

Advertising Processing by the Elderly, Children, and Minority Consumers



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Background

- Ph.D., MBA, University of South Carolina 
- Research: Advertising and Public Policy/Public Health; Warnings and Disclosures; Nutrition Claims
- Taught Integrated Mktg. Comm. for 22 yrs. 
- FTC, Consumer Res. Specialist, 1992-1993
- Editor, *Journal of Public Policy & Marketing*, 1998-2002
- Current Editorial Boards: *JA*, *JCIRA*, *JMC*, *JPPM*
- Advisor to Wisconsin Anti-Tobacco Campaign (adolescents and adults), 2000-2002
- BCEP, National Youth Anti-Drug Media Campaign, 2003-2005

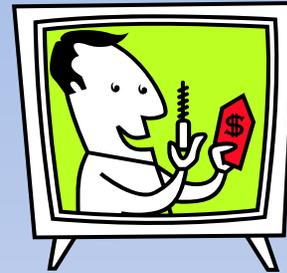
Interdisciplinary Issues

- Psychological Perspective
- Economic Perspective
- Legal Perspective
- Consumerist Perspective
- Other stakeholders: manufacturers, govt. officials/staff, medical community, public health officials
- Listen, listen, listen and appreciate different perspectives



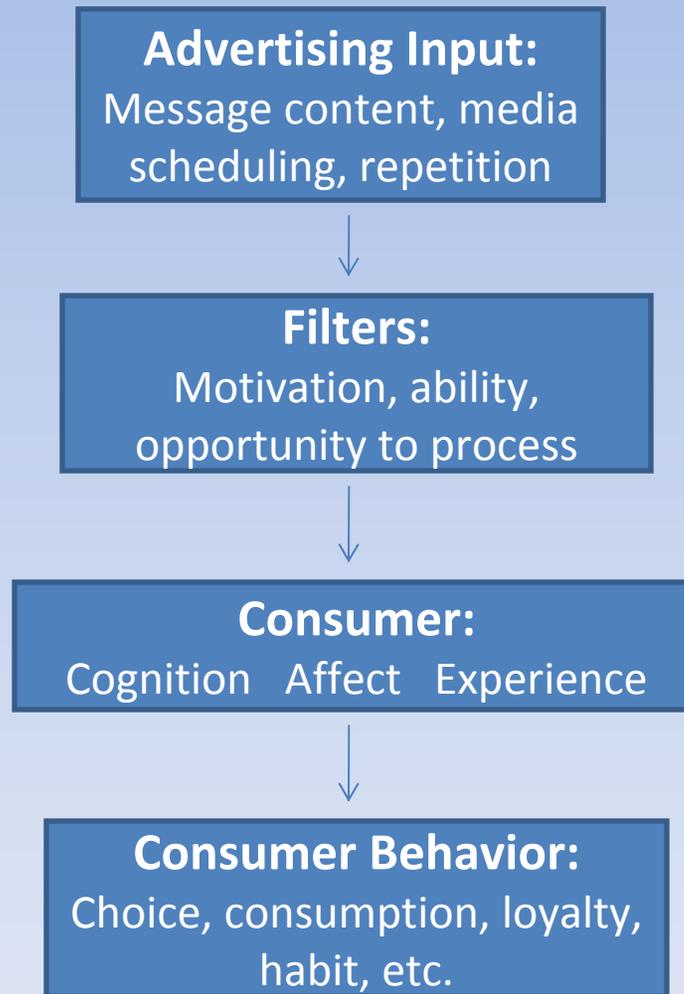
Source: Mazis, Michael (1980), " An Overview of Product Labeling and Health Risks," in *Banbury Report 6: Product Labeling and Health Risks*, pp. 3-11.

