuasion. In this chapter, the definitions of persuasion are discussed and persuasion as a symbolic process. The definition of both the concepts of persuasion versus coercion and their differences are clearly explained. According to my research sometimes people use coercion on intentionally. Persuasion can be either good or bad it all depends on which contexts the individuals want use it in. Persuasion today is represented in different forms for various reasons, politicians use it to campaign for citizens’ vote, society such as cults with their charismatic leaders to convey messages that captured and control individual mind. An example if persuasion is used to convince the audience to believe everything they are told by marketers, you cannot call that a good use. The goal of such use is to control the actions of their followers. People want to rely on what they are told since it is impossible to know everything yourself so as a result they want to rely on what they are told. But that is a broad topic that could be suitable for others to continue as the space given did not permit me to expand on my findings.

The last parts of the thesis consist of the conclusion, which is chapter six, the writer’s overall comments on what was found. The whole focus is on the customers and the organization’s point of view, therefore the conclusion is strictly aimed at those causes. The general aspect, brief histories of marketing management, consumer behavior, channel decision, culture and marketing communications tools are used to emphasize detailed about the topic, because without a deeper understanding of what has been said, a clear picture of this study will be hard to paint. The world at large cannot do without marketing and marketing has been around since there was supply and demand. Proper management functions in organizations are also tools to profitability and increase shares. Great marketers try to portray the image of their organizations offerings to gain consumers’ willingness and positioning the products of his organization high above his competitors. Marketing company such as Nike, HP, Tommy Hilfiger and Polo Ralph Lauren have over the years positioning their

brands so much that they have no need to use coercion rather than positive persuasion is, since only their product logos captured their consumer's attention.

2 BRIEF HISTORY OF MARKETING

Marketing is a relatively new management. However, it argues that it has been around for decades. Whereas some argued that marketing has been in existence wherever there have been buyers and sellers meaning there must be a market. For decades most of marketing theories are economics based phenomenon. It is now argued that, marketing represented 21st century phenomenon, despite the long and clear marketing process that has been in existence for decades. The first marketing courses began in an American University and most of the course model where base on economics, was around the turn of the century. Economics remain the basis where marketing originate and emerged essentially as applied economics. Even the fundamentals of marketing are that of economics concepts such as profit maximization, utilities, exchange relationship etc. Inasmuch as economics centre of study is how societies choose to employed scarce production resource and distribute them for consumption. Where does marketing come into play with economics production and distribution chiefly concerned? According to McCarthy and Shapiro (1983) “consumer satisfaction is premised on four of economics utilities namely, form, time, place and possession”. Marketing however, provides the latter three kinds of utilities, while form utilities fall into the domain of manufacturing. The situation remains, marketers still solicit heavily from economics in preparing their own theories and applications. What differentiates marketing from economics is the central study of market? These studies include the following which are consumer satisfaction, marketing strategy and consumer behavior. Despite these revolutions, economies affect and influence marketing decision making directly, because through economics comes the concepts of supply and demand and price elasticity. In tables 1 and 2, the role marketing plays in solving economic problems and the specific areas of marketing disciplines. (Baker 2000.1-2, 63-66).

Table 1. Economic utilities and marketing (Baker 2000,64).

<i>Fundamental economic problems</i>		
	<i>Production</i>	<i>Distribution</i>
Manufacturing	Form	XXX
Marketing	XXX	Time, place, possession

Table 2. Contracting economics and marketing (Baker 2000, 66).

	<i>Marketing</i>	<i>Economics</i>
Factors of production	Little attention	Beginning point
Goals	Meet needs	Allocate resources
Success criteria	Marketer's needs met	Efficiency and fairness in allocation
Desired form of Competition	Monopolistic competition	Perfect competition
Unit of analysis	Exchange	Aggregation of buyers and sellers

How readers should be able to recognize the different scope and nature of marketing from other related theories. A brief definition would make readers wonder would this give the whole picture about the subject. Obviously an academic can either support or denounce the theory of marketing and must be able to support his position. At this point, one should state that there has never been any lack of marketing definitions, to support my findings however, this thesis discusses only few. What is clear though is that marketing definition tends to create about two opposite points. In one side of the spectrum, are those who come to have knowledge about marketing as a philosophy of business or commonly known as "state of mind" and on the other hand are those that think of it as managerial function for specific duties in comparison to production, finance or human resource management. (Baker 2000, 16-18).

As the division of marketing definition continues, to shake up some thoughts on this rift, it is now time to emphasize what the true essence of marketing is about. Marketing is an economic process that to satisfied exchange relationship and development. The balance between supply and demand has been a fundamental element in the development of this commercial exchange process. This has been another phenomenon which helps us understand the roots of marketing. As said earlier, marketing can be seen as part of economics, as most of marketing theories and concepts are related to economics. Researchers on marketing tell us that there are three major phases in the progress of modern marketing concepts namely: as they (marketing researchers) state the emergence of the mass market ca (1850), the expression of thoughts of the modern marketing concept ca (1960) and the transition upon which emphasis of the relationship transaction was discovered in ca (1990). These are broadly and explicitly analyzed concepts in detail in accordance with marketing findings but this project was limited to concentrate on the topic. Ar-

guably, one might also find in those concepts theories that do not meet certain economic region marketing specifications. In spite of the enthusiasm of their research, in principal simply it because marketing processes change overtime and as how best it suits a region or county. The question now remains are marketing a philosophy or function as argued in the review? (Baker 2000, 1- 2).

2.1 Exchanging relationship and economic growth

Centuries ago scarcity could already be seen back in that ancient human era. Scarcity did not only exist among the homeless and poor but threatened even the well-off and even the most advance industrial societies. Scarcity is not only a historical issue but exists even our present times. Human wants (needs) are so immense that, one could question neither if at all scarcity can be overcome (Baker 2000, 2).

According to Abraham Maslow, (1943) he argued that “wants and needs are separated with the fact that wants is for early use while needs are our present requirement of consumption”. In his book on hierarchy of human needs, his thesis makes clear that the nature of marketing should start with satisfying human needs. An Individual’s needs are based on a foundation of physiological need, through self-determination. The figure below provides more explanations;

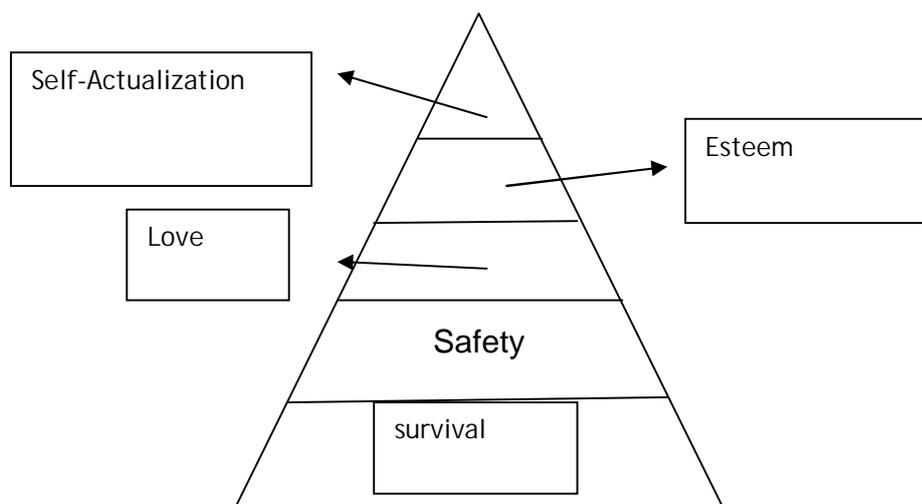


Figure 1. Maslow's hierarchy of human needs (Baker 2000, 2).

In figure 1 one could see the sequence of arrival of human needs through the layers. It is clear that human beings consider their safety, love as exchange and self

esteem as core standardization requirements that must be met. Maslow centres those principles in his figures specifically to indicate the core of human needs satisfy. Human needs must be satisfied from lowest to the highest level and scarcity itself will only stop once every human being has highest level. Consumer needs provide new opportunities for suppliers to develop, and to produce better products than existing commodities. Anticipating the scarce resources and time to satisfy and select products at a particular time, is an enormous challenge in determining these factors. The marketing concepts of needs and wants of individuals facilitate this process. In figure 2 a clear explanation as to how marketing concepts works in satisfying human needs, from a lower level of subsistence through identified stages of modern post-industrial stage. From one stage to another key events show the link between exchange transition concepts. According to Baker (2000) "Beyond a certain point each additional unit of any goods or services become worth progressively less and less to its owner" (Baker 2000, 2- 4)

One could understand how marketing was found under economics. As a result, marketing concepts are used to facilitate exchange transition between supplier and consumer and aim at satisfying human needs. What we have now learnt has heightened our understanding that in an exchange relationship only marketing concepts are used to facilitate these transitions (Baker 2000, 5).

2.2 Principles of exchanges relationship

As we already learnt that marketing concepts facilitate the exchange transition between supplier and consumer and here we detail how the process between the supplier and the consumer exchange transaction occurs in the form of principles. The core concept of marketing is the process of obtaining a desired product from someone by offering something in return. Before this exchange there are certain principles both owner referred to as supplier and consumer (Kotler & Keller 2006, 24).

Firstly, each exchange process must consist of two or more persons, whereby there is an owner/ producer and a consumer of any sort. Although online sales can argue

this phenomenon, because in most cases as far as online marketing is concerned, a consumer could transact a whole business without any face to face contact with supplier. Secondly in an exchange every party has something of value to offer the other party. In other words the consumer has cash or equivalent and the supplier has a product. Thirdly, an exchange requires viable communication between both parties before actually delivery follows. The need for language or verbal communication is not of absolute necessity here. If the two parties are unable to communicate, there are both in real world of marketing are require to hire translator as a proper functionary mention. Fourthly, exchanges offers are not mandatory, each party is free to accept or reject. In the fourth principles proper communication will prevent a great number of unwanted issues between the transactions, even though despite the proper communication parties are still free to accept or reject an offer. Finally A market or meeting place must be provided and there should be a desire from each party that sees the need to deal with other party (kotler & Keller 2006. 6-7).

Additionally in an exchange choice are improve value added and human satisfaction are increased in an exchange. Exchange parties are commercially free agents that must feel that they are benefiting from the exchange; from this explanation marketing definition with mutually satisfying exchanges relationship is derived. In an exchange, consumption task specialization and division of labor are greatly increase by volume of goods demanded. Obviously when this kind of increase takes place supply increases, improvement in supply result and the standard of living will improve no matter what the population increase might be. In an exchange the need for intermediaries' services are required and focus on productions to meet with growing demand. And when the standard of living is improved in a society, it leads to stabilization of population growth and an absolute market growth (Baker 2000, 6-7).

2.3 The rediscovery of marketing

The middle of the twentieth century was when a greater number of people started to see market and marketing emerged. It was the then professor Ted Levitt who published an article titled "Marketing myopia" emphasizing why after a successful growth into business suddenly industries and company decline. In the year 1950's Levitt lamented of American highly respected railway the industrial decline, because of failure to see the challenge as an opportunity for growth. The invention of the combustion engine led to automotive building in the twentieth century, which has out lashed the America railway industry. Commuters however, see that with their cars there is door to door drop transport compared to train transport only to railway stations. Then ford perceived this market opportunity to invent mass production of motor cars at lower cost to match increased demand (Baker 2000. 7).

What American railway should have done? Focus on sophistication and the reliability kind of transportation. Bearing in mind those consumers had switched from old to new kind of transportation for the moment. Yet if the American railway management creates new strategies or more convenient transportation consumers are willing to switch. The railway company should have joined the automobile industry for possible new invention to avoid failure but their poor marketing strategies lead them into failure. Improved or modern railway lines, lower ticket prices and better management strategies should have been tools to avert the railway company from failure, therefore in business competitors, challenges should not be seen as threat but as a way to improved on your line of business and captured consumers needs (Baker 2000, 7- 8).

