Literature Review:

Marketing Communication

Today almost all business enterprises, from the smallest mom & pop stores to the largest of the retail outlets, continuously promote themselves to their customers by giving them all the information required by them concerning a product and in the bargain persuading them and encouraging customers so that their buying behavior is directed towards the store offerings. All this is achieved with the help of various tools of marketing communications like, advertisements, sales people, free samples, coupons and store signs.

Communication is the base of all human activity. Communication in general is the act of conveying a message. The Author of the world famous novel, "Alice in Wonder Land," Lewis Carrol very aptly remarked, "one of the hardest things in the world is to convey meaning accurately from one mind to another." The word communication is derived from the latin word 'Communis' which translated means 'common'. Communication then can be a thought of as the process of establishing a commonness or oneness of thought between a sender and a receiver. (Wilber Schramm, 1955).

Communication is a process- there is a sender who encodes the message, a channel which is the tool for sending the message and a receiver who decodes the message. Encoding a message in the communication process takes a creative idea and this is converted into attention getting advertisements designed for the various media. These messages are conveyed to the audience through various devices. In the next stage this channel or any medium delivers the message, decoding occurs when the message reaches one or more of the receivers senses.

In the recent times marketing has come to the forefront as something that is very important to organizations. Every company today uses the strategy of marketing to success and move forward. Burnett and Moriarty (1998) defines marketing communication as the process of effectively communicating product information or ideas to target audiences. Pickton and Broderick (2001) describes it as all the promotional elements of the marketing mix which involve the communications between an organization and its target audiences on all matters that affect marketing performance. A consumers reaction to marketing communication will be a function of how the message is perceived (David Aron, 2006). Marketing communications broadly defined, includes all the advertising promotional activities carried out.
by the firm. The instruments of marketing communications comprise advertising, sales promotion, public relations, direct marketing and personal selling (Damjana & Bruno, 2005), or as said by Niraj Kumar, "Marketing Communication are limited to three kinds of messages which are relevant to effort of directing, soliciting or persuading consumers or users of the product offered for sale (1998).

Marketing is very dynamic, it is developing every minute. Previously many companies were dominated by the traditional ways to promote and present their product, like using the mass media or advertising. Today the scenario is a changed one, the field of marketing has developed into a very interesting science with a backbone comprising of communication. Communication and marketing are indispensable. As rightly said, communication is at the heart of meaning making activities not only in marketing, but also in a wide range of political, social, economic and psychological areas. It serves as the way to develop, organize and disseminate knowledge.(Duncan, Moraiarty, 1998). Smith, Berry and Pulford (2002), reported that “communication is a constant activity. It is more than a marketing tool. It is a universal and essential feature of human expression and organization”. Communication is the human activity that links people together and creates relationship.(Damjana, Bruno, 2005).

**Role of Marketing Communication**

Not withstanding the language or medium, the importance of marketing communications itself has grown in recent years for several reasons. (Damjana & Bruno, 2005). Marketing communications provides information to create points of difference that otherwise would not be possible. Marketing communications can also allow brands to stand out and help consumers appreciate their comparative advantages. It represents the voice of a brand and the means by which companies can establish a dialogue with consumers concerning their product offering. (Keller, 2001).

Marketing communication is the strategic part of the marketing process and not merely a single part. Communication is the message that is relayed to the customer rather than the nuts and bolts of the technology that delivers it. Communicating with your customers enables you to deliver
your message to them so that they will react to it,(Samuel,2008). These messages try to create a favorable response from the market towards the company's total product offering. By this the company tries to get a consumer feedback which points out their response, reaction and their re-interpretation of the message.

The role of marketing communications is very important as it is the basic source that enlightens the consumer about the existence of the product on a general basis. Hence the key elements of marketing communications are sender of the message or communicator, message in the form of commercial ideas, eg. Sales story, package print, advertising copy, channel or media, the vehicle carrying the message, a sales person, sales literature, television, radio, press etc, a receiver, a prospect, customer, etc., feedback in the form of response, reaction, counter-proposal or the returned communication called feedback from the receiver to the sender. The response of a consumer depends a lot on his/her attitude (www.easycommunication.info.,2006).

**Marketing Communication and Consumer Attitude**

The marketers very carefully and tactfully target customers for marketing communication on the basis of their demographic, psychographic or geo demographic profiles. The formation of consumer attitudes is also strongly influenced by personal experience, the influence of family and friends, direct marketing, mass media and the internet. Just as attitudes are formed at the same time it is also true that attitudes also change, the change can be influenced in the same way. Generally it has been noticed that consumers develop their attitudes before taking action, (eg. Know what you are doing before you do it).

