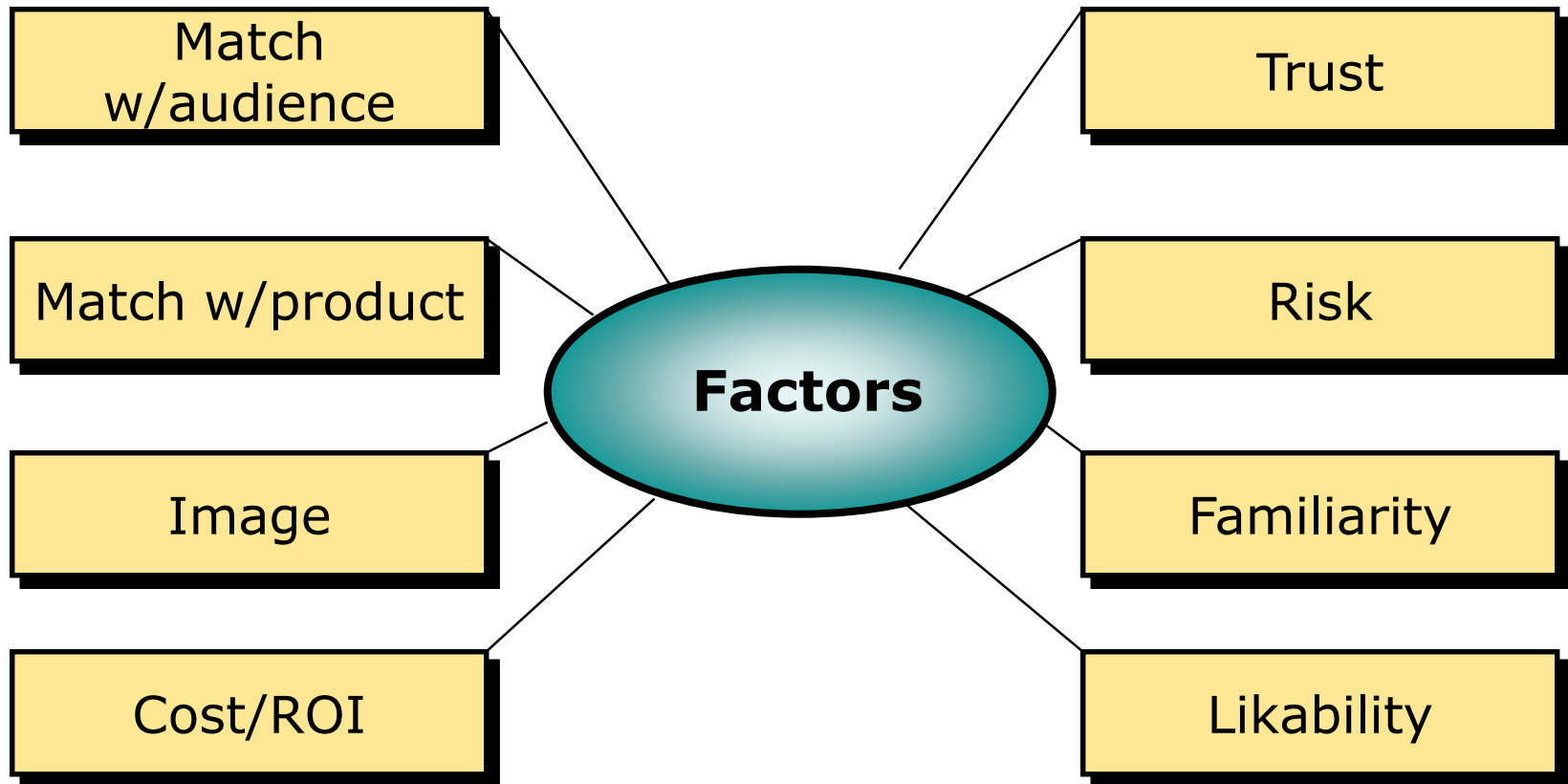


THE COMMUNICATION PROCESS: SMCR

Choosing a Celebrity Endorser



Advertising Risks of Using Celebrities

The celebrity may overshadow
the product being endorsed

The celebrity may be overexposed,
reducing his or her credibility

The target audience may not be
receptive to celebrity endorsers

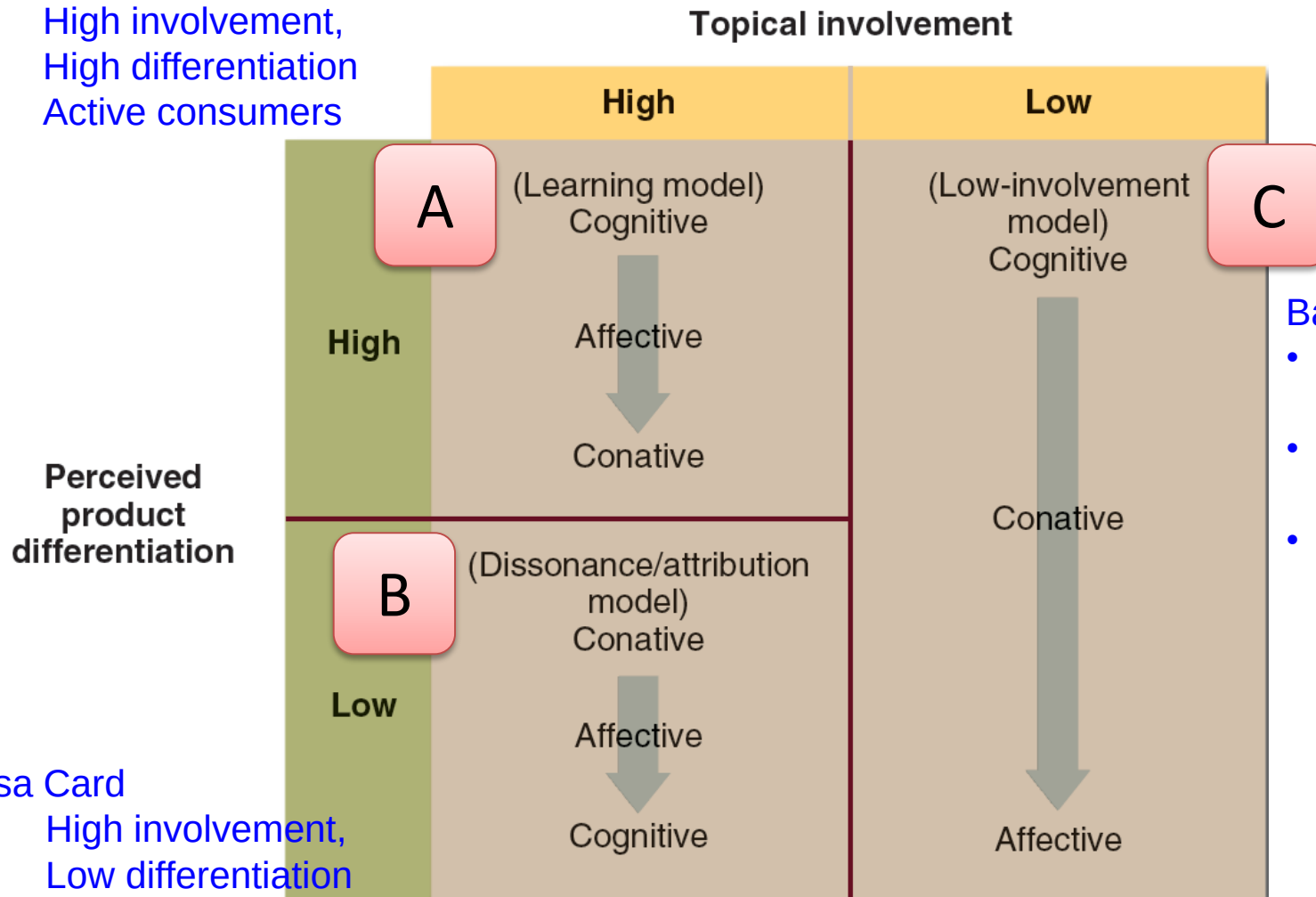
The celebrity's behavior may pose
a risk to the company

Figure 5.5 - Alternative Response Hierarchies –The Three-Orders Model of Information Processing

Answer: Match the product category with the matrix below

Computer

- High involvement,
- High differentiation
- Active consumers



Battery

- Low involvement,
- Low differentiation
- Ad leads to cognition, but not attitude formation.

Therefore, use catchy slogan to facilitate recall.

Visa Card

- High involvement,
- Low differentiation
- Therefore, marketers support that the purchase decision was great – reduce post-purchase dissonance.