3 MARKETING COMMUNICATION IN BRIEF

The involvement of stake holders that range from small to big that contribute to an organization, government institutions, charitable, educational and other non profitable organizations, has promoted the need for communication. The need for shared meaning is what communication stands for otherwise communication without meaning will not be able to capture its audience. That is why organizations communicate in order to facilitate or coordinate the goods and services of their business activities. The thousands of products or offerings that these organizations provide create additional needs to communicate with consumers you and I. Marketing communication however, is the source of interest that lets consumers understand the value of the goods and services they are dealing with. Through a participant, information is transmitted which is decoded. It is better for a consumer to understand the density of the transmission process of overall marketing communication messages. Understanding the communication process audiences are more likely to enter into a dialogue with firms. Wilbur Schramm in 1955 developed the linear model of communication what is now known as mass communications. He stated that there are seven linear model of communication namely: source, encoding, signal, decoding, receiver, feedback and noise. Let us look at figure 1:2 below to better understand what is all about linear model of communication. (Fill 2005, xxvi, 7,8)

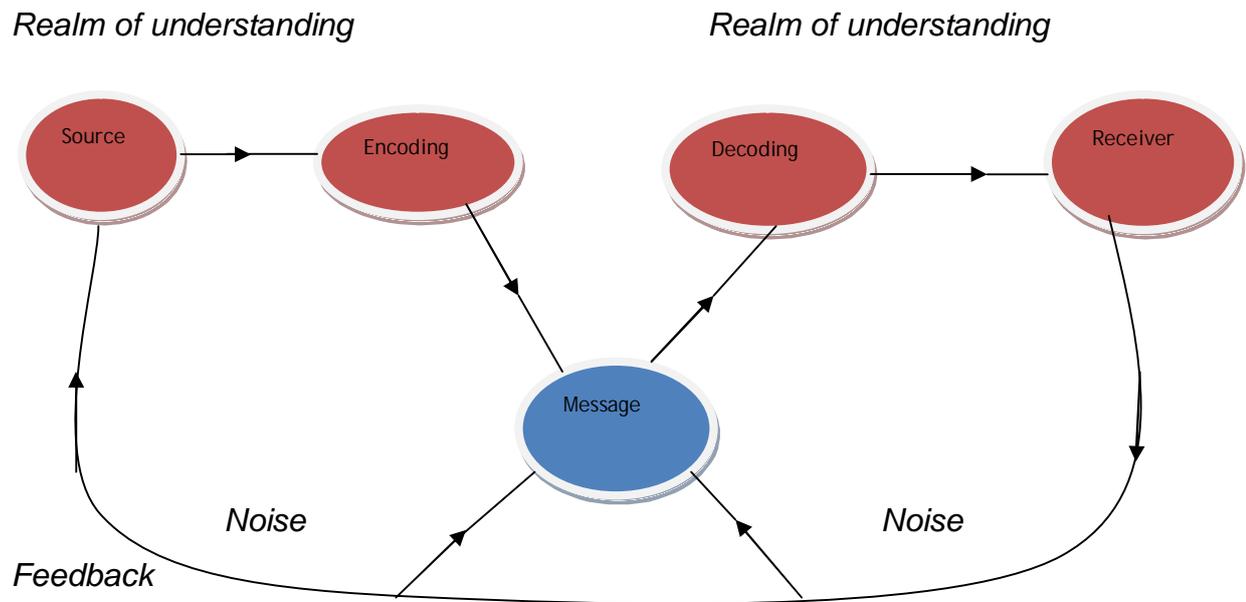


Figure 2. A linear model of communication (Based on Schramm (1955) and Shannon and Weaver (1962), (Fill 2005, 37).

Let us briefly discuss learner models of communication one by one which emphasizes more of transmission of information/messages.

a) Source/encoding

Simply means messages are sent through persons or organizations, please note also that messages could either be photos or symbols for as long as it represents the message to be transmitted. The process is called encoding in communications industry. Since the purpose of the source is for the receiver to be able to understand the message that was sent. In most cases source/encoding often break down and there are various reasons why these type of failures occur. One of the reasons is failure to understand the environmental impact of the message to the receiver level of interpretation. Omitting the level at which the consumer might understand the message that was sent, in this case, receiver misapprehension and mix-up comes about as a result of inappropriate messages owing to his level of education easily cause miscomprehension. To avoid double cost meaning spending on messages that not all the required target group are able to interpret, it is advisable for organizations to focus first on marketing research before messages are created. In as much that every target audience is catered for, since in any communication message source is very important. Most consumers when they receive messages

they do not understand, they turn blind eyes until their interest is addressed. Sales representatives with proper training and knowledge are more likely perceived as credible and bring about success to its organization. One on one communication is required to be trustworthy as most target groups do not have any other source of acquiring information about a product but rely solely on the sales representative messages. Source however is not just the generator of detached messages, but part of the communication process itself. Let us bear in mind that we communicate especially when dealing with consumers to persuade interest into what organizations have to offer, therefore a sales person should be physically attractive to attract consumers. The use of celebrities and spokespersons are comparable to that of a sales representation for organization image. Spokesperson by means of presenting a better conviction, mixers, great expertise is seen as absolute facilitators in communication between consumers and organizations. Should be able to believe themselves represent as credible source of information, closer to decision-making body dressed in “white coat” image portrayal refer to a spokesperson. (Fill 2005, 36-38).

b) Signal

For as long as transmission messages are able to be encoded and put into a form for receiver, messages are verbal or non-verbal, symbolic and or sign. The receiver then decodes the message to understand its exact meaning. When messages are transmitted between source and to the receiver the signal channel is what is meant by this category. Signal messages can also be “word of mouth”, (Wom) personal and non personal forms of communication. “What differentiates between personal and non personal messages is non-personal messages are used through media, radio, and internet, whereas personal message are directly from a person which in most cases are more persuasive”. Consumer owned the right to ask questions and most likely answers are provided owing to the personal natured involve in this type of messaging. Personal forms of delivering messages let the personnel to easily adjust to suit the “selling environment”. Media communication or messaging on the other hand has no flexibility because non-personal message have be designed, and produced in advance before the actual transmission. Word of mouth (Wom) form of communication enriches and assists communication easily “leaders/formers and members of target audience all influence each other”. (Fill 2005, 38,39,46).

c) Decoding/receiver

For a consumer capable to receive and understand a message it most initially decodes the contents. Receiver level of understand influences this process a lot as both message source and receiver values are shown. Decoding messages likewise influences the more the receiver is familiar with source the more likely communication become easier and consumer interests are satisfied (Fill 2005, 39).

d) Feedback/response

This process constitutes after receiving the message, hearing or reading and understands it contents, a later study is followed as feedback which require response thereby an organization uses it to enhance their image. Let us take for instance our normal daily purchasing power. Nearly all organizations either we are seen as big or small consumers or they often require feedback about their produce or organization as a whole. All organizations/firms are obliged to mandatory improvement, therefore feedback/response is seeing as a form of support towards enhancement. Feedback is a major source of marketing communication. Marketing communication is not just an answer of if messages have been received but also are the target messages being received. To avoid wasting resources, a suitable "feedback system" should be set in place to note the source. If this is not avoided it represents "inefficient and ineffective marketing communications". For a quality communication to be developed, feedback evolution is very necessary. Until feedback is evaluated no judgment should be made. There are "instantaneous feedbacks" carried out by personal selling, this includes questioning or signing an order form. For an acceptable and appropriate response is to be given, feedback message decoding must be accurate. It is much more difficult to obtain media channel feedback due to the delay in time that is involved. Feedback is normal delayed but there are exceptions which are overnight rating by media broadcaster. Some broadcasters believe that the only successful communication is sales. There are many other factors that often affect sales level, these are price, previous marketing communication messages, opinion leaders or friends as the case maybe, poor competitors and government

regulations. In the case of direct marketing, feedback is determined; otherwise organizations should use other forms of communications to urge success into their businesses. Rate of consumer inquires the number of store visits and the level of consumer attitude change towards organization offerings. Marketers should bear in mind that interpersonal communications is easier to judge than mass media communications. (Fill 2005, 41).

e) Noise

Another factor that often has to be recognized but has a profoundly negative effect upon communication is noise. In (1977) according to Mallen, he stated that “there will always be some noise present in all communications”. Organizational management should be able to keep a low level of noise before their communication is extended to consumers. Noise in communications mostly happens when the receiver is deprived of receiving messages; it may either be by “physical or cognitive factors”. When this occurs, it often is caused by failure to match the messages source and receivers “realms of understanding”. Physical distraction by anybody around and when that noise does enter the system it will automatically disturb the messages accuracy. This kind of disturbance occurs when a consumer is on the phone with organization personal and suddenly someone enters the room where the consumer is that noise caused by the person is called physical distraction. Precisely distractions, not all are noise some are caused by venues of marketing possibility. But this text does not use this approach as an adaptive measure, but focuses on disturbance of noise with communication. (Fill 2005, 41-42).

f) Realms of understanding

Prior to this concept was introduced “realms of understanding” The concept emphasizes the importance that lays in communication when the source and the receiver understand each other precisely. The greatest advantage of an organization is to understand their consumer attitudes, behaviors and experiences making the communication more valuable. It will create a more effective communication process simply because there is clear understanding between the source and the receiver. It is not how much cash organizations spend in advertisement but is how many audiences are able to decode the message and understand its contents. For

an organization to spend less time and money, it is recommended that they spend more time in understanding their receiver, in order to construct messages that will be easily decoded and understood. Knowing your target audience is a form of learning and it an important tool in marketing communication. (Fill 2005, 42).

3.1 Communication influences

To continue more on marketing communication a brief history will help our understanding of the subject matters. Marketing communication is about learning, knowing, the perception of consumers which then constitutes a formidable basis messages to suit their interests through organizations offerings. Probably, there is no single model of communication that is capable of carrying out the entire process. Now let us continue with two more concepts for consideration let us familiarize ourselves with people influences on communication and media conveyance of information. (Fill 2005, 42).

1) The influences of media within the communication process

Organization are often faced with constraints with it target audiences, is caused because audiences are slow with their response. As a result of the advancement of human society which has led the invention of technology, it is possible for organization to communicate with consumers electronically. This form of communication has made it possible for organizations enquire to receive responses instantly. Either web-base or digital technologies have pushed marketing communication immensely. As the technology advances, and consumer willingness to match with organizations communication models increase, then the full extent of new technology will be realized. Organizations will need to know what consumers need and, promote new communication strategies and real conversation. Let us not despise the traditional methods of communication but they can causes delays. Whereas the greatest advantage of the new technological form of communication is that the circumstance in which marketing communications happen is “redefined”. Again traditional forms of communication are based on where audiences pass through to recognize. The 21st century indirect advertising is at consumers convenient. Whereas direct advertising is where consumer personal email addresses are obtained, mail is then sent direct-

ly into their email account for marketing purposes. For century's information sharing was done by birds, and slow form, nowadays messages are sent only with their specific "equipments facilitating the communication exchange". With the right kind of marketing communication messages at the right time in the right environment, organization "managerial performance" will likewise improve. (Fill 2005, 42- 44, 260).

2) The influence of people on the communication process

As the name implies human-beings is the center of marketing communication between one another. But yet there are three types of communication flow in this text. Namely one-step model, two-step model and multi-step model of communications. The one step-model is described first. Let us assume for instance that messages have been researched and properly created by an organization for its target audiences, it has become like a throwing stone the moment the organization released it will went straight to it target audiences. When the messages are sent, it left with target audiences' individual decision to response. By varying the messages type and media cable used organizations can communicate with different target audiences. There are criticisms made against the one step model of communication as a result of its sweeping messages. In fact this model of communication behavior is sharply different from a traditional or generally accepted standard. Below figure 3. indicate how one-step model of communication works (Fill 2005, 44).