Attitudes are global evaluative judgments. When we say that someone has a favourable attitude towards say a product, we mean that he likes the product, he evaluates the product to be good and desirable. Attitudes influence consumers purchase and consumption intentions。(Roger et.al,2007).

According to Ajzen(1998), attitudes are the first determinant of behaviour intention. Attitudes are not fixed, they are very often gullible to change. A particular fashion that becomes a craze will not last for ever, attitudes change over time. Attitude changes are learned, they are influenced by personal experience and other sources of information.

There is a general agreement that attitudes are learned. This means that attitudes relevant to purchase behaviour are formed as a result of direct experience with the product, word of mouth
information acquired from others, or exposure to mass media, advertising, internet etc,(Schiffman & Kanuk,2007). Schiffman & Kanuk (2007) further state, as learned predispositions, attitudes may propel consumer towards particular behaviour to repel the consumer away from particular behaviour.

**Defining Attitude- the tricomponent Model**

Attitudes have been defined in different ways by different psychologists. However some definitions are more commonly accepted than the others. One is, “An attitude is how positive and negative, favourable or unfavourable, or pro or con a person feels towards an object.”(David L.Loudan,et.al). This definition views attitude as a feeling. According to Allport, attitudes are learned predispositions to respond to an object or class of objects in a consistently favourable or unfavourable way.(Gordon W. Allport). A third definition of attitude popularized by cognitively oriented social psychologists is, ‘an enduring organization or motivational, emotional, perceptual and cognitive process with respect to some aspect of the individual's world.(D.Krech,1948). This views attitude as being made up of three components:

1. Cognitive or knowledge components
2. Affective or emotional component, and
3. Conative or tendency, intention or behavioural component. A conceptualization of this model is given below.

![Figure1: Attitude: The Tri-component Model](image)

**Explanation of the Tri-component model:**
Cognitive: This is the thought component of an attitude. This talks about the person's mental representation of an object or stimulus, including his or her observations, beliefs and other similar factors; it is a factually or experientially based element of attitude. More likely to be conscious than the other elements of attitude and they are more susceptible than others to logic based persuasive techniques.

Affect: This is the emotional component of an attitude, this describes how an individual feels about the various cognitions making up an attitude. The stronger the associated emotions are, the stronger the attitude is likely to be.

Conative: This is the active element of attitude, this can be difficult to separate from the other two elements. Conative attitude elements are habits or responses to desires.

**In Store Communication:**
The most effective medium of communication for retailers to change mold and evolve the attitude of their customers is right in front of them in their own stores. Only 40% of customers enter a store to make a specific purchase, the rest are open to persuasion. The retail industry spends a huge amount on in store graphics and sales promotions. Traditional billboards and signage communicate in only one dimension: place. Digital signage adds the dimension of time to the retailer’s promotional arsenal. Messages can be adapted to the specific in store audience at any particular time. (McCarthy, 2005).

Store marketing is an essential component of an overall marketing strategy. It supports the use of external marketing campaign efforts including advertising, events & promotions. Retail marketing tactics include in store signage, sales circulars, coupons, demonstrations & aisle promotions & displays. A very important role is played by the humble store signage. These play at least these three functions: attract customers, brand the store in the minds of the consumers and create impulse sales. They meet these demands most effectively when, signs possess optimum visibility, readability & and is conspicuous (Munson, 2010).

**Role of Signage**
Signage is a general term for any sort of graphic display intended to convey information to an
audience. Signs play a crucial role in store communication and are similar in its role to sign language which bridges the communication gap between people when voices cannot reach them. (Aljarrah, 2007) There are many different types of signage which have existed for years. Modern signage relies on words, often accompanied by images. When you use signage, you employ one of the best workers you will ever hire. This silent sales person stands ready at all times, personally greets every customer, never takes a break, works free & most importantly motivates customers to buy. (Mellgren, James.2007). Signage is also one of many elements that contribute to a sense of place (Signage for main streets, 2009) In effect signs reflect the character of the businesses they represent. A signage is basically an identity that represents an organization, a person, an idea or the like. Thus the signage is created on a deliberate front with intentions of shaping the image of the entity (Harisson, 1999). A number of physical & psychological factors may influence the effectiveness of signage systems. These include the visibility of the sign and the likelihood that the occupant will correctly comprehend the message being conveyed by the sign. In India most of the organized formats seem to prefer English language signage while the kiranas have mostly stuck to local languages though there is an increasing influence of English there too.