The influence of a marketing campaign on consumer behaviour: A case study

by
Boudier Coetzee

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Prof. C. J. Jooste
ABSTRACT

This thesis examines the successfulness of a marketing campaign launched in 1995. The objective of the campaign was to create awareness and to stimulate the local telephone network, i.e. to encourage customers to make more frequent use of the telephone. The cheaper after hour rates were branded as Callmore Time and this was the theme of the campaign.

The general theory of the marketing communication process and its’ influence on consumer behaviour is discussed in Chapter 2 as well as the marketing communications model. Since part of the secondary objectives of the research is to determine the perceived message of the campaign as well as the perception of the brand “Callmore” in the market place, Chapter 3 deals with “Perception as a factor in influencing consumer behaviour”.

Two methods of data collection are used viz. Secondary sources (telephone traffic statistics) as well as telephonic interviews. The universe for this survey was defined as adults, 16 years and older living in Gauteng and who own a telephone. A random sample of 300 telephone numbers was drawn from the universe.

Finding from the research study are presented and analysed. The report ends with conclusions drawn from the research and makes recommendations based on these conclusions.
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1.1 Introduction

In most companies, significant differences among customers are recognised and used as a basis for marketing planning. Divergent target markets are identified where these target markets are composed of people with certain patterns of behaviour determining their decision making process. Marketing is concerned with the orientation of products or services to the market, and an important component of this decision-making process is associated with the buying behaviour of consumers in the target market. In marketing it is important to know how the product is perceived by the different market segments, and what the values, needs and expectations of these consumers are. It is equally important to know how consumer attitudes are formed and how learning takes place.

The American Marketing Association defines consumer behaviour as "the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives" (Peter & Olson 1993: 8). There are at least three important ideas in this definition:

- Consumer behaviour is dynamic;
- It involves interaction between affect and cognition’s, behaviours, and environmental events and
- It involves exchanges.

From the viewpoint of any marketing organisation, a marketing strategy is a plan designed to influence exchanges to achieve organisational objectives. Typically, a marketing strategy is intended to increase the probability or frequency of consumer behaviours, such as purchasing particular products or making more use of a particular service. This is
accomplished by developing and presenting marketing mixes directed at selected target markets. A marketing mix consists of product, promotion, distribution, and pricing elements (Peter & Olson 1993: 9).

Thus marketing strategies not only adapt to consumers, but also change what consumers think and feel about themselves, about various market offerings, and about the appropriate situations for product purchase and use (Peter & Olson 1993: 12).

The product element in the marketing mix is carried out at two levels. New products are conceived and marketed, and existing products and product lines are manipulated and modified to meet changing consumer needs and competitive activities. Marketing decisions relating to the product include quality, branding, styling, product lines, positioning, packaging, labelling, trade marks, licensing, and patents. Part of this strategy revolves around cues that communicate the source, function, and quality of products. The product brand, package, price and physical characteristics are important cues the market strategist can control to influence consumer perceptions and attitudes (Du Plesis, Rousseau & Blem 1994:12).

The promotion element in the marketing mix consists out of four elements viz. the following:

- Advertising - “any form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor”.
- Sales promotion - “short-term incentives to encourage purchase or sale of a product or service”.
- Publicity - “non-personal stimulation of demand for a product, service or business unit by planting commercially significant news about it in a published medium or obtaining favourable presentation of it upon radio, television or stage that is not paid for by the sponsor”.

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Personal selling - "oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales". (Kotler 1991:603).

This study will look at the influence of a marketing campaign on consumer behaviour regarding the usage of a specific service in the telecommunications industry. In particular the impact of a marketing campaign on existing consumer behaviour will be analysed. The successfulness of the marketing campaign will also be evaluated against the pre-consumer behaviour.

1.2. Background to the problem

1.2.1 Historic overview of Telkom

On October 1991 Telkom entered a new era of existence. The organisation was commercialised amidst a furore, ranging from outrage from the left and right wings, to applause and suspicion from advocates of the free market system. Commercialisation was seen as a necessary step on the path to privatisation. Ultimately commercialisation was the result of an international paradigm shift in the thinking of governments. No longer would telecommunication utilities in the western world be protected as "strategic investments". The benefits of competition in the marketplace needed to be experienced (Senior spokesperson for Telkom: 1991).

South Africa has followed this change in the international mind-set, albeit belatedly. Telkom’s commercialisation came ten years after British Telecom’s privatisation. With it comes the prospect of deregulation of the telecommunications industry, if only in certain segments initially. Telkom is presently at a cross-roads. Either it can resist competition at all cost, with the inevitable consequence of an irreparably damaged industry
structure, or it can accept the inevitability of competition, and develop a strategy for dominating its chosen segments of the telecommunication industry. One of the most important dynamics affecting the telecommunications industry in the world today is the fact that borders are rapidly disappearing. This is as true at a national level as it is at the technological level (Financial Mail: August 25, 1995:22).

Modern telecommunications technology allows users from all over the world to communicate with each other. More than that, it allows service providers and telecommunication operators to breach national borders with ease and impunity. The implication of this is that even stringent legislation cannot prevent the arrival of competition. The entry of foreign competitors into the local market is likely to have a significant impact on Telkom.

The democratic elections have eliminated the sanction related trade barriers, and companies such as Telkom are able to begin exploiting opportunities in Africa and internationally. At the same time Telkom and the local telecommunication industry have been exposed to global competition. Several of the major global telecommunication players such as AT&T, Sprint, MCI and BT are establishing themselves in South Africa.

Research conducted by AMS Market Intelligence (1993) revealed that despite the reliance of business people on voice communication services, respondents showed a significant lack of awareness of existing Telkom business voice products and services. Only Toll Free, Motor Phones and Teleconferencing registered awareness levels above 50%. In each case, these services have names which are descriptive to respondent recall. Products and services where the name has no obvious link to function, such as HTS, BTS and Plus Facilities tend to enjoy lower awareness amongst respondents.
Consequently more effective marketing has been listed by many key respondents in the research conducted by AMS Market Intelligence (1993) as one of the main challenges facing Telkom if Telkom is to compete successfully with international telecommunication brands such as BT or Sprint. The use of acronyms such as BTS for Business Telephone System and HTS for Home Telephone System has been effectively used within the company during their test/pilot phases and it then became their so-called brand names during the commercial phase and was marketed as such, resulting in the poor awareness levels as well as low impact marketing campaigns.

1.2.2. Introduction to consumer behaviour

During the 1970's researchers in consumer behaviour started developing the concept of consumer processes per se, rather than "borrowing" concepts from other disciplines and applying these to consumer behaviour (Robertson 1984:18). Many researchers realised, for example, that the processes which lead to purchasing decisions are more complex than was indicated by earlier attitude studies.

Today consumer behaviour has grown into a fully-fledged research discipline and is an important field of study in its own right. Research in consumer behaviour has made valuable contributions to the knowledge of human behaviour in general, and has developed into a fully grown mature posture.

1.2.2.1. Definition of consumer behaviour

Many divergent definitions of consumer behaviour exists and there Mellot (1983:5) rightly states that there is no universally acceptable definition of consumer behaviour. For the purpose of this proposal the definition of Du Plessis (1986:39) will be used:
"Consumer behaviour comprises the behaviour patterns of decision units (individuals as well as families) which precede, determine and follow on the decision process for the acquisition of need-satisfying products, ideas and services."

1.2.2.2. Brief overview of consumer behaviour

According to Hawkins, Best & Coney (1992:5) the key to successful marketing strategies is a thorough understanding of consumer behaviour. An understanding of consumer behaviour includes observable behaviours such as amount purchased, when, with whom, by whom, and how purchases are consumed. It also includes non-observable variables such as the consumer’s values, personal needs, perceptions, what information they have in memory, how they obtain and process information, how they evaluate alternatives, and how they feel about the ownership and use of various products (Hawkins, Best & Coney 1992:6).

The marketing manager can most appropriately view the consumer as a problem solver (Hawkins, Best & Coney 1992: 14): "a decision-making unit (individual, family, household, or firm) that takes in information, processes that information (consciously and unconsciously) in light of the existing situation, and takes action to achieve satisfaction and enhance lifestyle."

Problems arise for consumers in their attempts to develop, maintain, and/or change their lifestyle as shown in Hawkins, Best & Coney (1992: 15)
Consumer lifestyle is how you live. It includes the products one buys, how one uses them, what one thinks about them, and how one feels about them.

Twelve basic factors influence consumer lifestyle: marketing activities, culture, values, demographics, social status, reference groups, households, personality, emotions, motives, perceptions, and learning. These twelve basic factors can be divided into two types of influences viz. external and internal influences (Hawkins, Best & Coney: 1992: 16).

For purposes of this study there will be focused on one basic internal influence viz. perception and one external basic influence viz. marketing communication.
Perception can be described as "how we see the world around us". Two individuals may be subject to the same stimuli under apparently the same conditions, but how they recognise them, select them, organise them, and interpret them is a highly individual process based on each person's own needs, values, expectations, and the like. Perception is defined as the process by which an individual selects, organises, and interprets stimuli into a meaningful and coherent picture of the world. A stimulus is any unit of input to any of the senses (Schiffman & Kanuk, 1991:145). Examples of stimuli include products, packages, brand names, advertisements and commercials.

1.2.3. Introduction to marketing communication

Fundamentally all marketing communication is concerned with the needs and wants of people, both as individuals and as groups. Successful marketers understand people or, more technically consumer behaviour. Knowing what makes his customers "tick" and formulating a product/service offer to satisfy their needs, wants, hopes, aspirations, dreams and desires is the hallmark of the successful marketer (Schiffman & Kanuk, 1991:268).

There are four basic components of all communications: a source, a destination, a medium, and a message (Schiffman & Kanuk, 1991:269). The source, as the initiator of the message, may wish to impart a feeling, an attitude, a belief, or a fact to another person or persons. To do so, the source must first find some way to encode this message so that it will accurately convey the message to the intended destination. He or she may use words, or pictures, or a facial expression, or some other kind of recognisable signal or code that will enable the receiver to understand the intended meaning.
The marketing communications process looks as follow:

**Figure 1.2: Model of marketing communication (4M’s)**

![Diagram of marketing communication process]

Source: Du Plesis, Rousseau & Blem (1995:211)

This two-way process involves the marketer framing a message and sending it through a medium (or channel) to the market. The target market will, in turn, evaluate the information received in terms of both content and style (what is said and how it is said) and then passively or actively provide a response to the sender. The basic difficulty in the communication process occurs during encoding and decoding. The message gets encoded in words, pictures or symbols. These must be decoded by the market (or receiver) for effective communication to take place. This may be particularly difficult in a country such as South Africa where the modern First World marketer often has a different frame of reference, mind set and language to his traditional Third Worlds market (Du Plesis, Rousseau & Blem, 1995:212).