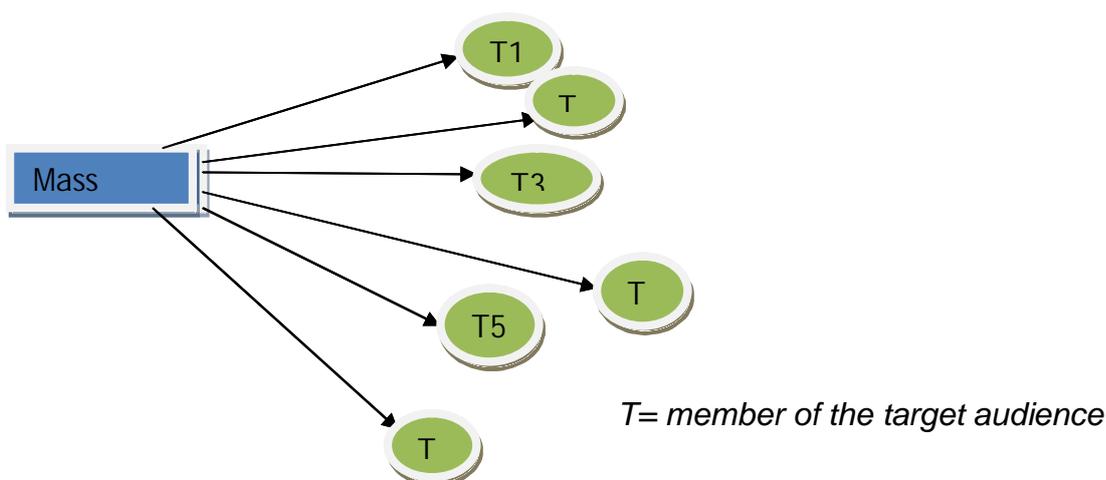
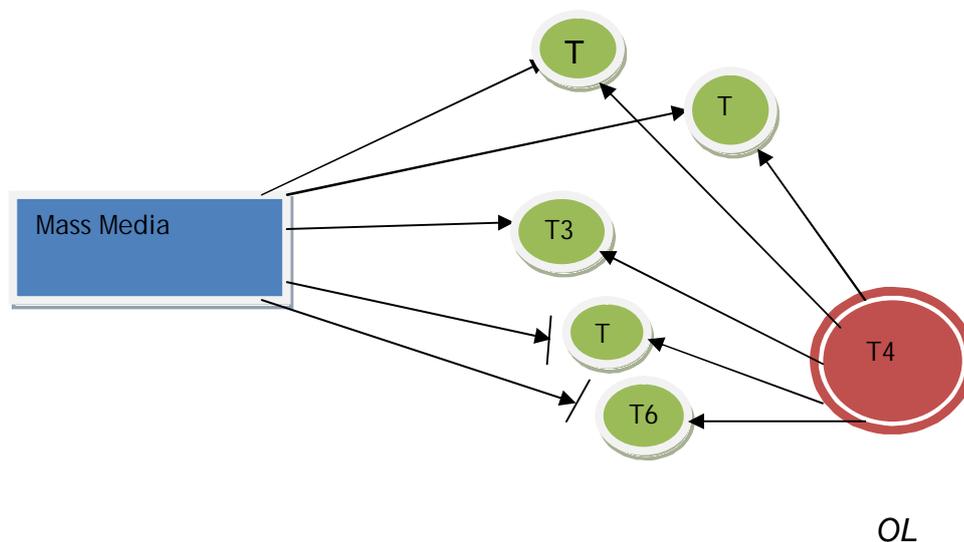


Figure 3. One step model of communication from Hoffman and Novak (1969) (Fill 2005, 45).

3.2 Two-step model of communication

The two-step model of communication as the name implies consists of messages from media cable to a certain type of people such as “opinion leader and opinion formers” these are the kinds of people that some target audience depend on for an organizations messages. These opinion leaders not only reach target audiences with organization messages but also pioneer to those that did not receive messages at all. For instance a marketer chosen by a TV cable network to present marketing thoughts has acquired the quality of opinion former and will automatically influence potential marketers. In the figure below you can see the role of opinion leaders where through them “target 5 and 6 are not expose to the original messages” but gain access to the message through their opinion leaders. Opinion leaders simply reinforce and the message source provider for those target audiences that do not have access to the original marketing messages. Marketing messages are not about mass media delivery but is about interpretation, understanding and persuading potential consumers. However, in the two-step model media cable do not have direct personal access to audience only deliver through TV channels, whereas opinion leaders serve as suitable influence to left out target audiences, either their message prevention is caused by noise or other factors (Fill 200 , 46).



Message prevented from

Reaching T5 and T6 (e.g. noise) OL = opinion leader

Figure 4. Two-step model of communication. (Fill 2005, 46).

3.3 Multi-step flow of communications

In this model everybody both consumers and media are actively involved in conveying communication messages between each other. Two-step model resembles that of network communication process. In this model word-of-mouth communication can be seen, which also suggests that opinion leaders/ formers and target audience all influence each other. Practical communication success is based on active interaction which in this text word of mouth plays a great role. In the two step model opinion leaders are not the only source of messages other target audience likewise share messages to those unable to received direct messages. The purchasing decision of consumers is supported by word-of-mouth recommendations. (Berkman and Gilson 1986) I quote “In comparison to advertising messages, word of mouth communications are more robust”. (Fill 2005 ,47-48).

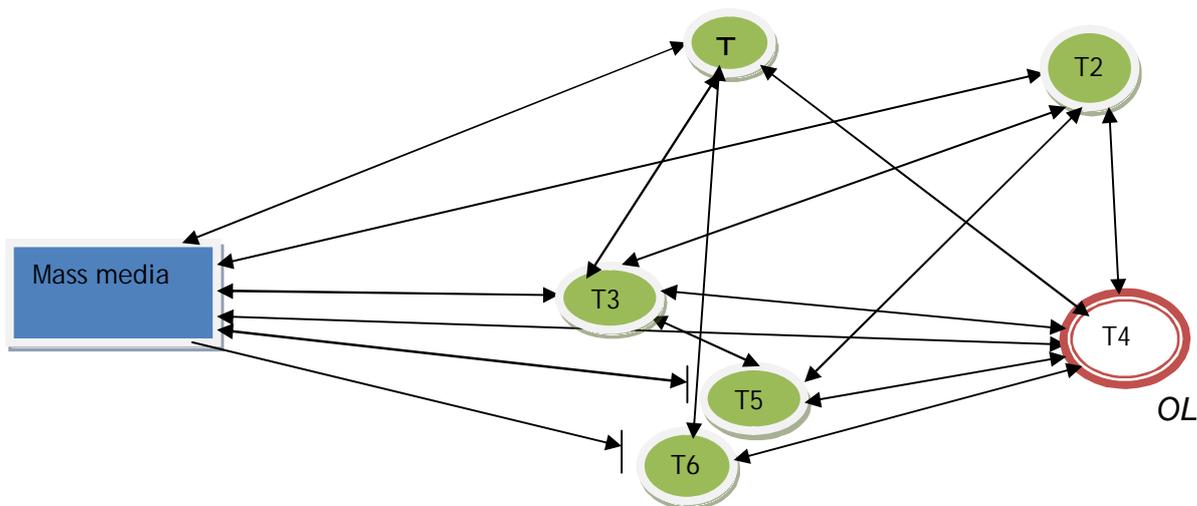


Figure 5. Multi-step model of communication (Fill 2005, 47).

According to Stokes and Lomax (2002), they define “word-of-mouth communication as ‘interpersonal communication regarding products or services where the receiver regards the communicator as impartial’”. Organizations used word of mouth to differentiate their product from others. Consumers are more active in defending their product, sharing product experiences, services offered even if there is resemblance with what their colleagues could explored. With word of mouth communication means when a colleague talked you into appreciating a product, has what we called

in business output and there are four kinds namely: product involvement, self involvement, other involvement and message involvement but we can elaborate more about the point of thesis. Most consumers to up risk of speaking about product brand that is why many organizations considered word of mouth as communication point. Three kind of word of mouth messaging endorsement these are promoters, passively satisfied and detractors. Marketing researchers have said that there is a growth with active consumer promoters (Reichheld 2003). Please note that opinion leaders, formers and followers are all communication volunteers that served outside organization operations (Fill 2005, 49).

Opinion leaders

Are sometimes more persuasive than mass media because they could exert influence directly on audiences. (Katz and Lazearfeld 1955). According to Roger (1962), "These opinion leaders tend to be of the same social class as non-leaders but may enjoy a high social status within the group". Generally they have access to knowledge, are involved with the product quality greatly, and are full of confidence as influencer but are not experts. Uses very well advertising modus operandi and all their comment about the product are positive (Fill 2005, 49-50).

Opinion formers

Through their association with the object of the communication process, and their academic status they are able to put forth personal influence into an organizations messages. Compared to opinion leaders, opinion formers base their messages on expertise and see criticisms as opportunity for a change not as threat. In the TV broadcasting service programmed, the actors are the reports whom gain access to first hand information process and then release live on TV for viewers. Opinion formers credibility is vital for communication effectiveness as they are able to be identified and sent appropriate messages (Fill 2005, 50-51).

Opinion followers

The majority of consumers are classified as opinion followers. They receive messages via media cable and are often influenced by both opinion leaders and for-

mers. Most consumers trust to received information from people they believe are well informed while others rely on the mess media for information gathering. Despite their reliance, opinion followers also process information independently when responding to marketing stimuli. Either opinion leaders or formers are active communication influencers or conversationalists (Fill 2005, 52).

3.4 Meaning of Marketing Communication

According to Chris Fill you can define marketing communication as “a management process through which an organization engages with its various audiences”. With marketing communication firms develop and present messages that help create understanding between audiences, stakeholders different. Aspects of attitudinal and behavior change are encouraged with the value of messages conveyed. The thesis bases it topics on marketing communication, where persuasion is seen as another method for consumers changing attitudes and behaviors’. These attitude changes are triggered mostly with significant and influencer communication messages. Either the forms of messages are direct, emotional or intellectual but should be heard, understood and by target audiences. By definition, it is clear that promotional messages are all used to persuade audience into organization offerings. To inform and persuade consumers into understanding an organization is an important aspect of communication effort. The new approach in direct marketing which encourages one to one communication is a form of shifting from mass media to personal marketing communication. The meaning and interpretation of messages are impacts by marketing communications mix. It has the ability to understand and convey messages within different environments in a powerful framework. Overall target audience centered activity is the role played by marketing communication, since it can engage audiences with one-way, or two-way yet dialogue communications are used. There are five principal of marketing communication mix or tools traditionally used and these are advertising, sales promotion, personal selling, public relations and direct marketing. Furthermore, there is internet medium and media in order to convey messages to target audiences’ and organizations need to buy time and space for their message delivery. According to Christ Fill, “Distinct mixes are business-to-consumer (b2c) and business-to-business (b2b) audiences”. Personal selling therefore represents b2b whereas sales promotion regards as b2c marketing but all aim conveying messages to target audiences (Fill 2005, 8, 16-17, xxv).

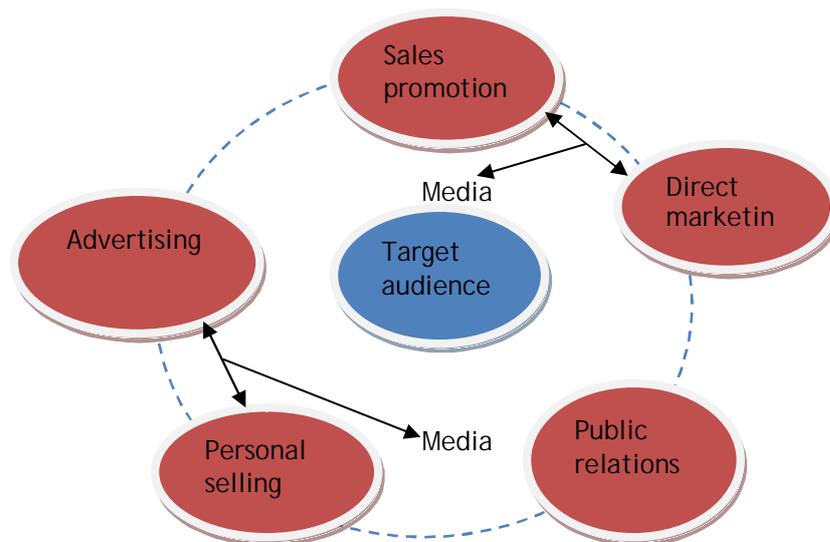


Figure 6. The tools and position of the marketing communications mix (Fill 2000 ,16).

