



# COMMUNICATION & CONSUMER BEHAVIOR

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**EGYPT**  
*Be patient*



**ITALY**  
*What exactly do you mean?*



**GREECE**  
*That's just perfect*

Never underestimate the importance of local knowledge.

To truly understand a country and its culture, you have to be part of it.  
That's why, at HSBC, all our offices around the world are staffed by local people. In fact you'll find we've got local people in more countries than any other bank.  
It's their insight that allows us to recognize financial opportunities invisible to outsiders.  
But those opportunities don't just benefit our local customers.  
Innovations and ideas are shared throughout the HSBC network, so that everyone who banks with us can benefit.  
Think of it as local knowledge that just happens to span the globe.

**HSBC**   
The world's local bank

- Jenis komunikasi itu ada 2: Non verbal dan verbal.
- Namun setiap budaya memiliki ciri atau arti dari komunikasi nya masing-masing.

# THE SOURCE AS THE MESSAGE INITIATOR

- Komunikasi yang dirancang atau di buat agar konsumen sadar akan produk/layanan mereka.
- Formal: Sumber formal datangnya langsung dari perusahaan atau dari sebuah organisasi
- Informal: Sumber informal datangnya dari teman atau orangtua

# IMPERSONAL AND INTERPERSONAL COMMUNICATIONS

- Impersonal : organisasi yang mengembangkan dan mengirimkan pesan melalui departemen pemasaran (advertising/media)
- Interpersonal

- SOURCE CREDIBILITY:

- REFERENCE GROUP:

Kelompok yang berfungsi sebagai acuan bagi seseorang dalam keputusan konsumsi mereka. (Karena sumber yg dapat dipercaya)

- Normative reference groups

- Comparative reference groups

# CREDIBILITY AND DYNAMICS OF INFORMAL SOURCE AND WOM

- Opinion leadership: secara informal mempengaruhi tindakan atau sikap orang lain yang mungkin merupakan pencari opini/penerima opini.

## ■ WOM & e-WOM

You **Tube**

facebook



# BRAND COMMUNITIES





# STRATEGIC MARKETING APPLICATIONS



- Buzz Agents:

Teknik pemasaran unmenhasilkan bisnis dari mulut ke mulut.

- Viral Marketing

# THE RECEIVERS AS THE TARGET AUDIENCE

- Target → Audience
- Intermediary dan Unintended
- Semua audience sebenarnya menerima pesan sesuai dengan persepsi dan pengalaman personal mereka.
- Dalam proses komunikasi tersebut terjadi yang namanya **encode** (berupa kata-kata, atau symbol) dan **decode** (berdasarkan personal)

# PERSONAL CHARACTERISTICS AND MOTIVES

- Karakteristik pribadi seseorang dapat mempengaruhi seseorang dalam mengartikan sebuah pesan yang disampaikan.
- Selain itu persepsi seseorang juga mempengaruhi seseorang dalam mengartikan pesan.
- “*role models*”

# INVOLVEMENT AND CONGRUENCY

- Keterlibatan (involvement) seseorang dalam menyampaikan pesan merupakan peran penting dalam suatu penyampaian komunikasi yang persuasif.
- Low involvement : congruent
- Highly involved : contrast

# Mood

- *Mood* (suasana hati) memiliki peran yang cukup penting dalam penafsiran suatu pesan. Jika *mood* nya positif maka akan cenderung meningkatkan reaksi konsumen terhadap iklan apapun.

# BARRIERS TO COMMUNICATION

- Berbagai "rintangan" terhadap komunikasi dapat mempengaruhi keakuratan konsumen dalam menafsirkan pesan.
- SELECTIVE EXPOSURE TO MESSAGE
- PSYCHOLOGICAL NOISE

Media Sebagai Saluran untuk menyampaikan Pesan  
Dapat melalui new media dan mass media

Menargetkan Konsumen Melalui Media Massa

- Strategi Media
- Profil Konsumen



# TARGETING CONSUMERS THROUGH NEW (NONTRADITIONAL) MEDIA

- ADDRESSABLE
- INTERACTIVE
- RESPONSE-MEASURABLE

# OUT-OF-HOME DAN ON-THE-GO MEDIA

- Menargetkan konsumen dengan lebih inovatif, menawan dan interaktif daripada media massa.

- Contoh:

Layar iklan yg dipasang di pertokoan atau gedung

Reklame & Layar Digital dipasang di jalan/pertokoan

Iklan Ambient atau iklan berdasarkan pengalaman

ONLINE AND MOBILEMEDIA  
INTERACTIVE TV  
BRANDED ENTERTAINMENT (Webisodes,  
Advergaming)  
MEDIA AND MESSAGE CONGRUENCE  
ADDRESSABLE ADVERTISING

# DESIGNING PERSUASIVE MESSAGES

USA  
Football

UK  
Football

AUSTRALIA  
Football

Never underestimate the importance of local knowledge.

Simply understand a country and its culture, and you have the key to success.

That's why, as HSBC, we have a local bank in every country that serves you. And all of our services around the world are staffed by local people.

We share insight that allows us to recognize financial opportunities invisible to others. Our smart operations deliver benefits our competitors can't match.

Investments and ideas are shared throughout the HSBC network, with everyone who looks out for you locally.

That's the local knowledge that just happens to span the globe.

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# Message Structure And Presentation

- Resonance → Message Framing → One Sided VS Two Sided Message → Order Effect

# ADVERTISING APPEALS

- Comparative Advertising
- Fear
- Humor
- Abrasive Advertising
- Sex In Advertising
- Audience Participation
- Timely Advertising
- Celebrities

# Feedback Determines The Message's Effectiveness

- Media & Message Exposure Measure:

langkah ini menilai beberapa banyak konsumen menerima pesan tersebut. alat yg digunakan untuk memberi pesan bisa dengan menonton tv, radio dll

# Message Attention, Interpretation & Recall Measure

- Physiological Measures
- Attitudinal Measures





thank  
you