**1.3. Problem statement**

The transformation from the South African Post and Telecommunication Department (SAPT) to Telkom in 1991 provided Telkom with excess opportunities to prove that they can be more cost effective as well as customer orientated. From a marketing perspective the single most important aspect to start with was creating a new corporate identity.
Corporate identity has been defined as "the branding and packaging of an entire company" (Murthy 1990). The communication of a corporate identity requires that an organisation should consistently reflect its strategic intent through all its interfaces with the various audiences it seeks to serve. These interfaces include company vehicles, employees' uniforms, stationary, and sponsorship events. Relevant audiences include the government as only shareholder, suppliers, employees, potential customers as well as immediate customers.

After successfully implementing the new corporate identity for Telkom, the research conducted by AMS Market Intelligence (1993) revealed that despite the reliance of business people on voice communication services, respondents showed a significant lack of awareness of existing Telkom business voice products and services. This was ascribed to the fact that Telkom was still using "brand names" for products that was endowed on them during the SAPT era as well as ineffective marketing campaigns.

Subsequently marketing strategies were implemented to try and alter this. This study specifically looks at a marketing campaign that was launched to influence consumer behaviour (usage) for a service in the telecommunications industry.

1.4. Study objectives

The primary objective of this study is to look at a product from the Telkom product portfolio that previously was unbranded and for which a set pattern of consumer behaviour existed. The product referred to here is actually a service and therefore intangible. Telephone traffic patterns have shown that there is certain existing call patterns. There is normal peak times and low times over weekdays and weekends that doesn't vary. Although there has been three different rate groups for years, consumer behaviour stuck to that set patterns of behaviour. The three
rate groups were "branded" as Peak hours, Off-peak hours and After hours.

This study will specifically look at the Off-peak and After hours consumer behaviour patterns. That is when the Telkom telephone network traffic is not so intent and capacity is available to handle more telephone calls.

**Objectives**

This study will reflect the influence of a marketing campaign on a set pattern of existing consumer behaviour for a service in the telecommunications industry.

*Primary objectives include:*

- To measure the successfulness of altering existing conventional consumer behaviour and
- measure the increase in the usage rate of an average telephone customer during cheaper after hour rates.

*Secondary objectives include:*

- The measurement of the marketing campaign to establish whether the campaign is known and correctly identified with Telkom as well as the "Callmore" concept.

*Specific objectives are:*

- To measure the recall of the marketing campaign;
- To measure company awareness of the marketing campaign;
- To determine the perceived message of the marketing campaign and
- The perception of the brand used in the marketing campaign in the market place.

1.5 Method of research

Two methods of research is being utilised in this case study viz. secondary sources to Telkom and the survey mode.

Secondary sources viz. internal to Telkom is used to measure the successfulness of altering existing conventional consumer behaviour and to measure the increase in the usage rate of an average telephone customer during Callmore time. This will meet the primary objectives of this study. This will take on the form of comparing telephone traffic patterns of consumers before, during and after the marketing campaign.

In another method of data collection viz. the survey mode telephonic interviews was done amongst adults in Gauteng. Research conducted by Market Research Africa for Telkom will be used to meet the secondary objectives of this study.

1.6 Content of study

The content of the study is as follows. Chapter two focus on the marketing communication process and its’ influence on consumer behaviour. Marketing communications are central to any marketing plan designed to influence consumers to buy. This chapter discuss the communication concept as well as the 5-W approach to communication. The elements of the marketing communications process being the marketing communications model, the advertising process, barriers to communications and the results of communications are also discussed in detail.
Chapter three deals with perception as a factor in influencing consumer behaviour. Perception is a key concept in the practice of marketing. Ultimately, it is how the consumer perceives products and services that guides purchase decisions in the marketplace. Individuals act and react on the basis of their perceptions, not on the basis of objective reality, thus it is important for marketers to understand perception. This chapter focus on a model of perception and in specific on the various elements embodied in this model viz. impulse, observation, selection, organisation and reaction. Each of the elements are discussed in detail.

Chapter four deals with the research strategy and research objectives and the research approach taken. The results obtained through the research are also discussed.

Chapter five deals with the conclusions and recommendations of the study.
Chapter 2: The marketing communication process and its' influence on consumer behaviour

2.1 Introduction

In order to position products to meet consumer needs, product benefits must be communicated to the consumer. Marketing communications are designed to inform and influence consumers. The communication of information and influence by the marketer and the receipt of marketing information by the consumer are key elements when influencing consumer behaviour. Without information the consumer cannot act. Through marketing communications consumers learn about new products, the prices and availability of existing products, and the characteristics of alternative brands.

Marketing communications are central to any marketing plan designed to influence consumers to buy. Marketers communicate by mass media advertising, package information, sales promotions, and personal selling. The marketing communications process involves advertising, personal selling, and in-store promotions (Assael, 1992:587)

2.2 The communication concept

Like the marketing concept, the communication concept focuses on the needs and wants of the consumer. In the case of communications, the message is the object of consumption. Krugman, Reid, Dunn & Barban (1994:49) identified the 5-W approach as an useful way of thinking about communication. In advertising terms, (1) who is the sponsoring advertiser and/or agent, (2) what is the advertisement or commercial, (3) whom is the target market, (4) which medium is the media type (for example TV versus print) and vehicle (for example, M-Net versus SABC1),
and (5) *what effect* is how targeted consumers respond to advertisements and commercials.

**Figure 2.1: The 5-W approach to communication**

![Diagram](image)

The communicator must choose among alternatives at each stage of the 5-W process.

**Source:** Krugman, Reid, Dunn & Barban (1994:51)

However, advertising communication is not as simple as the 5-W approach implies. Many factors, both controllable and uncontrollable, make effective advertising communication a complex and unpredictable process.

**2.3 The marketing communications process**

Assael (1992: 587) explains the marketing communications process as presented in the following figure. The top of the figure cites five requirements for marketing communications: a source, a message, a means of transmitting the message, a receiver, and action by the receiver. The model is translated into an advertising process. The results of the marketing communications process are also shown, including possible barriers to effective communication from advertiser to consumer. Each of these concepts will briefly be examined in this study.
2.4 The marketing communications model

The five steps at the top of the figure describe the marketing communications model viz. the source, encoding, transmission, decoding & action and feedback.

Source: Assael (1992: 588)
The source - also known as the communicator, sender, or encoder - initiates the process of communication by having an idea or thought to share with another person, a small group of people, or a large group of people (a mass audience). To bring about communication, the source must transform the idea of thought into a message. Communications sources can be classified into two basic types: mass communicators and interpersonal communicators. (Krugman, Reid, Dunn & Barban, 1994:54). Objectives must be developed by the source and a target market must also be identified for its communications.

Source identification in advertising is a special case. According to William Wilkie (1986:250) an advertising communicator has four options in source identification:

1. Identify the company or brand as the source, especially if the advertiser or its product has a strong and positive reputation.
2. Associate the company or brand with a “catchy” slogan or theme.
3. Associate the company or brand with a media seal of approval or an independent testing organisation.
4. Use a spokesperson - expert, celebrity, or ordinary person.

Encoding is the process where the objectives set by the source is translated into a message known as encoding. Advertising agencies develop messages that are encoded into advertisements (Assael, 1992: 589).

The third step in the communication process is transmitting the message to the target market. Advertising agencies select media designed to reach the intended audience. In the next step, the consumer decodes the message, that is, translates it so it is understood and possibly retained in memory. Two key questions are whether the consumer interprets the message in the manner intended by the advertiser and whether the message positively influences consumer behaviour. Since most marketing
communications are designed to influence the consumer to act, consumer purchasing behaviour is the key variable in assessing communications effectiveness (Assael, 1992: 589).

According to Assael (1992; 589) the final step in the communications process is feedback, that is, evaluating the effectiveness of the communication. This concludes the five steps at the top of the marketing communications process that describe the marketing communications model. Subsequently the advertising process will be discussed.

2.5 The advertising process

In the figure from Assael, on page 18: The marketing communications process, it is showed how advertising is developed in the context of the six-step marketing communications model. In the first step, the source develops message objectives and translates them into a communications idea or product concept. Next, the advertising agency encodes messages to communicate product benefits.

The third step, transmitting the message to a target segment, requires a media plan that is cost effective. An effective media plan achieves a delicate balance between several potentially conflicting objectives. One possible conflict occurs between trying to reach as many people as possible versus reaching them as frequently as possible. The next steps involve the consumer’s exposure to the message, perception and interpretation of it, and possible action based on the message.

The last step, feedback, is designed to determine whether consumers have decoded the message as intended and whether they are likely to translate perceptions of the message into purchasing actions. Such feedback should help advertisers determine whether to continue the campaign, change it, or cancel it.
Aaker & Myers model of the advertising communication system look as follow:

**Figure 2.3: Model of the advertising communication system**

According to Aaker & Meyers (1987:293) advertising communication always involves a perception process and four of the elements shown in the model: the source, a message, a communication channel, and a receiver. In addition, the receiver will sometimes become a source of information by talking to friends or associates. This type of communication is termed word-of-mouth communication, involves social interaction between two or more people, and the important ideas of personal influence and the diffusion of information.
Source
The source of a message in the advertising communication system is where the message originates. There are many types of “sources” in the context of advertising, such as the company offering the product, the particular brand, or the spokesperson used.

Message
The message refers to both the content and execution of the advertisement. It is the totality of what enters the receiver’s perception process.

Channel
The message is transmitted through some channel from the source to the receiver. The channel in an advertising communication system consists of the media, such as radio, television, newspapers, magazines, billboards, point-of-purchase displays, etc. It should be noted that communication usually has a channel capacity. There is only so much that a receiver will be motivated and capable of processing. Furthermore, there is a physical limit to the number of advertisements that can be shown on prime time.