3.5 The marketing communication tools

In order to communicate with target audiences, marketing communication mixes are needed intensely. In addition to these tools there is media channel or other means by which marketing communication messages are put across. Readers should not be burdened by the used of communication tools and promotional mix all carries the same meaning. Despite the fact that each part of the promotional mix has models of communication tool that is why they are called marketing communication tools collectively. The media and marketing communication mix both seek to achieve different goals. There are five marketing communication tools as figure 1:6 shown but one by one they will be explained. The emergence of internet and digital technologies has enhanced the responsibility not only of the organization communication but also of the receiver. Through the new forms of communications, there have been major changes in the way organizations communicate with their target audience. This new technology has fostered a push to different media nowadays. It is referred to as “media fragmentation” which has led organizations to improve with their communicational mix to reach out to target audiences effectively. Greater numbers of organizations nowadays deliver messages through public relations about organization and brands. Mass media communication has given way to more developed highly promotional activities with direct market influence. These days “jargon com-

munication through-the-line and below-the-line” are used much nowadays. There has been a shift in communication from intervention-base to marketing communications that seek consumers with less brand interest. It a kind of communication that has impact through online, direct marketing and personal selling (Fill 2005, 20-21).

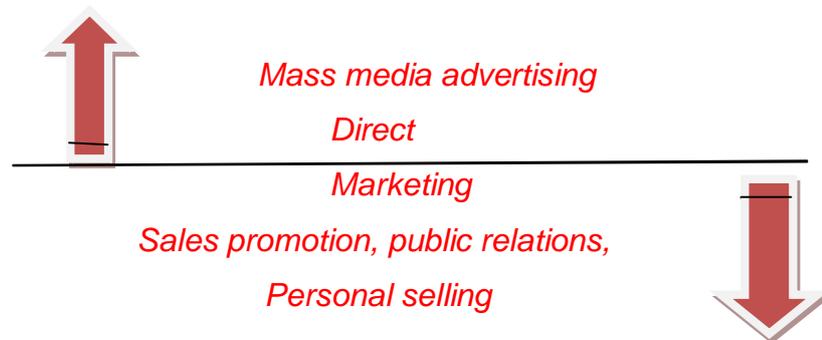


Figure 7. Above and below-the-line communications (Fill 2005, 21).

1) Advertising

Unlike other marketing communication tools and according to Chris Fill 2005, “advertising is a non-personal form of mass communication that offer a high degree of control for those responsible for the design and delivery of advertising messages”. Advertising is the ability to persuade target audiences in particular way is seen as suspect and it is hard for organizations to measure the effort of sales through advertising. Advertising suffers low credibility and target audiences are less likely to trust messages they receive through advertising they prefer some other communication tools instead. The ability to spread out messages to audiences’ nationwide or to a specialized segment is one good advantage of advertising. The costs are high despite the vast number of people the messages will reached statistically it is still low compared to other communication tools in the number of people they will reach with the same costs (Fill 2005, 21).

2) Sales promotion

By the use of various marketing techniques, the concept aims at accelerating sales and gathering marketing information. Sales promotion has greater credibility with target audiences and is a non-personal form of communication. Although it is a service paid for but its costs are much lower compared to those of advertising. Sales

promotion adds value and stimulates sales quickly. There are techniques which can be listed but cannot be discussed are buying allowances, count and recount allowances, buy-back allowances, merchandise allowances and advertising allowances (Fill 2005, 21, 655).

3) Personal selling

It is an interpersonal communication tool which involves face-to-face persuasive speech measured with audiences. It undertakes activities often representing an organization to inform individuals but only as required by the sponsor. As a result of the face-to face interaction with audiences' instantaneous feedback is possible to acquire. In a century where relationship marketing is accepted as an approach to marketing theory personal selling works between vendor and buyers. But its costs are larger because it serves readiness for interpersonal communication with audiences. It lacks potential control and credibility because when delivering messages the salesperson is free at that point of contact other than is intended (Lloyd 1997). Messages could be changed during the delivery process, the changes may enhance the prospect of sales or the salesperson is trying to incur more time and increase the costs. A personal role includes prospecting, communicating, selling, information gathering, servicing, allocating and shaping by building relationship with consumer and other stakeholders. Compared to advertising, personal selling has lower control (Fill 2005, 22, 764).

4) Public relations

The Mexican statement (1978) defines public relations as "the art and social science of analyzing trends, predicting their consequences, counseling organization leadership and implementing planned programmed of action which will serve both the organization and the public interest". For corporate strategy public relations should have a wider perspective to shape attitudes and opinions of organization stakeholders. Public relations are the tool that is being used to actively support and reinforce other elements of communications mixes. Public relations have five models that cannot be elaborated on in this thesis namely: characteristic, press a gentry/publicity, public information, two-way asymmetric and two-way symmetric. It has higher credibility than other forms of communication tools due to an increase in

publicity and third-part media such as magazines and newspapers. Public relations have no charges for media space but costs are involved in production of the materials. Public relations use wide ranges of tools such as lobbying, sponsorship and event management. Once the message is in media channels, it is difficult to control the message influence by third part endorsement since it brings greater impact to target audiences compared to other promotional mixes (Fill 2005, 22, 680).

5) Direct marketing

The use of direct marketing in recent years has significant impact in an organization. Personalized communication rather than mass is triggered by direct marketing. In the line of communication the use of direct mail, telemarketing in area of communication is direct marketing. Eliminating the face-to-face aspect of personal selling with for instance communication, telephone conversation, email produces a better result. Based on direct communications, direct marketing seeks to target consumers that intended building relationship with an organization. In direct and personal basis, direct marketing attempts to build a one-to-one relationship, a partnership with every single consumer. Direct marketing encourages change in price as a result of competitive environments. For example delivery and packing must be charged to incorporate direct marketing plans. Direct marketing also alters the removal of a certain product or the inclusion of a product in an organization. Another example is most countries market their electrical appliances on home shopping channels and web sites and these plans must be incorporated if direct marketing is accepted by an organization. Each country's electrical specification must be included within the sales pack. Through intermediary-free dialogue direct marketing served as a process associated with aiming to satisfy consumer's needs. All media activities in an organization that generates various communication and response with existing consumers are direct marketing (Fill 2005, 23-24).

3.6 Effectiveness of the promotional mix

But first the figure below will explain the level of effectiveness of which each promotional mix acquired.

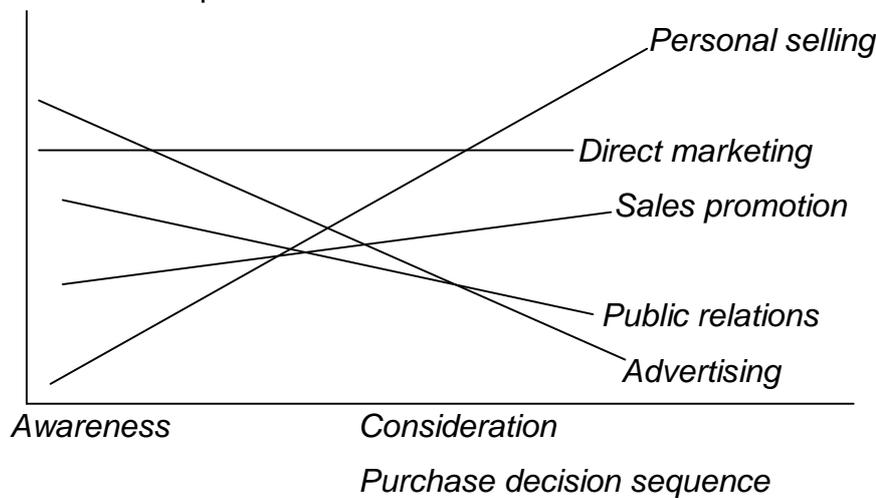


Figure 8. The relative effectiveness of the tools of the marketing communication mix (Fill 2005, 25).

Each of the elements of a promotional mix has different a capacity to communicate and achieved different objectives. By the consumer purchasing decision each of the mix effectiveness can be tracked. From a state of product comprehension the consumer can make a move to purchase, all depend on how effectively the promotional mix influences his interest. Advertising is better known for its creating awareness while personal selling is more efficient at promotional action. Each of these elements in the mix is drawn on the potential of the other so consumers are encouraged to see these tools as complementary ingredients to marketing communication. Different tools are used to meet different circumstances. According to word of mouth (Wom) recommendation, the five element of promotional mix are supplemented by one of the most important forms of marketing communication. The most powerful form of marketing communication is word of mouth. As a result, most organizations hardens these personal recommendation effectively programmed at aiming to be successful (Fill 2005, 25).

4 CHANGING ATTITUDES WITH MARKETING COMMUNICATION

Either maintaining or changing attitudes held by consumers marketing communication is very important for this role. Attitudes are shaped not only because of brand and services organization offered but they are changed also because of pricing, and channel decision all play an important role. For messages to be conveyed to the target audience, marketing communication has to play a revolving role. Through the use of promotional mix brand is sustained and it has the ability to change attitudes to maintain consumers' interest constantly. Another point to be made is that there is a common threat between attributes, attitudes and positioning. Message credibility either informal from friends or family members because of their experiences, product and services are all reflections in to attitude change. The ways in which consumers' position product, service is the similar way they are able to relate this understanding to competing products. Marketing communication again can play an important role in maintaining attitude changes likewise are very important to manage attitudes towards brand. More on these, there are various ways in which attitudes changes are put into practice. But first the table below would help us to understand more on compensatory models (Fill 2005, 139-140).

Table 3. Compensatory and non-compensatory models (Fill 2005, 139).

Attribute	Weighting	package 1		Package 2		Package 3	
		Rating	Score	Rating	Score	Rating	Score
Price	5	5	25	6	30	5	25
Hotel cleanliness	3	3	9	2	6	4	12
Travel time	2	7	<u>14</u>	9	<u>18</u>	4	<u>8</u>
Attitude rating			48		54		45
Possible decision							
Compensatory model			Not considered		Not considered		Winner
Non-compensatory model			Winner		Not considered		Considered

4.1 Compensatory models

The stronger attributes compensate for those attributes that seem to be weak. When the evaluation of whether all attributes are adequate is determined by positive attitudes. Table 3. is an example set up of three package holidays. In those

three packages, package 2 attributes strength scores this the highest in this regard so the strongest attitudes will now be formed towards the product. Most people make decisions about product attributes which do not contain any amount of weakness. Knowing how attributes can be differentiated and understanding attitudes components not only enables organizations to determined the attitudes held towards their competitors but gives power to change those attitudes held by different stakeholders (Fill 2005,139).

1. Changing the physical product or element, how to do this? Attitudes are so deep rooted about product or service so much that change is needed even at the primary level. When this change is required organizations need radical measures to redesign or introduce significant new attributes. Without the changes, organizations should not engage with marketing communication unless new or revised objects are introduced. For example when VW bought Skoda they did not launch their product straight to the market but redesigned the total product before launching.
2. Changing misunderstanding, how? When this issue occurred in an organization, where people might misunderstand the benefits of particular attribute, marketing communication should step-up to the belief held by those people. With communications functioning through product demonstration this can be achieved. Product name and packaging may need to be revised in this instance.
3. Build credibility. Most consumer attitudes towards brand can be surface and lack satisfactory conviction. To correct this with the use of informative strategy and a redesigned product to restore credibility and captured consumer satisfaction. Product samples demonstrate hand on consumer experience and they are effective strategies. For example Skoda to convey its product durability, speed and performance it supports a rally team. This will convince most consumers of Skoda product.