Receiver
The receiver in an advertising communication system is the target audience. Thus, the receiver can be described in terms of audience segmentation variables, life-style, benefits sought, demographics, and so on. A particular interest can be the involvement in the product and the extent to which the receiver is willing to search for and/or process information. The communication can have a variety of effects upon the receiver, it can
Create awareness;
Communicate information;
Develop or change an image;
Create or change an attitude and
Precipitate behaviour.

Destination

Aaker & Meyers communication model does not stop at the receiver but allows for the possibility that the initial receiver might engage in word-of-mouth communication to the ultimate destination of the message. The receiver then becomes an interim source and the destination becomes a receiver. Word-of-mouth can be a critical part resulting from an advertising program. The reality is that for some products the absence of word-of-mouth communication can be fatal, because it is only the word-of-mouth communication that has the credibility, comprehensiveness, and impact to affect ultimate behaviour of a portion of the audience (Aaker & Meyers, 1987:295)

2.6 Source effects in marketing communications

Source factors play an important role in persuasive communication. Research on source factors and their influence on persuasion has a long history in social psychology and mass communication. It is important to consider the credibility and attractiveness of the source to the consumer to understand the effects the source has on consumer behaviour (Aaker & Meyers, 1987:295).

Source credibility

Source credibility is the level of expertise and trustworthiness consumers attribute to the source of the message (McCracken, 1989: 310). Expertise is the ability of the source to make valid statements about the characteristics and performance of the product. Trustworthiness is the perception that a source has made a valid statement about the product
According to Aaker & Meyers (1987: 303) three dimensions of source credibility are particularly important in advertising:

Prestige: Prestige derives from past achievements, reputation, wealth, political power, and the visibility of a person in some reference group - from a circle of friends to a nationally prominent reference group such as movie stars or sports heroes.

Similarity: The source, instead of being admired or envied, could be effective by being liked and by having the audience member strongly identified with it. A source that is presented as being similar to the audience member in terms of attitudes, opinions, activities, background, social status, or lifestyle could achieve both liking and identification.

Physical attractiveness: The research on physical attractiveness tends to show that “what is beautiful is good”. All other things being equal, the stronger the physical attraction of the source, the greater the liking will be, and the stronger will be the persuasive impact.

2.7 Message effects in marketing communications

While the characteristics of the source are certainly important in influencing consumer reactions to communications, of equal importance are the impact of the message and the message characteristics. The advertising message is meant to inform and persuade. Informational objectives may be directed toward announcing new products or changes in existing products, informing the consumer of product characteristics, or providing information on price and availability.

Mowen (1990: 401) states that the first step in creating a message is to determine its content - that is, the communicator must identify the strategy that will be used to influence receivers in the desired manner. A
variety of questions exists for communicators to consider in developing message content. Some of these include:
- How simple or complex should the message be?
- Should the message take an emotional or a rational approach?
- Is it appropriate to use a fear appeal?
- What is the appropriate role of humour in advertising, etc.

2.7.1 Message complexity

From an information-processing perspective, in order for a message to have any effect on a receiver, he or she must first be exposed to the message. In addition, the receiver must then attend to the information and comprehend it. A factor that strongly influences the ability of receivers to comprehend the information is the message complexity. If the information is too complex or presented in a garbled, confusing manner, receivers are less likely to comprehend and be persuaded by the information (Mowen, 1990: 402).

2.7.2 Emotional versus Rational appeals

Assael (1992: 597) states that advertisers can communicate product benefits by “pulling at the heart strings of the consumer” through emotional appeals, or they can more directly inform consumers of specific product benefits through rational appeals. Emotional advertising is popular because many products have become more standardised as they travel along their life cycle and lose their uniqueness. As a result, according to one marketer,

“Many advertisers have turned to sentiment because they’ve run out of compelling appeals to logic. Their own sales pitches have lost their punch and for the increasing number of products that don’t differ markedly from their competitors, new arguments are hard to find” (Assael, 1992: 598)
2.7.3 Fear appeals

According to Mowen (1990: 405) in a fear appeal a source communicates the message that if the consumer fails to use a particular product or service something bad will happen. Many different types of fear appeals exist, and they are directly related to the various risks that consumers perceive. Thus, fear appeals can be constructed for products or services that help minimise health/safety, social, performance, financial, and other types of risk in the consumer environment.

2.7.4 Humour appeals

Humorous messages are used because they attract attention and because advertisers believe that humour can be persuasive. There are pros and cons for the use of humour in advertising. On the positive side, humour is likely to increase attention and memorability. It is also likely to enhance the credibility of the advertiser. Humour may create a positive feeling toward the advertiser and thus increase the persuasiveness of the message. It also may distract consumers who use competitive products from developing arguments against the advertiser’s brand and may lead them to accept the message (Assael, 1992: 604).

A variety of advertising executives have proposed various rules for using humour. The following is a list of do’s and don’ts from Anthony Chevins (1981:22):

The Don’ts
1. Don’t tell jokes because they wear out fast.
2. Never make fun of the product.
3. Don’t use surprise endings; they surprise only once.
4. Don’t make it hard for the viewer to figure out the humour.
5. Don’t let the humour overwhelm the product.
6. Don’t use humour when you can’t figure out what else to do.

The Do’s
1. Make the humour relevant.
2. Involve the audience in the humour early in the commercial.
3. Use the humour to sell the product’s strong points.
4. Be charming, not funny.
5. Make humour simple and clear.
6. Integrate the humour with the message of the ad.

2.8 Consumer processing of marketing communications

The fourth step in the communication model is consumer decoding of marketing communications. Decoding requires consumers to acquire and process marketing information. According to Assael (1992: 606) consumers when processing information, are actually evaluating the source, the message and the media from multiple sources rather than from one single source.

2.8.1 Source evaluation

When consumers receive a marketing communication message, they evaluate the source of information. Evaluation of the credibility and attractiveness of the source frequently affects evaluation of the message. The source has the greatest effect on message acceptance in two cases viz.

The source is more important when product involvement is low, in a low involvement case, the source may influence the consumer to accept the message because the consumer is a passive recipient of information with no strong convictions regarding the communication. Second, the source is more important when the consumer has little experience with the products. Consumers with little experience are more likely to evaluate
the source in order to assess the value of information. They look for reliable sources to supplement their limited information (Assael, 1992: 607).

2.8.2 Message evaluation

Consumers can evaluate the message in relation to or independent of the source. In either case, they arrive at a judgement regarding the relevance, believability, and likeability of the message. These responses can be divided into two types of general reactions: cognitive and affective. Cognitive responses evaluate the acceptability of the claims (supportive of or counter to prior beliefs). Affective responses reflect the consumer’s attitude toward the message from positive to negative.

Cognitive responses are the way consumers think about an advertisement; attitudes toward the advertisement (that is, affect) are the way consumers feel about it. Attitude toward the advertisement is the consumer’s predisposition to respond favourably or unfavourably to a particular advertisement. Positive cognitive responses (support arguments and source bolstering) are likely to produce positive consumer attitudes toward an advertisement; negative cognitive responses (counter-arguments and source derogation) are likely to produce negative attitudes. Cognitive and affective responses to an advertisement have different strategic implications. Cognitive responses are reactions to message content. A consumer’s attitude toward a advertisement is influenced by a wider range of peripheral factors such as colour, music, symbols and imagery (Olney, Holbrook & Batra, 1991:440).

2.8.3 Media evaluation

Consumers evaluate an advertising message in the context of the medium in which it is transmitted. Consumer’s develop images of media that influence message acceptance. Programs or editorial content may vary in
a given medium; therefore, advertisers must consider whether the specific environment in which a print advertisement or commercial is placed may influence message acceptance (Assael, 1992: 611)

2.9 Communications Feedback

The final step in the communications process is feedback to the marketer to evaluate the effectiveness of the marketing communication, McGuire (1978:161) established that a marketer can obtain direct feedback by establishing a link between message effectiveness and purchase behaviour or indirect feedback by evaluating the way consumers decodes the message in terms of consumer exposure, attention, comprehension, and retention.

The following diagram reflect a hierarchy of effects leading to a purchase. The assumption is that as the consumer moves from exposure to attention, comprehension, message acceptance, and retention, the probability the consumer will buy the advertised brands increases with each step.
The measurement of each of the steps in the decoding process will briefly be discussed.

1. Exposure can be measured for print media by circulation and for broadcast media by reach.
2. Attention can best be measured by recognition of an advertisement.
3. Comprehension is measured primarily by tests of recall of specific points in the advertisement.

4. Message acceptance is best measured by its impact on brand attitudes or purchase intent.
5. Retention is measured by recall of the advertising message after a period of time. Consumers are likely to forget messages over time unless they are repeated (Assael 1992:613).

The measures in the diagram assume indirect feedback, that is, no direct link between the five steps involved in the decoding process and purchase behaviour.

2.11 Barriers to communications

Barriers can occur at each step in the communication process: at the source, in encoding, in transmission, or with the receiver in decoding or in action. According to William Wilkie’s analysis (1986:242), there are five potentially pitfalls, or gaps, in the advertising communication process. The first two are source encoding problems, which result when the advertiser selects a message strategy that is off-base with campaign goals or when the actual ads and commercials are incongruent with the message strategy. The third is a mechanical problem. It occurs when the message is not delivered by the selected media as planned. The fourth and fifth are receiver decoding problems. These results from the way the receiver attends and processes advertising presented information.

Of the five communication pitfalls, the greatest barrier is the receiver. In the course of normal business affairs, advertisers must expect to encounter consumer defensiveness and indifference. According to Krugman, Reid, Dunn & Barban (1994: 59) advertising seeks out people, rarely do people seek out advertising. And whether advertising finds them or they find advertising, they know what advertising is trying to do: it is trying to persuade them to think, feel, or act in a certain way. In psychological terms, people enter the advertising
communication process with their perceptual defences up. To overcome perceptual barriers, advertising must be designed and placed to grab the audience’s attention, to reduce miscomprehension, and to facilitate memory.

Several studies have documented the fact that more frequent advertising has resulted in less consumer attention to messages. Webb (1979:225) found that attention and recall dropped off as the number of advertisements increased.

2.12 Results of communications

The last step in the marketing communications process as discussed on page 22 is, “Results of communications”.

The figure shows that consumers may accept the message with or without any action or consumers may reject it. Message acceptance is due to an effective process of communicating product benefits that are important to a target segment. Message rejection may be due to lack of message credibility or believability, or it may be independent of message content and reflect consumers’ attitudes, past experiences, and beliefs. (Assael 1992: 718)

From the advertiser’s standpoint, the most desirable result of the communication process is a purchase as a result of message acceptance. Message acceptance may lead to a purchase or that consumers may decide not to purchase for reasons other than the information in the communication. Price and availability are obvious restrictions to purchase.
2.13 Summary

In this chapter the marketing communication process and its influence on consumer behaviour has been discussed. The communication of information and influence by the marketer and the receipt of marketing information by the consumer are key elements when influencing consumer behaviour.

The 5-W approach to communication has been discussed as well as the four steps in the communications process. Subsequently the Source, message, channel, receiver and destination elements in the advertising communication system were discussed. Source factors play an important role in persuasive communication and it is important to consider the credibility and attractiveness of the source to the consumer to understand the effects the source has on consumer behaviour. Message effects in marketing were also discussed, there message complexity, emotional versus rational appeals, fear appeals and humour appeals were discussed as well as a list of do’s and don’ts when using humour.

The chapter also looked at how the consumer process these marketing communications. When consumers process these information they are actually evaluating the source, the message and the media from multiple sources rather than from one single source. In evaluating the message, consumers develop cognitive responses that determine message acceptance.

In the last step of the communications process the chapter dealt with the results of communications. Consumers may accept or reject it and from a marketer’s standpoint, the most desirable result of the process is a purchase as a result of message acceptance.
Chapter 3: Perception as a factor in influencing consumer behaviour

3.1 Introduction

In the previous chapter the marketing communications process and its influence on consumer behaviour was discussed. It was noted that there were five requirements for marketing communications: a source, a message, a means of transmitting the message, a receiver, and action by the receiver. According to Aaker & Meyers (1987:293), advertising communications always involves a perception process by the receiver (consumer). This chapter focus thus on perception as a factor in influencing consumer behaviour.

Individuals act and react on the basis of their perceptions, not on the basis of objective reality. Thus, consumers' perceptions are much more important to the marketer than their knowledge of objective reality, as perceptions affect the consumer's actions, buying habits and leisure habits. Because individuals make decisions and take actions based on what they perceive to be reality, it is important that marketers understand the whole notion of perception and its related concepts so that they can more readily determine what influences consumers to buy (Du Plesis, Rousseau & Blem, 1995:69).

3.2 Definition of consumer perception

In a broad sense, the topic of perception is concerned with the translation from the external, physical world to the internal, mental world that everybody experience. Wilkie (1990:230) define consumer perception as the process of sensing, selecting, and interpreting consumer stimuli in the external world. There are three basic functions that are contained in the definition of perception viz.

- Sensing a stimulus in the external world.
- Selecting and attending to certain stimuli and not others.
- Interpreting the stimuli and giving them "meaning".

### 3.3 A model of perception

Consumers have certain specific brand preferences because of the way consumers perceive the available brands. Their perception and resulting reaction will be influenced by a number of dynamic and changing factors, either singly or in combination, and either when the stimulus occurs or when reaction is required. Many variables will affect perception, the most important variables are indicated in the following figure:

#### Figure 3.1: A model of perception

<table>
<thead>
<tr>
<th>IMPULSE</th>
<th>OBSERVATION</th>
<th>SELECTION</th>
<th>ORGANISATION</th>
<th>REACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes in environment: advertising, hunger, pain, noise and colours</td>
<td>The human senses: seeing, hearing, smelling, tasting and touching</td>
<td>a. Characteristics of the object such as size, colour and appeal</td>
<td>a. Selected impulses are organised and grouped in terms of figure-ground, closeness, similarity and principles</td>
<td>Behaviour or attitudes</td>
</tr>
<tr>
<td>a. Characteristics of the observer such as needs, personal characteristics and previous experience</td>
<td>b. Human errors cause erroneous grouping e.g. stereotyping, projection and attribution</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Subsequently the various elements in the model of perception viz. impulse, observation, selection, organisation and reaction will be discussed.

#### 3.3.1 Impulse/Stimuli

Impulse or stimuli are any physical, visual, or verbal communications that can influence an individual’s response. The two most important types of
stimuli influencing consumer behaviour are marketing and environmental (social and cultural) influences.

Marketing stimuli are any communications or physical stimuli that are designed to influence consumers. According to Assael (1992: 186) the product and its components (package, contents, physical properties) are primary (or intrinsic) stimuli. Communications designed to influence consumer behaviour are secondary (or extrinsic) stimuli that represents the product either through words, pictures, and symbolism or through other stimuli associated with the product (price, store in which purchased, effect of salesperson).

The key requirement in communicating secondary stimuli to consumers is the development of a product concept. A product concept is a bundle of product benefits that can be derived to the needs of a defined group of consumers through messages, symbolism, and imagery. The product concept represents the organisation of the secondary stimuli into a co-ordinated product position that can be communicated to consumers (Assael 1992: 187).

3.3.2 Observation

Observation is discussed in terms of sensation and perceptual selection. Perceptual selection is influenced by both external as well as internal factors. Internal factors such as previous experience, motivation and personality are of primary importance.

3.3.2.1. Sensation

Observation, as the first step in the process of perception, begins or is activated by some form of sensory input, which is directed at an individual’s sensory receptors. The basic units of stimuli that form the
sensory inputs are sound, sight, taste, smell and touch. Complex sensory inputs that include these basic units could, for example, be noisy crowds on a pavement, the blowing of cars hooters etc. (Du Plesis, Rousseau & Blem, 1995:71).

3.3.2.2. Perceptual selection

Consumers subconsciously exercise a great deal of selectivity regarding the aspects of their environment (stimuli which they perceive (Schiffman & Kanuk: 1991). An individual may look at some things, ignore others, and turn away from yet others. Overall, people actually perceive only a small fraction of the stimuli to which they are exposed. The selection of stimuli depends on external factors such as the qualities of the products on display, and internal factors such as previous experience, needs, personality, expectations and attention. Each of these factors can serve to increase or decrease the probability that the stimulus will be perceived, and each can affect the consumer’s selective exposure to and selective awareness of the stimulus itself.

3.4 The influence of external factors in perceptual selection

Several characteristics of products and objects external to the consumer will increase the likelihood of the message being selected and therefore perceived. External factors include the size of the object or advertisement, wording, intensity of colour, appeal, contrast with the environment, movement against a steady background, repetition of messages, novel aspects in messages that appeals to consumers. (Du Plesis, Rousseau & Blem, 1995:74)

The size which an object must have to be perceived is proportional to the initial size of the sensory input. Large sizes tend to attract greater attention, but if the size of an advertisement or package is increased, one
will find that a certain change in size will not produce an equal change in attention. Objects placed near the centre of a consumer’s visual field are more likely to be noticed. Intensity or magnitude refers to the loudness of sounds or the brightness of colours. Like an increase in size, an increase in the intensity of the sensory input increases the attention it receives by a certain percentage. Colour is used effectively by marketers in many situations. Advertisements in colour attract more attention from readers than those in black and white. A bright package usually catches a consumer’s attention more quickly than a dull package. Colours are widely used for the symbolism in marketing. Yellow is the colour associated with sunlight and projects warmth and vitality. Green conveys coolness, nature and calmness, while red indicates excitement, sex, love and rage (Du Plesis, Rousseau & Blem, 1995:75)

The contrast principle is used in many ways as a means of getting customer attention. Sudden silence in TV-advertisements, drastic changes in music, sudden changes from black-and-white to colour and the way in which prices are announced and displayed all serve as examples of the contrast principle in perception. When this principle is used, it is often important to take note of customers expectations, background factors and previous experience. Closely related to the contrast principle is the principle of motion as a technique for getting attention. One popular form of movement available to retailers is the portable signboard, complete with sequential lighting, that gives the illusion of movement. When moving objects are presented against a non-moving background, their changes of being perceived are even greater. Repetitions of slogans such as “the biggest helping hand in the land”, “it makes you think”, “we are driven”, “everything keeps going right” attracts attention, although the slogan itself may not have any real substance or contain relevant information (Du Plesis, Rousseau & Blem, 1995:76)
3.5 The influence of internal factors in perceptual selection

The state of mind of the individual will also determine the attention and selection of external stimuli. Internal factors such as previous experience (learning, education, upbringing), motivation (needs) and personality are of primary importance (Du Plesis, Rousseau & Blem, 1995:76).

3.5.1 Personality

Given a stimuli, and keeping other factors constant, two persons may respond to it in different ways. The difference is often a function of their personalities. The personality is in effect a processor or filter for incoming stimuli. Consequently, persons may or may not perceive stimuli in the same way, depending on the similarities and differences in their personality make-up.

3.5.2 Motivation

People tend to perceive things they need or want; the stronger the need, the greater the tendency to ignore the unrelated stimuli in the environment. In general, there is a heightened awareness of stimuli that are relevant to one’s needs and interest, and a decreased awareness of stimuli that are irrelevant to those needs. An individual’s perceptual process simply attunes itself more closely to those elements of the environment that are important to that person (Schiffman & Kanuk, 1991).

As Maslow postulated many years ago, there seems to be a fairly universal hierarchy of needs present in each individual i.e. Physiological needs, safety & security needs, social needs, ego needs and self-actualisation. According to his theory, the needs at the top of the hierarchy will only become important to an individual once the needs at the bottom are satisfied.
3.5.3 Previous experience

Previous experience will determine expectations, brand loyalty and attitudes towards products in general. In a marketing context, people tend to perceive products and product attributes according to their own expectations. On the other hand, stimuli that conflict sharply with expectations often receive more attention than those that confirm to expectations (Du Plesis, Rousseau & Blem, 1995:80).

3.6 The process of selective perception

Consumers perceive marketing stimuli selectively because each individual is unique in the combination of his or her needs, attitudes, experiences, and personal characteristics. According to Assael (1992:139) selective perception means that the identical advertisement, package, or product may be perceived very differently by two consumers. Such selective perception operates for both high and low involvement purchases. In the high involvement case, consumers selectively choose information that (1) helps them evaluate brands that meet their needs and (2) conforms to their beliefs and predisposition’s. In the low involvement case, consumers selectively screen out most information in an attempt to avoid cognitive activity and informational clutter.

The model of complex decision making identified four steps in the perceptual process - exposure, attention, comprehension, and retention. The drive to find information that is consistent with prior beliefs results in selectivity at each of these stages of the perceptual process (Assael, 1992:140).