4. Change performance beliefs. This can be adjusted through appropriate marketing communications that are held about the object or performance qualities of the object. It is possible to change the attitudes of an object by changing the perception held about the attribute.
5. Change attributes priorities. Changing the attitudes requires the change of the relative importance of different attributes and rating. Consumer attitudes towards brand and product can be changed if there are strategies to emphasize a change in different attribute. If the importance of travel time is stressed, potential holiday-maker's mind will rise to this attribute and if there is package 2 which uses "non-compensatory rule" it an advantage for its rivals. By stressing the efficiency of Dyson's new cyclone technology used for carpet cleaning, he was able to change the attributes of consumers.
6. Introduce a new attribute. There is a need to introduce a radically different and or earlier brand with a new attribute. It will provide a clear differentiation till a draw near is made by competitors. For package 3 to have advantages over the other it is better to introduce a fourth attribute, where suppliers of package 3 know there is an advantage over the competition. It might be that there is no sub charges guarantee likewise for package 1 and 2. It was package 3 that transmitted promotional messages which directed to a new attribute that might bring success.
7. If an organization is able to change the way its competitor's products are perceived it is then possible for the organization to differentiate its own brand. For if organizations change the perception of 1 and 2 their association with other package 3 might gain advantage. By setting messages apart from its rivals this advantage could be achieved. For example holiday packages do not all carry the same benefits, all holiday-makers should realize the theme that says "we go there, we don't stay there" Thomson Holiday.

8. To change or introduce new brand associations. The use of an iconic person which the target audience identifies there might be need for package 3 to change the way its products are perceived base on emotion but should not depend on attributes.

9. The use of corporate branding. To avoid such organizations should not alter the significance of the company parent brand that is related to the product brand, otherwise consumer belief might fade out. No matter how tiny it seems to differentiate competitive and credible scope yet organizations should maintain attributes based attitudes. For example Procter & Gamble uses their name on many of its brand packs. Because by doing this the tendency is to develop some amount of credibility and avoid copy from or imitation.

10. Change the number of attributes used Organizations should operate their businesses with two or more attributes and should be combined with emotional strength to provide differentiation and set the benefit of brand value. Many brands still depend on a single attribute as an ideal of differentiation which is wrong. It is a popular selling proposition especially when attribute information reflects the understanding of branding leading role in the market (Fill 2005, 140-141).

4.2 Attitudes definition

According to Chris Fill (2005) "Attitudes are learned through past experiences and serve as a link between thoughts and behavior". Attitudes may form out of the abundance or rate of involvement in the learning processes. Subsequently these pre-dispositions will shape people's experience in response to an object or situation. The product experiences, messages transmitted through various members of mass media, personnel, the three marketing communication volunteers namely opinion leaders, formers, and followers are all influences to attitudes. Attitudes which are clustered and often interrelated are referred to as consistent individuals. These kinds of attitudes lead to the formation of stereotypes, but it is handy for message

designing because stereotyping pushes for the transmission of set information within short period without obstructing the messages important part (Fill 2005, 136).

4.3 Attitude components

Christ Fill (2005) pointed out that “attitudes are hypothetical constructs, and classical psychological theory considers attitudes to consist of three components”.

1. Cognitive component (learn)

The belief and knowledge held by individuals about a product or about precise attributes of the offering is what this component refers to. And represent the formation of attitudes called learning.

2. Affective component (feel)

Affection held about a product making it easy for evaluation to be made about the product it would either be good, bad, pleasant nor unpleasant. Consumer feelings, sentiments, mood, and emotions about a product this is the component that it is concerned about.

3. Conative component (do)

When an individual disposition or intent to behave in a certain way, this is the action component of attitude is constructing. Academician let us to understand that observable behavior is referring to as conative component (Fill 2005, 136).

Above all the three components, the affective component is the only significant component. And it is seen as the single component which had been developed; it shows the attitude of the individual consisting of his feeling towards the product. The approach used for attitude formation is limited so that researchers see equal components strength. Because according to them learn, do, feel are all useful component of attitudes. And these three components are based upon attitudes of individuals towards a product, person or organization. But we now know that the affective component is the only important one for marketing. Figure 1:9 will show to us the significant of affective component (Fill 2005, 136-137).

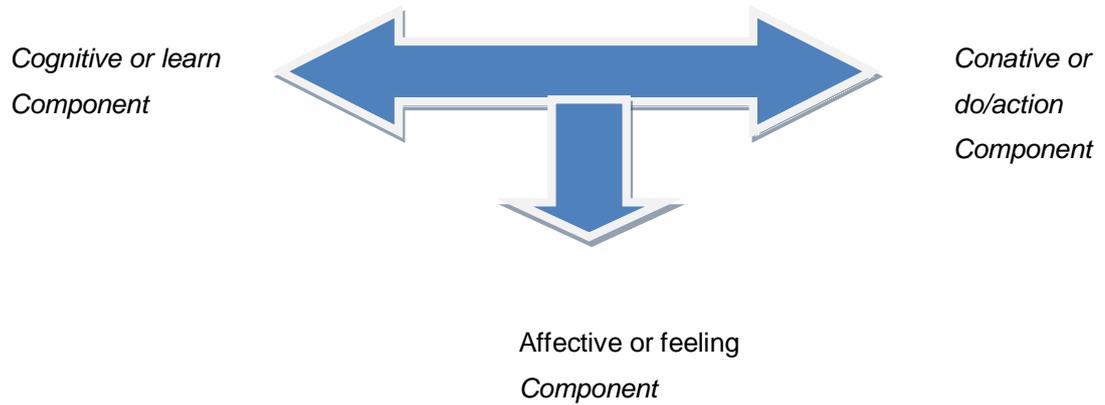


Figure 9. The three-component attitude model (Fill 2005, 136).

4.4 Multi-attribute attitude models

Neither the three nor single components are able to clarify why an individual has a particular attitude. Possessing many different approaches is a different way of looking at a product, individuals with different strengths and intensity perceived this belief. The design and consistency of marketing communication messages is a factor attributed to attribute analysis (Fill 2005, 137).

This thesis explains to us how attitude changes occur. There should be certain elements in marketing communication require their influence. There are brand, pricing, channel decisions and positing below brief about each will be discussed.

4.5 Brand

Blackston (1993) present the idea that it is the consumer that makes a brand become successful, is the individual's attitudes and perception held towards the brand. From that statement we can see the link between brand and attitudes. A great deal of long term investment and careful planning are needed in order to build a strong brand, there should be a great product or service before a brand is successful. This idea must be supported by creative design and profound marketing strategy (Kotler & Keller 2006). The brand must create a lasting impression, since the audience personally requires a brand of value. In many cases people recognize a brand without having dealt with it directly. There are numerous elements that

make up for these expressions. According to Chernatony & Dall' Omo Riley (1990) lists "brand as a name, symbol, packaging and service reputation". In (2000) Kotler defined "brand as a name, term, sign, symbol or design or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors". What these trying to tell us is that, the problem is the managers work to create meaningful communication so their consumers to recognize its brand. Firstly managers are trying to portray the identity of their brand, secondly images to their various audiences. Both managers and consumers are involved with brand attributes, feeling and emotions contribute, it is the kinds of method used to differentiate among similar brands. The time factor, quality, and satisfaction all lead consumers to trust a brand; it will guide the consumer even for repeated purchases (Fill 2005, 393-394).

Characteristics of brand

When a brand is characterized it is not easy to copy or damage by either competitors or others. "As the function of brand is creation and communication of a multidimensional character of a product" Brassington & Pettitt (2004). To develop this character the best thing is to understand first how brands are constructed. There are two main types of brand attributes: intrinsic and extrinsic attributes. Let us first examine intrinsic attributes:

1. Intrinsic attributes it refers to the characteristic of the brand shape, performance and physical capacity. The brand would be automatically altered, if any of these intrinsic attributes were to change.
2. Extrinsic attributes here even if changed yet it will not altered the material functioning and performance of the brand unlike intrinsic. Consumers often uses extrinsic attribute since it is difficult to distinguish one brand name from another if it for intrinsic attribute alone. This action mostly applied when buying devices with brand name, the price, packaging and marketing communications which enable consumers to form this association.

Biel (1997) says brands consist of a number of elements. He pointed out functional abilities as the first. How does it serve? Every brand promises to deliver its functions. The attribute which differentiates a brand is its skills. He cited Cold remedies as an example with their skills they can relieve cold symptoms for 6 to 12 hours. He measured the personality of a brand as the second element. That deals with Lifestyle insipid, apparent values such as, boring or caring adventurous and exciting. What is new? The idea of brand personification is somewhat important because it explains to us how a brand might be imagined (person) length of time the brand is different from other (people). Building relationships with individual consumers is his third point. Even consumers interact with brands; the organization realizes that the brands interact with consumers likewise consumers interact with brand than a two-way relationship has been established. We have now established that brand is made of three elements namely: brand personality, brand skills, brand relationship (Fill 2005, 394).

4.6 Pricing

As marketing was derived from economics, and pricing is one of the elements of the marketing mix thus it has have influence on the changing attitudes of the consumers. In a world of perfect competition, economists see price should be determined by the market force of demand and supply. In the study of pricing, there are three general areas of economics theory that particularly useful. There are would be measured here in this thesis with a brief description namely: the economics of information is the first theory, which says that pricing perception is based on the product values. At times because of inaccurate information, a consumer may under-rate the products value. The second theory is that of the economics of spatial competition marketers use this theory, to understand product positioning, since 1920 economic has used this theory to know variations product on price. The third and final version of on this theory is the economics of segmented pricing, in which different groups of consumers should have different prices when referring to segmented pricing, which is also seen as price discrimination (Baker 2000, 71-73).

Understanding pricing

The only element in the marketing mix that produces revenue is pricing whereas the other elements produce product. All around us there is pricing, as we purchase things that we need to serve or satisfy our purpose so there is price tag requirement. For example we pay for rent for our housing, pay for clothing, groceries and transportation etc. Money received by an executive is a salary and it subsequently has a price, the commission received by a salesperson is a price and the wages of a worker is a price. Despite the disagreement between economists and some consumers, yet those of us who make money are required to pay incomes tax and it is the price of doing business somewhere. Economic or marketing history has it that price is derived between the negotiation of a buyer and a seller. In many environments price bargaining is seen as a competition. Its modern idea to set a general price for all consumers, at the end of the nineteen century it has developed from large scale retailing. Nowadays with the existence of the internet the idea of general pricing is partial reversed. With the use of technology software sellers can monitor consumer movements within the web and customize offers and pricing. Likewise with software consumers can compare pricing instantaneously online without having to walk into a shopping complex. Already there has been an industrialist who stated "We are moving towards a very sophisticated economy. It's a kind of arms race between merchant technology and consumer technology." (See "Marketing Insight: The Internet and Pricing Effects on Sellers and Buyers.") The most traditional influence of buyer choice is price. This is still the case in poorer nations, within groups of poor people. In recent years a study has revealed that there are non-price factors that are becoming important. Meaning most consumers see price as a non-issue for failing to buy a product. Although profitability and market share are factor price still remains the most important element. Price information is more accessible by consumer and purchasing agents. The pressure to lower the price is put forward by consumers through retail agents and subsequently retailers put pressure on manufacturers to lower their prices. In the marketing hemisphere it is characterised by discounts and sales promotions to satisfy needs and promote sales (Kotler & Keller 2006, 432).