1. Selective exposure occurs because people’s beliefs influence what they choose to listen to or read.
2. Selective attention results in greater awareness of supportive information and avoidance of contradictory information.
3. Selective comprehension involves interpreting information so that it is consistent with beliefs and attitudes.

4. Selective retention is the process of remembering the information that is relevant to the decision and/or conforms to existing beliefs and attitudes.

3.7 Perceptual organisation

The typical consumer may be exposed to more than 300 commercials daily, it is apparent that some form of perceptual organisation of disparate, and at times conflicting, stimuli is necessary. Perceptual organisation means that consumers group information from various sources into a meaningful whole to better comprehend it and act on it (Assael, 1992:145).

The basic principles of perceptual organisation have been developed by scientists of the Gestalt school of psychology. The primary principle is that of organised wholes - the belief that people perceive entire objects rather than just the separate parts of them (Wilkie, 1990: 255). Principles of Gestalt psychology directly apply to marketing strategy, since they provide a framework for interpreting advertising messages as an integrated whole. The picture, the layout, the headline, and the location in a magazine, for example, are not disparate elements but interact to produce an overall reaction to the advertisement and to the brand.

3.7.1 Figure and ground

The most basic and automatic organisational process is thought to be the principle of figure and ground. Two properties of this process are: (1) the figure appears to stand out in front of the more distant background and (2) the figure is perceived to have form and be more substantial than the ground. Marketers use the principle of figure-ground in advertising to call
attention to important portions of the advertisement. The advertisers must ensure that these advertisements are designed so that figure-ground reversal does not take place, i.e. that the figure is not perceived as the ground. An example of this would be a case in which an advertiser uses a beautiful girl to draw attention to his product. The girl (ground) could become figure in that consumers often remember the girl and not the product itself (Du Plesis, Rousseau & Blem, 1995:82)

3.7.2 Perceptual grouping
Consumers are more likely to perceive a variety of information as chunks rather than as separate units. Chunking or grouping information permits consumers to evaluate one brand over another using a variety of attributes. Principles of grouping that have emerged from Gestalt psychology are proximity, similarity, and continuity (Assael, 1992:146):

3.7.3 Proximity
The tendency to group stimuli by proximity means that one object will be associated with another because of its closeness to that object. Advertisers uses principles of proximity by associating the product with positive symbols and imagery that are close to the product continuity (Assael, 1992:148).

3.7.4 Continuity
Consumers also group stimuli into continuous and uninterrupted forms rather than into discontinuous contours. Principles of continuity suggest that the basic flow of the sales message should be continuous, moving from brand identification to consumer benefits to a suggestion to purchase the brand. The principle of continuity explains why motor car manufacturers should not change their models to drastically. Consumers get used to certain styles and find security and stability in the continuation of basic forms of the products (Du Plesis, Rousseau & Blem, 1995:84)
3.7.5 Similarity
Consumers also group products by similarity. The tendency is to group the products together because of similarity in name, colour, and design. The intention is to view the set of products as an integrated whole (Assael, 1992:148).

3.7.6 Closure
Closure refers to a perceiver's tendency to fill in the missing elements when a stimulus is incomplete. Consumers have a desire to form a complete picture and derive a certain amount of satisfaction from completing a message on their own. An advertiser can use the closure process to make a campaign more efficient. A 60-second commercial can, for example, be run several times so that the content has been learned by a worthwhile percentage of the target audience. To combat forgetting, a shorter spot could be used. A viewer of the short spot will tend to visualise the omitted material. Thus, the material contained in the 60-second commercial will have been transmitted in a much shorter time. Furthermore, the risk of boring the viewer with repeated showings is reduced (Aaker & Myers, 1987:238).

3.8 Reaction (behaviour/attitudes)

The last step in the perception model is reaction. This may be in the sense of behaviour from the consumer or a change in attitudes.

Du Plessis, Rousseau & Blem (1995:105) defines attitudes as a learned disposition to respond in a consistently favourable or unfavourable manner with respect to a given object, subject, idea or behaviour.

Three observations can be made relating to this definition to form a better understanding of the concept. (1) The definition clearly points out that an attitude is a “learned” experience, which implies that a person is not
born with attitudes and that attitudes are actually formed during the learning process. A person must experience the product, evaluate it based on the available information and in view of his own perception, form a specific attitude about the product. (2) The definition refers to a favourable or unfavourable response. Because an attitude is a predisposition, it can be assumed that it might influence consumers in their behaviour. (3) This observation points to the characteristic of attitudes of being “consistent”.

This does not imply that attitudes do not change at all, nor that marketers can not develop marketing strategies specifically designed to change attitudes. The objective of the stimuli in the first stage of the perception model is to alter behaviour or attitudes in the final stage.

3.9 Summary

Perception is the process of recognising, selecting, organising, and interpreting stimuli in order to make sense of the world. Perceptions are influenced by individual experiences and are therefore highly subjective. This chapter has looked at a model of perception and then discussed the various elements of the model viz. Impulse, observation, selection, organisation and reaction.

External factors that influence perceptual selection includes the size of the object or advertisement, wording, intensity of colour, appeal, contrast with the environment, movement against a steady background and novel messages that appeals to consumers. The perception process involves attention and interpretation. It is influenced by stimulus characteristics, such as copy size, intensity, and message, and by audience variables such as needs, attitudes, values, and interests.
Internal factors that influence perceptual selection includes factors such as previous experience, motivation and personality.

Selective perception is made up of four components: selective exposure, selective attention, selective comprehension, and selective retention. The following is examples of perceptual organisation: figure and ground, perceptual grouping, proximity, continuity, similarity and closure.

To understand the attention filter, it is instructive to determine why people attend to advertisements. One motivation is to secure information that has practical value to them in making decisions. In some circumstances people will engage in an active search for information. A second motivation is selective exposure, obtaining information that supports attitudes or purchase decisions and avoiding non-supportive information. People are attracted to advertisements that are interesting. Two concepts from Gestalt psychology help marketers to understand to understand the interpretation process. The first is that stimuli are perceived as a whole. What is important in an advertisement interpretation is the total impression that it leaves. The second is that an individual has a cognitive drive toward an orderly cognitive configuration. Closure is an example of the cognitive drive toward a familiar, regular, and meaningful configuration. If a consumer realises that something is missing from a picture his or her mind will add it.

Attitudes was defined as a learned disposition to consistently respond in a favourable or unfavourable manner with respect to a given object, subject, idea, or behaviour. The chapter then concluded that it is the objective of marketers to influence consumer behaviour/attitudes through providing impulses in the form of advertising campaigns.
Chapter 4: Research: Evaluation of the influence of a marketing campaign on consumer behaviour.

4.1 Introduction

On the 21st of April 1995 Telkom launched an advertising campaign to coincide with the 1995 Rugby World Cup. The objective of the campaign was to create awareness and to stimulate the telephone network i.e. to encourage customers to make more frequent use of the telephone during cheaper after hour times (Callmore Time).

Since the late eighties it has become apparent that there is a constant decline in telephone usage. This was worrying to the company, specially, in the face of such intense competition and the ever increasing total costs for maintaining the company and the quality of its' products and services. In essence the Callmore campaign was designed to counteract this negative trend, and therefore served as a tool to inform customers about the cheaper rates offered by Telkom, which gave them the option to enjoy utilising their telephones without the uneasiness about paying standard rate tariff's.

Previous telephone traffic patterns have shown that there is certain existing call patterns. There is normal peak times and low times over weekdays and weekends that doesn’t vary. Although there has been three different rate groups for years, consumer behaviour stuck to that set patterns of behaviour. The three rate groups were branded as Peak hours (From 07:00 till 18:00), Off-peak hours (From 18:00 till 20:00) and After hours (From 20:00 till 07:00). Research results in the past has shown that consumers showed a significant lack of awareness regarding these cheaper after hour rates. Consumers only knew that it was cheaper to call after eight in the evening, with a large proportion of consumers still thinking that it is cheaper to call after nine in the
evenings. Previous research has indicated that customers tend to take the telephone for granted but assumed to be an emergency measure to be used only for brief messages rather than the most personal form of communication available.

Telkom subsequently decided to brand the cheaper after hour rates generically and subsequently Callmore Time was created.

**Figure 4.1: Weekly call rate structure featuring Callmore Time**

An advertising campaign was developed for Callmore time with the overall objective to stimulate usage of the telephone network.
Secondary objectives of the campaign included:

- To educate customers about the call rate structure;
- To create awareness of Callmore time;
- To illustrate the various emotional and personal benefits of calling and
- To create awareness that a telephone call is value for money.

Subsequently Telkom’s advertising agency was supplied with the following brief to develop the campaign:

**What is required:**
A 30 second TV campaign including 10 second squeeze backs and 5 second ribbons which build on and use the Telkom corporate positioning “Keeping you in touch with your world”

**What do Telkom expect the advertising to do?**
Encourage customers to “keep in touch with their personal worlds” more often by calling during off-peak times.

**What insight do we have about our audience?**
They have access to a telephone but have become complacent. They often feel that they would like to, or should make a call, but they just don’t get around to it. “I’ll do it later”.
Furthermore, they feel that making all the calls they would like to, can be an expensive habit and so may rationalise their inertia on the basis of cost.

**What single minded response do we want?**
I could keep in touch with more people if I called during off-peak time.

**What intrinsic qualities are the best stimulus to evoke this response?**
The telephone is a wonderful tool to keep you in touch with your world.
Calling off-peak hours can save you money compared to the normal rates. Alternatively you can talk for longer for the same price.

**Brand personality**
Steel Magnolias - makes you laugh, makes you cry, gives you goose-bumps or raises the hair on your neck.

**Initial ideas to explore**
It is so very special to keep in touch with your world - Telkom suggests you do it off-peak.

The Callmore campaign was developed and broke on the 21st April 1995. The objective of this research is thus to evaluate the influence of a marketing campaign on a set pattern of existing consumer behaviour for after hour telephone traffic.

**4.2. Research strategy**

The research strategy was two-folded with two different methods of data collection viz. secondary sources and the survey mode. Research that was done by Market Research Africa during October 1995 is being utilised for the purpose of this study. The researcher was involved in the planning and execution of this research project.