4.7 Positioning

Positioning is the final process in the target market of segmentation. For an organisation to occupy a particular space in the market, information about its product must be able to communicate with potential market segments and target markets by size. Positioning is the process whereby information about an organisation or product is communicated with consumers and stakeholders to differentiate its offering from competitors. According to Kotler (1997) "Positioning is the act of designing the company's offering and image so that they occupy a meaningful and distinct competitive position in the target consumers' mind". It is what buyers think about the product and organisation that is central in positioning. Thus the physical nature of the product is not what matters in positioning but how the product is perceived. In positioning the attitudes and perception of stakeholders matters greatly. (Fill 2005, 373).

The positioning concept

Both product and organisation have a position in the marketplace either in the minds of many or few consumers yet all are important. This position held by consumers can either be managed or allowed to flow depending on the organisation and brand to maintain these attitudes. For organisations to manage the position held by consumers about their brand, they need to implement positioning strategies that will move them a step closer to their consumer's minds and so generate advantage over their competitors. In a highly competitive market and where production cost is relatively low, this strategy is very important. Positioning is a about product or service that has a place in the minds of buyers. In an environment where the number of rivals and competitors increases it cause buyers choice to understand and identify a products intrinsic values to become critical. The sequence of activities that represent a core part of marketing strategy therefore is positioning. The prerequisites of successful positioning are marketing segmentation and target marketing. Marketing communications intent roles is to convey information in order for the target audience to understand what the brand is and be able likewise to differentiate it from other competitor brands. Integrated marketing communications offers clear and consistent positioning. Target audiences perceive a brand by the way and manner it is presented to them. It is then important to note that, therefore two main

ways in which brand can be positioned namely: functional and expressive (symbolic). Functionally positioning brands enlighten consumers understanding about a brand's features and benefits. When a clearer and brighter delivery of a brand occurred is referred to as functional. Expressive/symbolic positioning brand stress the social pleasure, satisfaction and the ego that a brand possesses. When we are properly dressed to engage in negotiating a business deal it is referred to as expressive/symbolic choice (Fill 2005, 375).

4.8 Channel decisions

Channel decision is simply the action or chain of decisions made by an organisation on how to market products through different channels. The majority of producers do not sell their goods to the final user directly; there is an intermediary that performs a variety of functions. This marketing or distribution channel constitutes the intermediaries. Marketing a product or service which is available for consumption through a marketing channel is interdependent. Other intermediaries such as wholesalers and retailers who yet take title of the goods and services they buy and resell are called merchants. Others who do not take title of the goods and services such as brokers, manufacturers, representative, sales agent and those that search for consumers who could be online are called agents. Others such as transportation companies, independent warehousing, banks, advertising agencies, assisting the distribution process with seeking to take title in the goods and service are called facilitators (Kotler & Keller 2006, 468).

The importance of channels

The particular set of marketing channels hired by an organisation is simply called a marketing channel system. The most critical decision that is facing management is choice of a marketing channel system. In some countries, for example the United States of America, 30 to 50 percent of the ultimate selling price is paid to channel members. Less than 5 to 7 percents of the final price is spent on advertising. This process of marketing channels costs a great deal to organisations. Converting potential buyers into profitable orders is the leading role of marketing channels. They must also bring markets for the organisations not only serve the existing markets. When an organisation chooses a marketing channel it has created the possibility for

all other marketing decisions to be affected their pricing is determined by whether organisation uses high street boutiques or a mass merchandiser. How much training and motivation dealers need is where the organisation sales power and advertising decision is derived. To other organisations, channel decisions required relatively long term commitments with a set of rules and regulations. After a car industry signs a deal with a car dealer the car industry cannot change or reject that deal or the next day to replace them with another car dealer. In the push and pull of marketing strategies, managing intermediaries' organisations must decide how much effort should be devoted to these choices.

1) A push marketing strategy

The intermediaries are introduced to carry promote and sell a product to the final consumer but it often is the manufacturer that pioneers and sponsors the idea of sales and trade promotion. Where there is low brand loyalty in stores brand, choices are made and a well understood product benefit push strategy is appropriate in such category.

2) A pull marketing strategy

Consumers are persuaded by manufacturer through advertising and promotion to ask intermediaries about the product and when that happened the intermediaries are obliging to order from the manufacturer. Where there is high brand loyalty high purchasing power and consumers can differentiate between brands and prefer to buy the brand before visiting the store push strategy is appropriate. Both push and pull are competently employed by well known marketing companies such as Nike, Coco-Cola (Kotler & Keller 2006, 468).

4.9 Consumer social environment

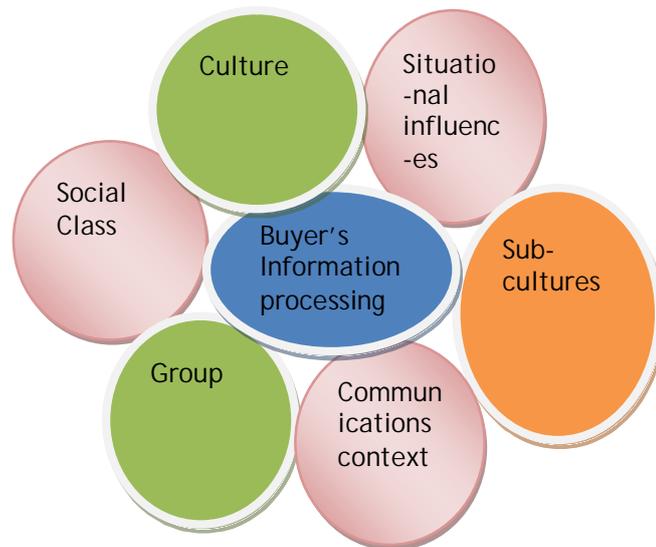


Figure 10. Environmental influences on buyer information processing (Fill 2005, 142).

There is no vacuum that exists between the consumer and the organisation. The various environmental factors have affected the open systems that exist. A buyer's decisions making process are impacted by externally generated influences. These factors are described below:

Culture

The acceptable pattern of unique behaviour and social relation within a particular society is been characterised as culture. Chris Fill (2006) states "culture embodies the norms, beliefs, artefacts and customs that are learned from society and that constitute its values". Consumer behaviour is influenced by these values and now has a profound effect on international advertising. Culture is not instinctive but must be learned and acquired. Acceptable behaviour within a society is defined by culture and for every individual who belongs to that society there are set rules. Within its own right culture should be seen as a communication point for marketing communications. A society should be able to maintain peace through verbal and non-verbal communications. With a sense of identity and a means of continuity it is possible to bring all members of the society together. Predictable and uniformed behaviours are not achieved by human beings. That why different culture exist it paves

the way for boundaries even within certain cultures and certain behaviour and lifestyle are expected. As rigid as these boundaries are yet they are not static, they suggest what that culture is. As member of a society adjusting to new technologies, changing values is how cultures advance and change only with a few inconsistencies (Fill 2005, 142, 818).

Sub-cultures

In any given culture there are number of sub cultures, it includes age, geography, race, religion and ethnic groupings. The understanding and interpretation of marketing communication are influenced by sub-cultures (Fill 2005, 142).

Social class

Nearly every society is layered by class based upon power, wealth and status. On criteria such as education, or occupation and level of income is what most societies use to measured individuals values. Social class system is what is used to condense the information, such as upper, middle and lower class, this kind of system has for a long time been characteristic of a country like Britain. Socioeconomic categorisation has been developed by marketers, for primary use in segmenting markets. Symbols have been used by designers always for value reflection of lifestyles, norms and for each alleged division of family role. The ability to transfer a greater amount of information is one of the benefits that allow communication effectively at relatively faster speed core values of a society. The core values are allowed continue through this process. McMurdo & J. Walter Thompson (1993) discussed the distance between one shopping and the space at which consumers move for purchasing style is worth recognition by advertising. There is a different requirement for every single shopping if necessary modification segmentation is made (Fill 2005, 142-143).

Group

Learning and socialisation is one of the factors that influence a group. It is possible as an individual to be a member of several groups simultaneously with different degrees of effort for each. The kind of groups can be categorised in the following ways:

1. Everyone automatically belongs e.g. a family is this kind of ascribed groups.
2. One-to-one interaction basis e.g. family and friends are called primary/secondary groups
3. The group activities can be defined by the presence or absence of structure and hierarchy and is called a formal/informal group.
4. Where an individual wishes to be or belongs is called an inspirational/membership groups (Fill 2005, 143).

4.10 Situational influences

According to Chris Fill (2005) "The design, encoding and media channels used to transmit communication messages must take into account that buyers are influenced by factors that are unique to each buying situation and are not related specifically to the product or the individual". The information processing capabilities of the buyer impacts the situational context. For example: the amount of time given to decision making policy is equal to the level of store traffic. This factor is averaged for the formation of the marketing strategy for the communications to be effective it must be considered. The information processing when considering the impact it has on situational influences often needs to be considered. Each buy proceeds as unique situational determinant elements. Neither the buyer nor the purchased objects are independent of the situational influence independent they are connected.

The types of situational influences were identified by (Hansen 1972) none of them will be discussed in this thesis (Fill 2005, 143).

4.11 Consumer behaviour

The matching of the skills and revenues of the organisation to the needs of the consumer is the fundamental basis of marketing, neither profit or non-profit related. How consumers make decision as well as consumers response to the different elements of the marketing mix are aspects of marketing management that relies on the concept of understanding. The physical activity of buying is not only what is referred to as consumer behaviour, the related pre-buying and post purchase activities are included as well. Loudon & Della Bitta (1993) define consumer behaviour as “the decision process and physical activity individuals engage in when evaluating, acquiring, using, and disposing of goods and services”. The studies of micro perspective and a marco perspective is the most practical distinction that applied in consumer behaviour. The individual consumer reaction is what the micro perspective focuses on the advertising manager, salesperson; and product designers of an organisation see this application as relevant as well. The influence of consumption on the economic and social conditions within society is what the macro perspective of consumer behaviour examines. All these behaviours of a consumer are inspired by the rigid system of product and service, supply and demand. Consumer behaviour can be used for both organisational planning and product development in addition to public policy in order to improve the efficiency of the market scheme. Consumer behaviour is allied to the study of marketing, while marketing was found to be derived from economics. In terms of changing utilities, economists had developed a series of models explaining consumer choice, demand preferences, income and quantity supplied to variations in price. The concepts such as learning, motivation, perception, attitudes and social groups are applied to understand the elements of marketing mix by the inclusion of psychology and sociology. An overall view of consumer decision making is what this inclusion seeks to provide. The concepts listed above are integrated to give an understanding of the decision processing of consumers role. An understanding of the overall complexity of consumer behaviour in marketing is in order to appreciate the variety of approaches. This review of marketing theory is not intended as a comprehensive report on the development of

consumer behaviour but looks at how the subject reached its current status and content. (Baker 2000, 132-133).

4.11.1 Consumer decision-making

There are two main approaches to consumer decision-making. These are: High-involvement decision-making and low-involvement decision-making but first before proceeding to any of these approaches. Figure 11. Enlighten how the high-involvement decision-making process works.

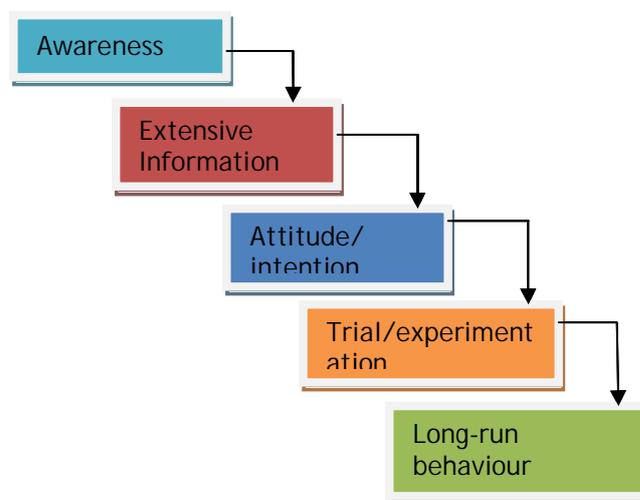


Figure 11. High-involvement decision-making process (Fill 2005, 161).