Secondary sources viz. internal to Telkom is used to measure the successfulness of altering existing conventional consumer behaviour and to measure the increase in the usage rate of an average telephone customer during Callmore time. This will meet the primary objectives of this study. This will take on the form of comparing telephone traffic patterns of consumers before, during and after the marketing campaign.
Telephone traffic is being measured per units known as Erlang (named after a Danish scientist A.K. Erlang 1878-1929). The formula for traffic is:

\[
\text{Traffic (erl)} = \frac{\text{Number of calls} \times \text{Mean holding time}}{3600 \text{ seconds}}
\]

Where:
- The number of calls is the amount of successful calls being made in one second in an exchange;
- mean holding time is the length of the call measured in seconds and
- 3600 seconds is the number of seconds in one hour.

In another method of data collection viz. the survey mode telephonic interviews was done amongst adults in Gauteng. Research conducted by Market Research Africa for Telkom will be used to meet the secondary objectives of this study.

Telkom approached Market Research Africa to conduct a telephonic survey among adults in Gauteng, to establish whether they could recall and correctly associate Telkom’s “Callmore” TV advertisement.

A questionnaire was developed for the telephonic interviews that without the demographic questions featured eleven questions that was asked to the respondents. The questionnaire is attached as Appendix 14.

4.3 Research objectives for the telephonic interviews (survey mode)

The primary research objectives were to establish whether the “Callmore” advert is known and correctly identified with Telkom and the “Callmore” concept.
Specific research objectives that were set to meet the primary research objective were:

1. Determine the recall of previous exposure to briefly described “Callmore” advert
2. Determine the company associated with briefly described “Callmore” advert
3. Determine the perceived message of briefly described “Callmore” advert
4. Determine the recall of previous exposure to fully described “Callmore” advert
5. Determine the company associated with fully described “Callmore” advert and
6. Determine the perception of the meaning of the world “Callmore”.

4.4 Research approach

4.4.1 Universe
The universe for this survey was defined as adults, 16 years and older, living in Gauteng (Johannesburg, Pretoria, Reef and Vaal) and who owns a telephone.

4.4.2 Sample
A random sample of 300 telephone numbers was drawn in Gauteng by taking every n-th telephone number from MRA’s computerised list of telephone numbers. For every telephone number that was drawn, two
additional telephone numbers in the same exchange code areas were drawn as substitutes.

At every selected telephone number, the person that had to be interviewed was determined by listing all the adults over 16, on a pre-coded grid. This assisted in reducing interviewer bias in the selection of the respondents. Two calls were made, on different days of the week and at different times of the day to establish contact with the pre-selected respondent, before substituting.

Based on the incidence of households with telephones the following sample frame was followed.  

Table 4.2: Sample Frame

<table>
<thead>
<tr>
<th>Households with telephones in Gauteng</th>
<th>Number of interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Drawn</td>
</tr>
<tr>
<td>White</td>
<td>576 000</td>
</tr>
<tr>
<td>Black</td>
<td>351 000</td>
</tr>
<tr>
<td>Coloured</td>
<td>30 000</td>
</tr>
<tr>
<td>Indian</td>
<td>25 000</td>
</tr>
<tr>
<td>Total</td>
<td>982 000</td>
</tr>
</tbody>
</table>

The final sample differs slightly from the original sample as no substitution was made for "wrong race" within areas, i.e. if telephone numbers were selected in traditional white suburbs and the selected household had black respondents the interview was still completed.

4.4.3 Fieldwork

Telephonic interviews were conducted on the evenings of 16, 17 and 18 October 1995 by experienced and trained interviewers in the employ of Market Research Africa under the guidance of field supervisors.
A minimum of 15% checkbacks on the work of each interviewer, is built into the research process to ensure accuracy and authenticity.

4.5: Research results

The following results were obtained via the two methods:

4.5.1. Summary of the main findings from secondary sources (telephone traffic patterns).

Appendix 1 - 8 give a detailed analysis of telephone traffic during the Pre Callmore as well as the Post Callmore campaign on the various day of the week.

A breakdown of the appendixes is as follow:

Appendix 1: Callmore comparison on a Monday:
Telephone traffic Pre Callmore as on 16 January 1995
Telephone traffic Post Callmore as on 5 June 1995

Appendix 2: Callmore comparison on a Tuesday:
Telephone traffic Pre Callmore as on 17 January 1995
Telephone traffic Post Callmore as on 6 June 1995

Appendix 3: Callmore comparison on a Wednesday:
Telephone traffic Pre Callmore as on 18 January 1995
Telephone traffic Post Callmore as on 7 June 1995

Appendix 4: Callmore comparison on a Thursday:
Telephone traffic Pre Callmore as on 19 January 1995
Telephone traffic Post Callmore as on 8 June 1995

Appendix 5: Callmore comparison on a Friday:
Telephone traffic Pre Callmore as on 20 January 1995
Telephone traffic Post Callmore as on 9 June 1995
Appendix 6: Callmore comparison on a Saturday:
Telephone traffic Pre Callmore as on 21 January 1995
Telephone traffic Post Callmore as on 10 June 1995

Appendix 7: Callmore comparison on a Sunday:
Telephone traffic Pre Callmore as on 22 January 1995
Telephone traffic Post Callmore as on 11 June 1995

Appendix 8: Callmore comparison for two months prior to the campaign (March & April 1995) as well as during the campaign May 1995.

It is evident from Appendix 1 - 7 that there has been a remarkable shift in consumer dialling behaviour especially during the Callmore period. The trend for each day is basically similar to each other with the shift in dialling behaviour starting straight after six in evenings. Whereas in the past there has been a steady built up towards the peak dialling area after 20:00 in the evenings, the results show that there is no two peak areas: One significant peak straight after 18:00 (that was never there before) and then still a peak after 20:00 but not as big as before.

This can be ascribed to the fact that customers have migrated from Rate group 3 to Rate Group 2. (Refer table: 4.1: Weekly call rate structure featuring Callmore Time.) The following call statistics for the different rate groups taken over the six day period (The data for Monday was corrupted and therefore not included in the table) clearly indicates the results of this call migration:

Table 4.3: CALLMORE COMPARISON: CALL MIGRATION FROM RATE GROUP 3 TO RATE GROUP 2

<table>
<thead>
<tr>
<th></th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>41 985</td>
<td>45 036</td>
<td>41 355</td>
<td>39793</td>
<td>32 677</td>
<td>41 718</td>
</tr>
<tr>
<td>Jan</td>
<td>37 794</td>
<td>37 046</td>
<td>35 621</td>
<td>34 853</td>
<td>28 313</td>
<td>34 394</td>
</tr>
<tr>
<td>%</td>
<td>10,85%</td>
<td>21,57%</td>
<td>16,10%</td>
<td>14,17%</td>
<td>15,41%</td>
<td>21,29%</td>
</tr>
</tbody>
</table>

The influence of a marketing campaign on consumer behaviour: A case study

58
### Amount of calls made

<table>
<thead>
<tr>
<th>Rate 3</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>45 905</td>
<td>46 435</td>
<td>47 144</td>
<td>39 722</td>
<td>28 465</td>
<td>42 063</td>
</tr>
<tr>
<td>Jan</td>
<td>51 622</td>
<td>49 014</td>
<td>48 608</td>
<td>42 068</td>
<td>31 012</td>
<td>53 042</td>
</tr>
<tr>
<td>% Increase</td>
<td>-11,07%</td>
<td>-5,26%</td>
<td>-3,01%</td>
<td>-5,58%</td>
<td>-8,21%</td>
<td>-20,70%</td>
</tr>
</tbody>
</table>

If averages is taken, then tariff group 2 has had an average increase of 16,57% calls more being made after 18:00, while there was an decrease of 8,97% in calls being made after 20:00.

This leads to the conclusion that although a migration of traffic did take place from tariff group 3 to tariff group 2, there was also a net gain in the amount of calls made during the campaign of 7,6%.

This means that there was an increase of 7,6% in the usage of telephones during the campaign.

From Appendix 8 [Callmore comparison for two months prior to the campaign (March & April 1995) as well as during the campaign May 1995.] the result of the campaign can clearly be seen. During the month of May the peak at 20:00 was considerably lower than the previous two months, while at the same time the 18:00 peak was higher and ensured a more fluent distribution of calls during Callmore time.

### 4.5.2. Summary of the main findings from the telephonic interviews

The main findings from the telephonic interviews are separated into two classifications viz. Response to briefly described advertisement to the respondents and Response to fully described advertisement to the respondents. The classifications under each of these responses include
the recall of advertisement, companies associated with advertisement, and the perceived message of the advertisement.

4.5.2.1 Response to briefly described advertisement to the respondents.

Recall of advertisement
The following short description was read to respondents and they were asked whether they recalled seeing this advertisement:

"You see bikers in leather jackets down an open road"

Just over 55% claimed that they had seen this advertisement before (56% of whites and 54% of blacks, coloureds and Indians).

Companies associated with advertisement
Almost 4 in every 10 respondents who indicated that they had seen this advert before did not know what company to associate the advert with (36%). The balance of respondents mainly associated the advert Beacon chocolates (17%) and Gill Anti-dandruff (15%). Only one in every 10 respondents who recalled the advert, associated it with Telkom (11%). Amongst whites the association of Gill anti-dandruff (22%) and Beacon (21%) was even stronger. Over half of the black, coloured and Indian respondents who claimed to have seen the advert before did not know which company to associate the advert with (53%), whilst 13% said that it was an advert for Beacon chocolate.

Perceived message
Most of respondents who claimed to have seen the advert before, did not know (24%) or could not remember (32%) what message the advertisement was trying to put across. Some respondents said that it was a message to stop dandruff (8%), whilst others said it was an advert about eating pleasant chocolates (7%). Only 6% correctly identified the message as being "you can call more without paying more after 18:00".
4.5.2.2 Response to fully described advertisement to the respondents

Recall of advertisement
A fuller description was now read to respondents and they were asked whether they recall seeing this advertisement:

"You can see an open road, motorbikes, telephone poles, etc. See a man with long hair and a red beard look at his watch, it is just before 18:00. They stop at a roadside cafe and the biker with the beard makes a telephone call to his mother. It is 18:00"

Half (51%) claimed that they have seen this advertisement before. This was especially the case amongst white respondents (59%).

Companies associated with advert
The association of the advert with Telkom was now significantly higher (57%) amongst those that claim to have seen the ad before. Only 20% did not know which company to associate the advert with.

Amongst whites the association of Telkom was again even higher (64%) whilst just under half of the black, coloured and Indian respondents who claimed to have seen the advert before associated the advert with Telkom (46%).

Perceived message
A large proportion of respondents who claimed to have seen the advert before, still did not know (10%) or could not remember (20%) what message the advertisement was trying to put across. There were however now 27% who said that the message was that ""you can call
more without paying more after 18:00” with a further 8% saying that it was an advert for Telkom in general.

**Perception of the meaning of the word Callmore**

Three in every 10m respondents claim that they did not know what “Callmore” means (33%), with 20% correctly indicated that it meant that you can “call more without paying more after 18:00”. Other mentions were that you can “phone again/call as many times as you want” (12%) and “call more and more/make more calls” (8%) - these mentions were especially high amongst the black, coloured and Indian respondents.

Appendix 9 - 14 give the results of the telephonic interviews with the respondents.

A breakdown of the appendixes is as follow:

- **Appendix 9:** Recall of briefly described adverts.
  - Base: All informants
- **Appendix 10:** Companies associated with adverts.
  - Base: All who recall briefly described ad.
- **Appendix 11:** Perceived message put across by advert.
  - Base: All who recall briefly described ad.
- **Appendix 12:** Recall of fully described adverts.
  - Base: All informants
- **Appendix 13:** Companies associated with adverts.
  - Base: All who recall fully described ad.
- **Appendix 14:** Perceived message put across by advert.
  - Base: All who recall fully described ad.
Chapter 5: Conclusions and recommendations

The objective of the research was to determine the influence of a marketing campaign on a set pattern of existing consumer behaviour for a service in the telecommunications industry. Primary as well as secondary objectives were determined. This chapter will draw conclusions from the research results in chapter four.

**Primary objective: To measure the successfulness of altering existing conventional consumer behaviour.**

Existing conventional consumer behaviour has been altered. It is noted in the research results that an interesting migration of traffic distribution has taken place in as much as the traditional 20:00 cheapest rate period has decreased in volume, with a corresponding increase in the 18:00 traffic. The pre Callmore traffic pattern saw an exponential growth in traffic across the 18:00 to 20:00 time band whereas the post Callmore graph indicates a marked rise in 18:00 traffic, a constant 19:00 traffic and a reduced 20:00 traffic.

Of special interest on Saturday is the fact that the Callmore advertisement seems to be misunderstood by the general public. The Callmore advert indicates that calls are cheaper from 13:00 on Saturday and yet the bulk of calls are made on or around the 18:00 period. The shift in traffic on Sunday also appears to be significant. This phenomenon sends out a clear signal, that the campaign served to confuse the customers in that cheaper rates were anticipated at 18:00 while this rate was applicable from Saturday afternoon at 13:00 through Monday morning 07:00.

The Callmore campaign appears to have had an effect on dialling habits of customers.
Primary objective: To measure the increase in the usage rate of an average telephone customer during cheaper after hour rates (Callmore Time).

From Table 4.3: Callmore comparison: Call migration from rate group 3 to rate group 2, it was concluded that although a migration of traffic did take place, there was a net gain in the amount of calls made during the campaign of 7.6%.

This means that there was an increase of 7.6% in the usage of telephones during the Callmore Time period.

Secondary objectives included:
- The measurement of the marketing campaign to establish whether the campaign is known and correctly identified with Telkom as well as the "Callmore" concept.

Specific objectives are:
- To measure the recall of the marketing campaign;
- To measure company awareness of the marketing campaign;
- To determine the perceived message of the marketing campaign and
- The perception of the brand used in the marketing campaign in the market place.

The secondary objectives have however been less successful. The respondents have been asked if they recall seeing the advertisement, do they know what company to associate with the advertisement and what is the perceived message. Respondents were asked these questions after a briefly described as well as fully described advertisement.

The recall for the briefly described advertisement was 55% and for the fully described advertisement 51%. When asking however which companies are associated with the advertisement it was clear that this recall percentages are incorrect due to respondents claiming that they...
recall the specific advertisement but in reality confusing it with advertisements for other products.

The company awareness for Telkom's Callmore advert was low, there is a significant level of confusion of the Callmore advert with the Beacon chocolate and Gill anti-dandruff advert and to a lesser extent Steers. This can be ascribed to the fact that these companies also ran advertisements which contained similar scenes as that of Callmore. This might have had a significant impact when establishing the company associated with the Callmore advertisement among the respondents.

Recall for the briefly described advertisement was low (one in ten respondents) but for the fully described advertisement only 20% of the respondents did not know which company to associate the advertisement with.

Another problem was the apparent lack of understanding about the message conveyed. Some respondents had no idea what "Callmore" meant and the exact time periods within which the Callmore rates apply. When briefly described only 6% of the respondents correctly identified the perceived message as being "you can call more without paying more after 18:00". When fully described this percentage rise to 27% with a further 8% saying that it was an advert for Telkom in general.

The perception of the Callmore brand was also low. Only 20% of the respondents correctly indicated that the meaning of the word Callmore is that you can "call more without paying more after 18:00". Amongst the black, coloured and Indian respondents there were significant misinterpretations of to the meaning of the word Callmore.
5.2 Recommendations

The campaign was successful and has succeeded in it’s objectives. Although awareness and perceptions of the Callmore concept could have been considerably higher, the effect of the campaign on consumer dialling behaviour was success in enough on its own. There is however aspects that can be improved and it must be kept in mind that consumer behaviour and perceptions are not altered or changed overnight. The barriers to communications must be overcome, and as discussed in the theory “Advertising seeks out people, rarely do people seek out advertising. And whether advertising finds them or they find advertising, they know what advertising is trying to do: it is trying to persuade them to think, feel or act in a certain way…”

This was however the launch of a new marketing campaign and the following recommendations are made when planning the follow up campaign:

1. Investigate the possibility of introducing one standard Callmore time period. The fact that there were still two rate group bands within the Callmore time period was confusing to customers. Customers also made allegations that the campaign was misleading due to the fact that it advertised that it is cheaper to phone after six, while there was still a cheaper rate band after eight.

Another factor contributing to the confusion was the fact that it was also cheaper to phone after 13:00 on a Saturday through to 07:00 on a Monday. Customers did not realise that thus the reason for the traffic peaking during 18:00 on a Saturday and Sunday. The Callmore time period valid during weekdays must also be valid over weekends.
2. The Callmore concept, although low in awareness, is already accepted and recognised in the market. The name Callmore, possesses the following important characteristics:

   a. Distinctiveness. It is unique and the service supplier can immediately be identified, especially when advertised as “Telkom’s Callmore Time”
   b. Relevance. It conveys the nature of the service.
   c. Memorability. It can be understood, used, and recalled with ease.

The theme of the campaign can vary from the motorcycle riders to something else but the perception of the word Callmore, viz. “You can call more, without paying more” is already partly established in the market place, to change this because awareness and recall was not high enough will be a very expensive mistake. More focus can be placed on the internal factors that influence perceptual selection and specifically on motivation (need) of consumers. Because of economical tough times, everybody wants to save money in some way or another - the fact that you can call more, without paying more during Callmore Time must be emphasised during future campaigns and an integral part of the campaign.

When formulating the new campaign elements of external perceptual organisation must also be built into the campaign, it is my recommendation that more use must be made of closure.

Equity can be derived by following the period after the initial launch of a advertisement with shorter burst of elements taken from the initial element. For example: A 10 second flash of the biker looking at his watch during the 18:00 and 20:00 news preview should have been an excellent example of closure during this campaign.
The influence of size, wording, intensity of colour and contrast with the environment must also be kept in mind for purposes of enhancing perceptual selection amongst the target market in future campaigns.

3. In future and if possible try and avoid producing commercials that might have similar scenes or themes to other commercials, which may be flighted simultaneously and or be confusing in nature. The fact that three similar advertisements featured “bikers” was part of the clutter that negatively influenced on the recall.

4. Although the marketing communication process was successful in altering the conventional consumer behaviour in this research it is important to follow the campaign up with continuous advertising. Perceptions and behaviour can not be changed within a one month period and it is important to maintain that level of awareness in the market place or the advertiser may find that consumers will revert back to their previous level of consumer behaviour.
5. Bibliography

5.1 Sources consulted


Bateman, L.R. 1996 "Effects of marketing campaigns on subscriber behaviour" Conference Paper. Technology Strategies, Teletraffic, Telkom SA Limited


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Appendix 3:
CALLMORE comparison (Wednesday)
Appendix 6:
CALLMORE comparison (Saturday)
Appendix 7:
CALLMORE comparison (Sunday)
Appendix 8

CALLMORE comparison for two months prior to the campaign as well as during the campaign. [CALLMORE 18:00 to 20:00 (Weekdays)]
Appendix 9:

RECALL OF BRIEFLY DESCRIBED ADVERTS
Base: All Informants

Source: MRA Project Advert Oct.'95
n=300
THE KEY TO MARKETING
DIE SLEUTEL TOT REMARKING
Q.3
COMPANIES ASSOCIATED WITH ADVERTS
Base: All who recall briefly des.ads

Source: MRA Project Advert Oct.'95
n=161

THE KEY TO MARKETING
DIE SLEUTEL TOT BEMARKING
Appendix 11:

PERCEIVED MESSAGE PUT ACROSS
BY ADVERT
Base: All who recall briefly des.ads

You can call more
People with dandruff
Eating pleasant choc
Don't know
Can't remember

Source: MRA Project Advert Oct.'95
n=161

Q.5
RECALL OF FULLY DESCRIBED ADVERTS

Base: All Informants

Source: MRA Project Advert Oct.'95
n=300

The key to marketing
OR SELECT 107 REMARKERS

Bl./Col./Indian
Whites
Total

%
Appendix 13:

COMPANIES ASSOCIATED WITH ADVERTS
Base: All who recall fully des.ads

Source: MRA Project Advert Oct.'95
n=157

THE KEY TO MARKETING
DIE SLEUTEL TOT REMARKING
PERCEIVED MESSAGE PUT ACROSS BY ADVERT
Base: All who recall fully des.ads

You can call more
Telkom in general
Comm.made anywhere
Don't know
Can't remember

Source: MRA Project Advert Oct.'95
n=157
Q.8
INTRODUCTION: Good morning/afternoon/evening. My name is ... I am from Market Research Africa, a company that specializes in doing surveys on various products and subjects (SHOW IDENTITY CARD). At present we are doing a survey on ADVERTISING and would greatly appreciate your views on the subject.