4.11.2 High-involvement decision-making

Purchase of a product with high involvement, either with logical or rational order the appropriate decision sequence is EPS. High involvement decision making is for those individuals who are highly involved in purchase. "According Chris Fill (2005) he stated "When high-involvement decision-making is present individual perceives a high level of risk and is concerned about the intended purchase". The high-involvement decision making process is based on information search. A great deal of Information obtained, processed and evaluated because the individuals are highly motivated. Just in the name of involvement all these information sources are explored including; the mass media, word-of-mouth communications and point of sales communications. A steady flow of information is needed by the individuals, because it allows the receiver to digest the information at a controllable speed,

therefore print media are more suitable as a large volume of detailed information can be examined. The attributes of each alternative are compared and then competitive alternatives are identified. Products cannot be rejected due to low scores of attributes; high scores will be accredited to other attributes rather than seeing weakness as offset or compensation to some strength. The range of evaluation criteria used in the decision-making process is based on the individual's attitude to a purchase. The use of credible source of information is the process that facilitates this processing. Bringing individuals closer to the product is an important measure for personal selling. It allows intense learning to happen through personal contact with salesperson (Fill 2005, 161-162).

4.11.3 Low-involvement decision-making

LPS is the appropriate decision process for those individuals who show little involvement with the initial purchase of a product. Involuntary information is processed cognitively and passively. When the information is stored as it is received, it uses the right-brain thinking processes and brand association is when information is stored in sections Heath (2000). Meaningful brand associations are necessary to define as a result of the low personal relevance and perceived risk associated with message processing. Individuals with low involvement with a purchase decision are thus choosing not to search for information. The figure below would help us to understand more of low-involvement decision-making and why the message processing repetition is low (Fill 2005, 162-163).

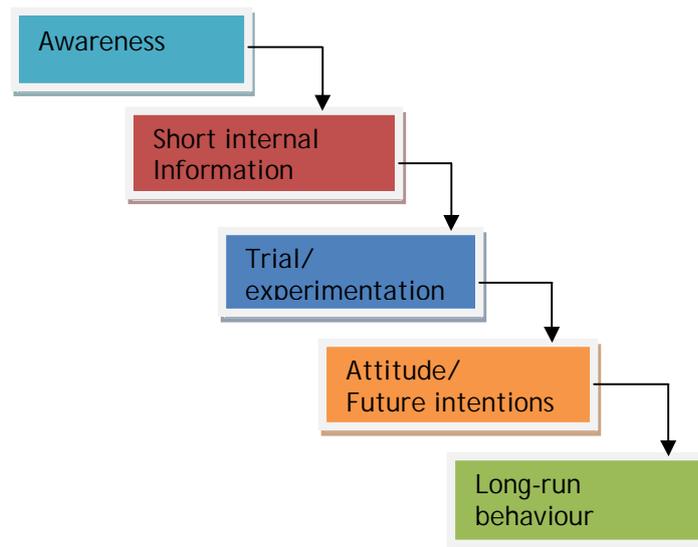


Figure 12. Low-involvement decision-making processes (Fill 2005, 163).

In the low-involvement decision-making process, communications can assist the development of awareness. According to Christ Fill (2005) “As individuals assume a passive problem-solving role, messages need to be low involvement decision making process”. The passive learning posture adopted by the individual is preferred as they complement the broadcast media. Little or no motivation to retain information and he/she filters out unimportant information is why repetition is important in the eyes of many organisations. Here the process is not developing by attitudes but by exposure to repeated messages Harris (1987). Each individual relies upon internal rather than external information in a situation where low involvement is concerned. The point of purchase is promoted by search mechanisms. Products weaknesses are not offset by strengths when using a non-compensatory decision rule which we have talked about more previously. And at the point of trying established new brands individuals make decisions at the point of sales, in low-involvement; price can be an important factor which individuals use to discriminate. Discrimination between purchase decisions in high-involvement uses a variety of attributes. Purchase price, packaging and point-of-purchase exhibit and promotions in low-involvement all work together to prompt and encourage individuals into buying. An attitude can develop as a direct result of trying to purchase or experiment with a product. An attitude is formed that acts as the basis for future decisions based on the quality of experience. Promotional messages heighten the future of long running consumer behaviour; the level of loyalty sustained towards the brand is based upon product quality (Fill 2005, 163-164).

4.12 Case Study: *Changing attitudes: The Leprosy mission*

When someone pierces his finger on a pin and feels nothing it leprosy and carries with it distressing and dangerous effects which can affect millions of people. The feeling in fingers, toes and face are deadened with leprosy those who suffer from the disease can be easily injured since there is no sense of pain. The long term devastating social, economic and physical effects of leprosy are borne by two to three million people and nearly half a million are under treatment. Ten percent of the 1,400 new cases of leprosy which are reported each year are children. In the western world people have had the widespread belief that leprosy was cured no longer exists. However the prejudices and beliefs about leprosy are deeply embedded in countries where the disease is common such as Mozambique, India, Nepal, Indonesia and Bangladesh. It is the believed in countries where it is embedded that it can be inherited from generation to generation as a punishment is handed down. Leprosy is believed to occur as a direct result of offending ancestors in places where animistic beliefs are practiced. Some incorrect beliefs about leprosy are that it is incurable, 'dirty', a curse from God and contagious. Very straight forward and effective treatments for leprosy in fact are available. With no long time effects so long as the disease is diagnosed, there is appropriate medicine that will cure the condition completely. Leprosy sufferers are reluctant to take tablets and cure inheritant diseases in preference to traditional medicines and healers. Leprosy is entangled in a web of social and religious beliefs in other words are more than just a disease. The disease is socially unacceptable in many parts of the world, the community and family members of leprosy sufferers rapidly cast them out. Rejection and condemnation is the image that the word 'leper' conjures. A life lived separately from society is what many people think leprosy means, forgotten, unable to work and condemned to a life of isolation and poverty although one is medically cured. The medical community responds with mixed feelings. There were no orthopaedic surgeons that studied the deformities caused by the disease leprosy till the mid of the nineteen century. It was not unusual for doctors to deny the existence of leprosy even though there are 60-70 percent of the worlds sufferers of the diseases are found in India. Priests and church missionaries were concerned for people suffering from leprosy; certainly it was not seen as the job of doctors. When it comes to changing attitudes about the disease an organisation such as The Leprosy Mission (TLM) has a heavy task. The fundamental step to eradicating the disease is chang-

ing the beliefs and attitudes of the community. Practical programmes of patient care and rehabilitation can be more successful only with community understanding. It has worldwide programmes founded by Christian volunteers (TLM) has cured over 255 million people. They treated 57, 886 leprosy disease carrier in 2003 thousands of corrective operations were performed and nearly 6,500 children and family were beneficiaries of (TLM) education and financial assistance in the form of loan. TLM seeks to change community attitudes in the following ways:

1. People suffering from leprosy diseases must change their attitudes, a help-less of dependence to one of self help, from despair to hope.
2. Of employers for people affected with the disease address and foster.
3. For those governments whose countries are affected by the disease, integration and general health services must be provided for leprosy sufferers so there will be reduction of isolation and rejection.
4. From ignorance and lack of concern to passionate assistance financially from people living in countries that are none-leprosy zones.
5. For leprosy to be view by doctors in the third world countries as part of their job, a disease that its needs treatment and most of all that it is a medical condition.

With funds raised to support their work, TLM undertakes a wide range of communication activities specifically created to change the beliefs about leprosy among people. TLM cannot carry out such responsibilities alone so they join hands with other charity organisations such as: World vision, LEPRO and The Salvation Army but they all compete in raising funds from donor countries. One of TLM campaign strategies for funds is sending a magazine called the 'New Day' to everyone stored in their database in January and August followed by a low cost newsletter in May and October. Three times a year appeals are made, mailings are sent to nearly 60,000 supporters of TLM. Leprosy still exists and is a huge problem in many parts of the world; the organisation chose carefully the images and stories which they use

to communicate with their supporters. They increase awareness that the disease can be treated and cured; with adequate resources leprosy sufferers can be rehabilitated into society. One million pounds is generated per year out of the mailing. In the UK, TLM is keen to promote appropriate attitudes about the diseases and in other parts of the developed world. They promote a move away from more patronising attitudes of the past to a sense of partnership concerning the disease. The falling number of western missionaries who are working for TLM is evidence of the changes taken place. To manage and implement the various programmes it is far more common for locals to be recruited and trained nowadays. This new communications approached by TLM challenges the existing prejudices. Publications such as the Church Times, the Catholic Times, the Baptist Times and the Christian Herald others are purchased from brokers and inserts are targeted for TLM as potential donors by sending direct mailing. TLM receives more donation and gifts through inserts than direct mailing. Through a reciprocal database called Ocean which many charities subscribe to around 2,000 new donors are recruited each year. A 7 year old girl, who discovered she is suffering from the disease, has been the new face of a 1 minute radio advertisement recently recorded by Wendy Craig. The main broadcasting medium is Premier Christian Radio. Changing attitudes towards leprosy is dependent upon more funds that TLM has at its disposal, as complex and daunting as is the scale of the task (Fill 2005, 146-147).

5 PERSUASIVE COMMUNICATIONS

According to Richard M. Perloff when “The word persuasion is mentioned, what comes to mind for many? A charismatic powerful leader? Subliminal ads? News? Lawyers? Presidential campaigns? Or the Internet, perhaps, with those innumerable Web sites promoting products and companies? That’s persuasion, right? Powerful stuffs the kind of thing that has strong effects on society and spells profit for companies”. With that statement, what has persuasion done to you? Have any marketing communication tools changed your attitudes about products? Could you remember any examples? Not really, might be your answer. What about crafty organisational offerings? Do you have the ability to see through those? Think about. Marketing companies such as HP, Nike, Tommy Hilfiger jeans etc have they influenced you to change attitudes towards their brands? Somehow advertising has a role to play so an individual makes such decisions. The times you have agreed to loan friend money only to discover his/her refusal to reimburse you, and if you continue reflect your thoughts, you most likely can think of times when you yielded to another’s assertive persuasion, only to regret it later (Perloff 2008, 3).

Refusal of something that is useful later on is of course a negative reaction. What would be the positive side? Has persuasive communication ever helped you out? For example advertisements about how it is not cool or safe to drive after drinking alcohol. Have any of your teachers who said you had potential you had not realised you had? Have your eyes opened about an organisation as a result of a conversation with a friend? During the process of research on my thesis, I have realized that they are all persuasion too. Persuasion is anything that involves moulding or influencing an individual’s attitudes. There was once a musical band who called themselves attitudes. Just as we have personal computers, clothes, bicycles, arms, legs, watches and wedding rings surely we have attitudes. Even money, relationships, race, and university we have attitudes towards all of those things. Individuals may not care a bit about issues that interest his acquaintances simply because we all do not share the same attitudes. Our world is shaped in ways we do not even recognise by our attitudes. The study of attitudes and how to change them is simple referred to as persuasion. The knowledgeable strategist shows on TV in programs such as amazing race, Survivor and the Apprentice what persuasion capable of

doing by bringing images of salespeople and manipulators. Implementation of change is what persuasive communication aims at. To change attitudes towards minorities and women, social activists use persuasion to advocate the changes. Consumer advocates tirelessly warn people about dishonest business practices. Cigarette smoking, drugs, unsafe sex and alcohol are the countless campaigns launched by health communicators. Political leaders rely on using persuasion to rally the country behind them during national crises and attempting to influence opinions towards policy issues to achieve their goals. Marketing campaigners vigorously promote their product or service to increase sales and gain market share over its competitors, persuasion is everywhere (Perloff 2008, 4).