INLEIDING: Goegemôre/middag/naand. My naam is ... Ek verteenwoordig Market Research Africa, 'n maatskappy wat spesialiseer in navorsing oor verskeie produkte en onderwerpe [TOON IDENTITEITSKAART]. Die huidige opname gaan oor ADVERTENSIES en ons sal u mening oor die onderwerp baie waardeer.

<table>
<thead>
<tr>
<th>AREA CODE/</th>
<th>FINAL RESPONDENT'S TELEPHONE NUMBER</th>
<th>FINAL RESPONDENT'S NAME</th>
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</thead>
<tbody>
<tr>
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</tr>
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<table>
<thead>
<tr>
<th>1</th>
<th>ORIGINAL / ORSPRONKLIKE</th>
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<th>SUBSTITUTE / PLAASVERVANGER</th>
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<table>
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<th>SUBSTITUTE / PLAASVERVANGER</th>
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**DETAILS OF CALLS**

<table>
<thead>
<tr>
<th>1st call</th>
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<table>
<thead>
<tr>
<th><strong>OFFICE ONLY: NET KANTOOR</strong></th>
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</thead>
<tbody>
<tr>
<td>CHECKED BACK BY:</td>
</tr>
<tr>
<td>Personal visit</td>
</tr>
<tr>
<td>Phone call</td>
</tr>
<tr>
<td>Accompanied by</td>
</tr>
<tr>
<td>Sent back to field</td>
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<tr>
<td>Not sent back to field</td>
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<tr>
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<tr>
<td>Contradiction</td>
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<tr>
<td>Unnecessary Q.</td>
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<table>
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<tbody>
<tr>
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<tr>
<td>Day</td>
</tr>
<tr>
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</tr>
<tr>
<td>1-2</td>
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</table>

<table>
<thead>
<tr>
<th><strong>DATE OF FINAL INTERVIEW</strong></th>
</tr>
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<tbody>
<tr>
<td><strong>DAY</strong></td>
</tr>
<tr>
<td><strong>MONTH</strong></td>
</tr>
<tr>
<td>Jan 16</td>
</tr>
<tr>
<td>Feb 2</td>
</tr>
<tr>
<td>Mar 3</td>
</tr>
<tr>
<td>Apr 4</td>
</tr>
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<td>May 5</td>
</tr>
<tr>
<td>Jun 6</td>
</tr>
<tr>
<td>14-15</td>
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<table>
<thead>
<tr>
<th><strong>DATE OF STUDY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>OCTOBER 1995</td>
</tr>
</tbody>
</table>

**INQUIRIES**

A. How many people in this household work?
   * Hoewel mense in hierdie huishouding werk?

   [ ] YES
   [ ] NO

   [ ] ASK FOR EACH PERSON WORKING:
   Whose does work?

   [ ] VIA ELKE PERSOON WAT WERK:

   [ ] YES
   [ ] NO

   a) The media - press, radio, TV
   b) Advertising agency
   c) Market research company
   d) Merknavorsingmaatskappy

   [ ] IF YES TO ANY OF THE ABOVE, CLOSE INTERVIEW AND SUBSTITUTE

   [ ] YES
   [ ] NO

1. In this household I have to interview a FEMALE. Can you please tell me how many FEMALES 18 years or older live in this household?

   [ ] YES
   [ ] NO

   [ ] PERSON TO BE INTERVIEWED IS ENCIRCLED (COLUMN A)

   [ ] OPPOSITE THE NUMBER IN HOME (COLUMN A)

   [ ] OLDEST
   [ ] 2nd
   [ ] 3rd
   [ ] 4th
   [ ] 5th

   [ ] PERSON TO BE INTERVIEWED IS ENCIRCLED (COLUMN A)

   [ ] OPPOSITE THE NUMBER IN HOME (COLUMN A)

   [ ] OLDEST
   [ ] 2nd
   [ ] 3rd
   [ ] 4th
   [ ] 5th

   [ ] RACE OF FINAL RESPONDENT/FAS VAN FINALE RESPONDENT

   [ ] WHITE/WIT
   [ ] BLACK/SWART
   [ ] COLOURED/IOEURLING
   [ ] INDIAN/INDIER

   [ ] SEX OF FINAL RESPONDENT/GESLAG VAN FINALE RESPONDENT

   [ ] MALE/MANLIK
   [ ] FEMALE/VROUWLIK

B. Can you please tell me what is your home language, that is the language that you usually speak at home?

   [ ] RECORD ONE ANSWER UNDER 'B HOME' BELOW

   [ ] ENGLISH
   [ ] AFRIKAANS
   [ ] ZULU
   [ ] XHOSA
   [ ] VENDA
   [ ] TSONGA
   [ ] north sotho
   [ ] south sotho
   [ ] TSWANE
   [ ] OTHER (STATE)

   [ ] ander (NOEM)

   [ ] LANGUAGE

   [ ] B HOME

   [ ] ENGLISH
   [ ] AFRIKAANS
   [ ] ZULU
   [ ] XHOSA
   [ ] VENDA
   [ ] TSONGA
   [ ] north sotho
   [ ] south sotho
   [ ] TSWANE
   [ ] OTHER (STATE)

   [ ] ander (NOEM)

   [ ] DATE OF FINAL INTERVIEW

   [ ] edited by:

   [ ] coded by:

   [ ] i hereby certify that this is a true interview.

   [ ] ek verklaar dat hierdie 'n ware ondersoek is.

   [ ] INTERVIEWER SIGNATURE:

   [ ] interviewer

   [ ] number

   [ ] 15 20 21 22

   [ ] DATE OF STUDY

   [ ] OCTOBER 1995
1a. Do you have a TV at home and is it in a working condition?  
- RECORD ONE ANSWER BELOW  
  **Yes, have a TV and it is working**  
  **No, do not have a TV**  
  **GO TO 0.1b**  
1b. Do you have regular access to a TV?  
- RECORD ONE ANSWER BELOW  
  **Yes**  
  **No**  
  **CLOSE INTERVIEW AND SUBSTITUTE**  
2. Which TV advert, if any, that you have seen first comes to mind?  
- RECORD VERBATIM BELOW  
3. I am now going to read out a description of a TV advertisement. Please tell me whether you recall seeing this advert or not?  
- READ OUT  
- RECORD ONE ANSWER BELOW  
4. Please tell me for which company do you think this advert is?  
- DO NOT PROMPT  
5. Can you remember what message the advertisement was trying to put across?  
- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
6. Can you remember what message the advertisement was trying to put across?  
- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
7. Can you remember what message the advertisement was trying to put across?  
- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
8. Can you remember what message the advertisement was trying to put across?  
- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
9. Can you remember what message the advertisement was trying to put across?  
- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
10. Can you remember what message the advertisement was trying to put across?  
- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
11. Can you remember what message the advertisement was trying to put across?  
- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
12. Can you remember what message the advertisement was trying to put across?  
- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
13. Can you remember what message the advertisement was trying to put across?  
- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
14. Can you remember what message the advertisement was trying to put across?  
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- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
15. Can you remember what message the advertisement was trying to put across?  
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- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
16. Can you remember what message the advertisement was trying to put across?  
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- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
17. Can you remember what message the advertisement was trying to put across?  
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- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
18. Can you remember what message the advertisement was trying to put across?  
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- RECORD ONE ANSWER BELOW  
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- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW  
35. Can you remember what message the advertisement was trying to put across?  
- DO NOT READ OUT  
- PROBE THOROUGHLY  
- RECORD ONE ANSWER BELOW
6. I am now going to read out a description of another TV advertisement. Please tell me whether you recall seeing this advert or not?

READ OUT

"You can see an open road, motorbikes, telephone poles, etc. See a man with long hair and a red beard look at his watch, it is just before 18:00. They stop at a roadside café and the biker with the beard makes a telephone call to his mother. It is 18:00."

RECORD ONE ANSWER BELOW

Yes
No

IF "YES" IN Q.6, ASK:

Please tell me for which company do you think this advert is?

DO NOT PROMPT

Beacon chocolates
Gill Anti-dandruff
MTN
Steers
Telkom
Vodacom
Other (PLEASE STATE)

Can you remember what message the advertisement was trying to put across?

PROBE THOROUGHLY

You can call more without paying more after 18:00
Phone your mother
Chatterbox/special phone
Telkom in general
Message not clear
Steers restaurant
Misleading
Save time
Other (STATE)

What, if anything, does the word "Callmore" mean to you?

RECORD ONE ANSWER

You can call more without paying more after 18:00
Nothing
Other (STATE)

Can't say/Don't know
10. Please tell me into which of the following age categories do you fall?

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 - 24</td>
<td>41-Y</td>
</tr>
<tr>
<td>25 - 34</td>
<td>X</td>
</tr>
<tr>
<td>35 - 49</td>
<td>0</td>
</tr>
<tr>
<td>50 +</td>
<td>-1</td>
</tr>
</tbody>
</table>

11. What is the highest level of education you personally have achieved?

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>No schooling</td>
<td>42-Y</td>
</tr>
<tr>
<td>Some primary school</td>
<td>X</td>
</tr>
<tr>
<td>Primary school completed</td>
<td>0</td>
</tr>
<tr>
<td>Some high school</td>
<td>-1</td>
</tr>
<tr>
<td>High school completed</td>
<td>-2</td>
</tr>
<tr>
<td>Some university</td>
<td>-3</td>
</tr>
<tr>
<td>University completed</td>
<td>-4</td>
</tr>
<tr>
<td>Post graduate</td>
<td>-5</td>
</tr>
<tr>
<td>Professional</td>
<td>-6</td>
</tr>
<tr>
<td>Technical</td>
<td>-7</td>
</tr>
<tr>
<td>Secretarial</td>
<td>-8</td>
</tr>
<tr>
<td>Other</td>
<td>-9</td>
</tr>
<tr>
<td>Other post metric qualifications</td>
<td>Ander kwalifikasies na matriek</td>
</tr>
<tr>
<td>Professional</td>
<td>-6</td>
</tr>
<tr>
<td>Technical</td>
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</tr>
<tr>
<td>Secretarial</td>
<td>-8</td>
</tr>
<tr>
<td>Other</td>
<td>-9</td>
</tr>
</tbody>
</table>

In order to ensure accuracy in a survey of this nature, it is necessary to check back on a small percentage of the completed questionnaires. Could you therefore, please give me your postal address?