5.1 Persuasion definition

Different academicians have defined persuasion in various ways: The following have been listed here show the many researchers' approach towards the subject:

- Persuasion is a communication process in which the communicator seeks to elicit a desired response from his receiver (Andersen 1971, 6).
- A conscious attempt by one individual to change the attitudes, beliefs or behaviour of another individual or group of individuals through the transmission of some messages (Bettinghaus & Cody 1987, 3)
- A successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuadee has some measure of freedom (O'Keefe 1990, 17).

5.1.1 Persuasion is a symbolic process

Persuasion does not happen like turning a switch on; like popular opinion claims. People's minds are not just changed like a switch. It actively involves the receiver of the messages, consists of steps and takes a considerable amount of time persuasion. Those persons who are persuaders possess the ability of being tough talking, strongly stating their position, hitting people over the head with persuasive arguments and pushing their point of view for a win situation. Helping a consumer to appreciate why the advocated products will satisfied their needs, should be done like teaching. A successful persuader should see his/herself as a teacher, able to move people step by step. Most messages are transmitted with the use of symbols rich with cultural meanings. They include signs, flags, images that are instantly recognised, like holy crosses, Nike logo or McDonald's golden arches. Harnessed to changing attitudes and mould opinions are persuader's symbols (Perloff 2008, 17-18).

5.1.2 Persuasion versus Coercion

What are the differences between persuasion and coercion? It might be seen as an easy answer. Reasoned and verbal appeals are what persuasion deals with whereas coercion employs force. There are subtle relationships between the terms; it is not completely a bad form to employ force one might not ordinarily think of fascinating overlaps that follows. For example: Some of the funding which the social service Tom work's for is coming from United Way. Employees are asked to contribute to the charity at the end of each year. Every penny of Tom's salary is needed for his family even though he would like to donate. Tom's boss Anne, one year she sent a memo strongly urging employees to donate to United Way. The implicit message is threatening but Anne as a person is not. In her memo messages she wrote I quote "I expect you to donate, and I'll know who did and who did not". United Way succeeds and Tom chooses to donate money. The question was Tom coerced or persuaded? Let us understand the definition of coercion first before attempting to answer the question. According to Feinberg 389, (1998) 387 "Coercion is a technique for forcing people to act as the coercer wants them to act presumably contrary to their preferences and it usually employs a threat of some dire consequence if the actor does not do what the coercer demands". Now the answer should be

clearer, because coercion was employed, that is why Tom donated to United Way even though he needed every single penny of his salary for his family (Perloff 2008, 23-24).

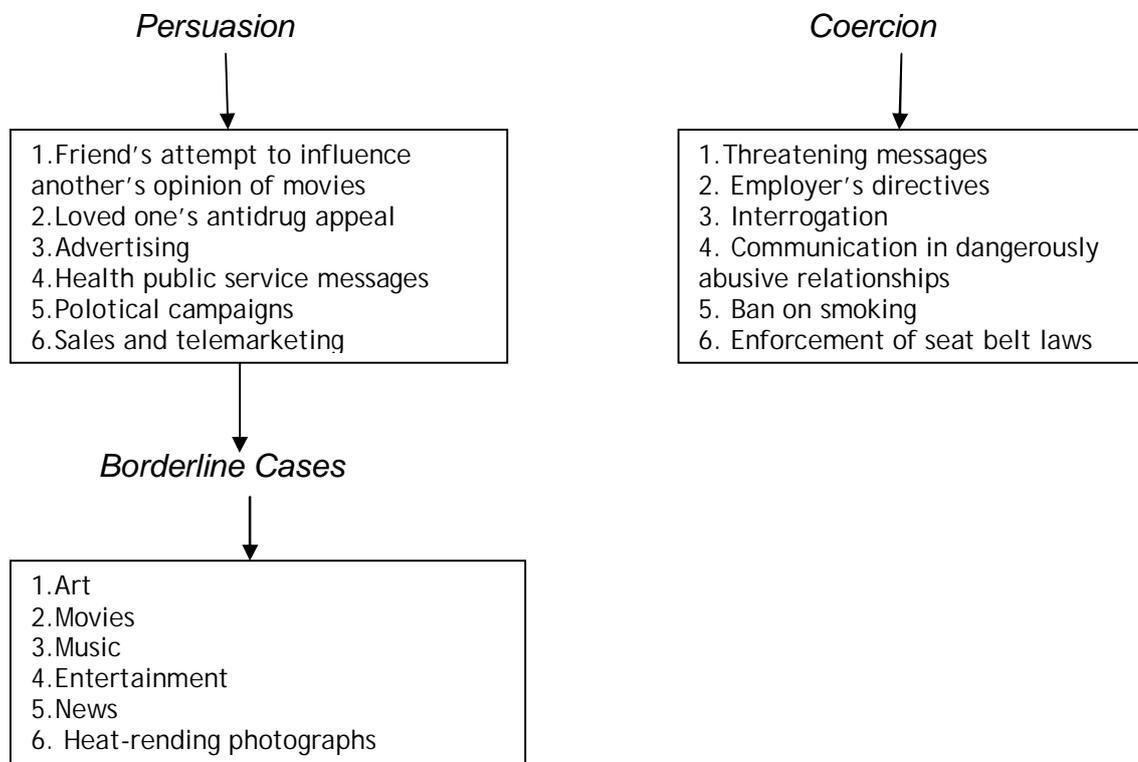


Figure 13. Coercion and persuasion are not polar opposites. They are better viewed as lying along a continuum of social influence (Perloff 2008, 27).

5.2 Case Study: *The Cult of Persuasion*

Late May 1977 is when this story came in to the spot light. It was too late to save those 39 desperate souls who took their own lives. Why did the 39 intelligent, male and female committed members of stalwart Heaven's Gate cult willingly committed suicide and published a statement on their Website joyfully announcing their decision in as farewell videotape? The arrival of the Hale-Bopp comet According to Robinson the suicide was timed to coincide with "they believed that a flying saucer was travelling behind the comet, and the members chose to leave their bodies behind to gain redemption in the Kingdom of Heaven". This provides yet another proof of the powerful, but mysterious, technique called brainwashing that was used to fill the hearts and minds of many people. Marshall Applewhite the cult leader com-

monly known to his followers as “Do” in their homes in Rancho Santa Fa, California allegedly brainwashed cult members into committing mass suicide. The group Website drawn millions of curiosity seekers since Heaven Gate was the first Internet cult tragedy, that the observers could only describe as brainwashing and it was only the most recent in a series of bizarre cult occurrences by then. Back in 1978 in their home in Guyana South America, that was the most famous of these tragic tales, it was 900 members of the People’s Temple followed leader Jim Jones’s directive to drink cyanide-spiked kool-Aid that subsequently caused the deaths. David Koresh’s Branch Davidians in Waco, Texas (circa 1993) was another case that disturbs and continues to fascinate human minds. Charismatic leaders brainwash followers into submission while searching for answers that people take for granted (Perloff 2008, 28-29).

As for what happens in cults famous though it might be, brainwashing is not a satisfactory explanation. Ordinary people choose to join and actively participate in cults but it does not tell anybody why. How are cult’s leaders able to exert influence or are able to induce followers to engage in self-destructive behaviour? People were condemned and fingers were pointed at them with the term brainwashing. Cult phenomenon, how can it be explained? The definition of cult first needs to be stated. A group of individuals who are (a) devoted to a charismatic leader him/her excessively as the object of worship; (b) isolated from the rest of the society; (c) All access to alternative points of view is denied; (d) social influence techniques subjected to exploitation Lifton xii (2003). Let us look into a case of one person among those 39 suicide committers; her name was Gail Maeder, in March 1997 she ended her life. She was 27 years old, a lover of trees and tried so much not to use paper, Gail was a soft hearted soul and admired animals. Possibly she left suburban New York for California, searching for something else in life. She met some friendly folks in a van while travelling in the Southwest that turn out to be members of Heaven Gate. She was very happy she told her parents not to worry and joined the group. Looking at Gail’s picture at 14, as her brother touches her affectionately; you could see a bubbly All-American girl with braces and smiling (Hewitt et al., 1997). Knowing what will happen when she becomes an adult your heart breaks when look at her photo. For many reasons people join cults or sects. Loving cults provide homes to the lonely and confused. Young people depend more on the cult for social rewards and thereby isolate themselves from family and friends. Claims to have the

charismatic cult leader and gain the supernatural power trust and devotion from his followers likewise. Order replaces chaos in their lives and insignificance is relieved. The more difficult it is to leave the cults caused by the more people who participate in the group's activities. The bigger the group, the better they feel; the better they feel, the more committed they become. Persuasive appeals are employed by cult leader initially. Increasingly on coercive they rely on techniques over time. They must learn to deny their desires and defer to the group followers were told by the leader of Heaven Gate. It was considered an infraction if followers placed themselves first, expressed too much curiosity, showed sexual attraction, trusted their own self or had private thoughts at Heaven Gate none of these should be considered by members. Sported identical wedding rings to symbolize marriage to each other, everyone woke at the same time to pray to their God's, ate the same food, wore short haircuts and nondescript clothing. The group identity replaced the individual identity. The peacefulness of groupthink replaced the independence of individuals (Goodstein 1997). Cult members are psychologically unable to say no to a leader's demand, once this happens and it occurs slowly. Persuasion is replaced by coercion, dissent overtakes conformity. Shading into one another persuasion and coercion coexist. Even simple demarcations became hard to make. Gail Maeder was not street smart said her father (Hewitt et al., p, 47). She could not get out after being sucked into the group (Perloff 2009, 30-31).

After the troubling proceedings of Heaven's Gate, it is comforting to blame charismatic cult leaders like Applewhite. He brainwashed people into submission is easy to say. The role that coercive social influence and persuasive communication play in a cult is powerful. The psychological need of people like Gail is tragically underplayed. Individual vulnerabilities it would have been a happy ending if Heaven's Gate were the last cult that exploit humans but yet over the years we have seen the emergence of new forms of cult aiming at human destruction (Perloff 2008, 31).

6 CONCLUSIONS

There was not enough time to research everything on the subject matter and the topic was so complex that narrowing down my findings was the only solution. Marketing since colonial period has existed but back then it was under economics basic phenomena's. Marketing communications on the other hand, with engagement, strategy and management principals are relatively new to the world of marketing but now they support each other. Continued studies on both of these subjects is necessary given that most of it theories are not suitable to all consumer social environments and times. There are still environments in the world that nothing in these theories of this subject is suitable for their market. And the times will continue to change the principals of marketing today cannot be suitable for the next centuries to come. Therefore by endeavouring now to try and with what is to follow a sound basis is built. The invention of new technologies have repaid their adaptation into the world of marketing Nowadays with the click of a button, information about certain products is at your finger tips. And there are various levels of communications tools in use to persuade consumers.

The tools needed today develop from economics to marketing and now into marketing communication and those tools are well integrated. Who know what would be the new trends of marketing as time proceeds. Attention must be paid to how to quickly study the changing attitudes of consumer behaviour, how to decode messages faster and yet be understood by the receiver, how persuasion serves best and trust worthiness for the interest of its consumers. I believe it is always necessary to study what has been said before about marketing and it theories, changing attitudes and consumer behaviour to build a better future. This topic was chosen to focus on the fact that we as consumers do change our attitudes. But with appropriate marketing communications tools and measures such as persuasion to help simulate theses changes. It will be possible to keep marketing current and useful. Consumers need to understand everything was is requirement of a product in order for him to make the right choice that suits his needs. But in a situation where information or messages about an organisation or brand is forthcoming it makes it conveniences for consumers to change his attitudes towards that brand.

Finally organisations should work on their relationships with consumers seriously, because in most situations consumers expect an organisation's recognition. For example nowadays many organisations create an email subscription between them and consumer where news product changes is available. For the reason that this is the 21 century consumers expect more of this to be done by all organisations. This is seen as an appropriate means of communication and as a result consumer attitudes about those organisations or product will be positive.

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