Psychological Perspective: The Role of Theory and Advertising Effects



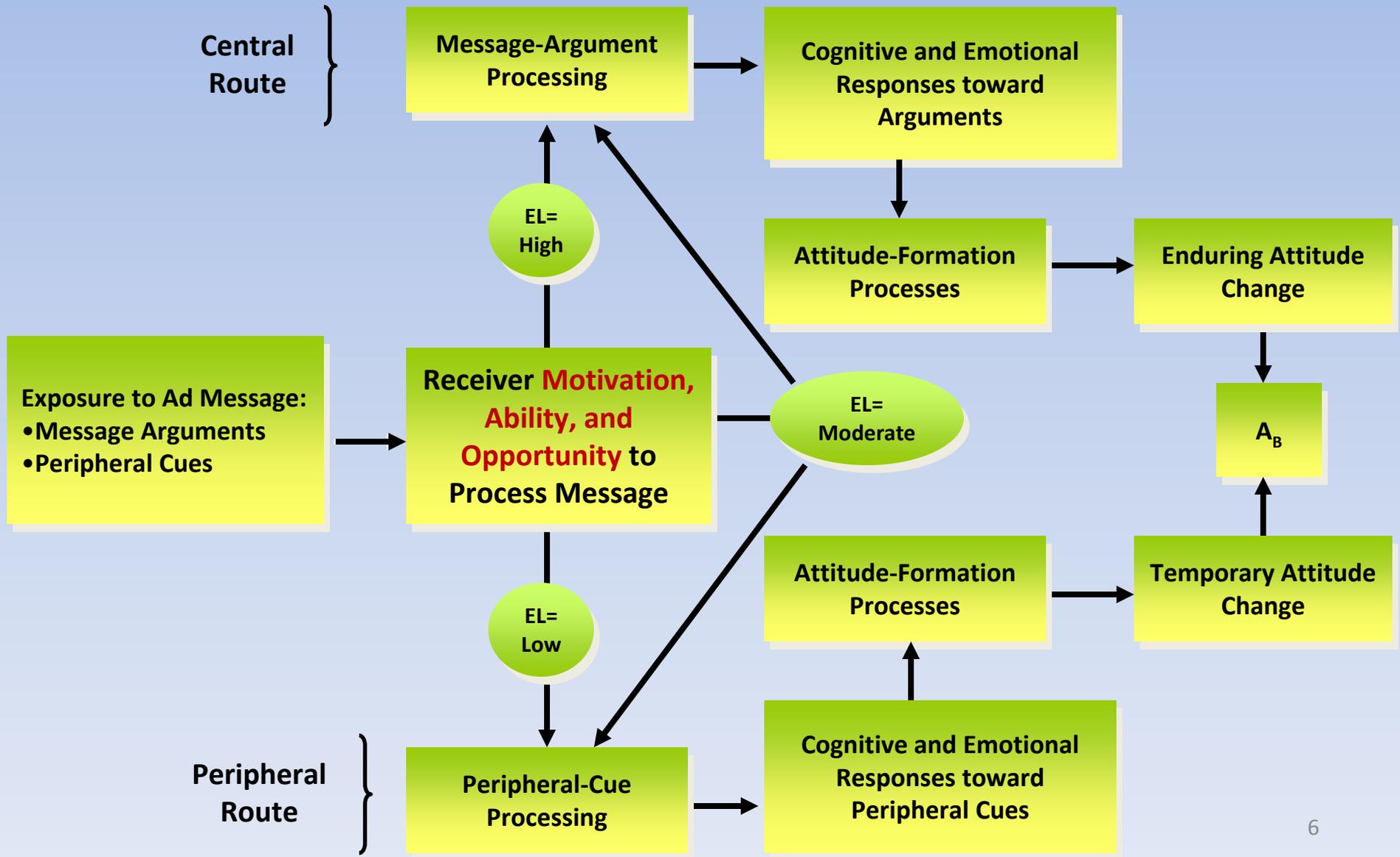
- The Elaboration Likelihood Model (ELM)
- Information Processing/ Hierarchy of Effects Theories
- Many Others: Aad Theory, Integrated Information Response Model, Theory of Reasoned Action, Protection Motivation Model, Stages of Change

Vakratsas and Ambler (1999), "How Advertising Works: What Do We Really Know?" *Journal of Marketing*, v. 63 (Jan.), pp. 26-43.



Elaboration Likelihood Model (ELM) of Persuasion

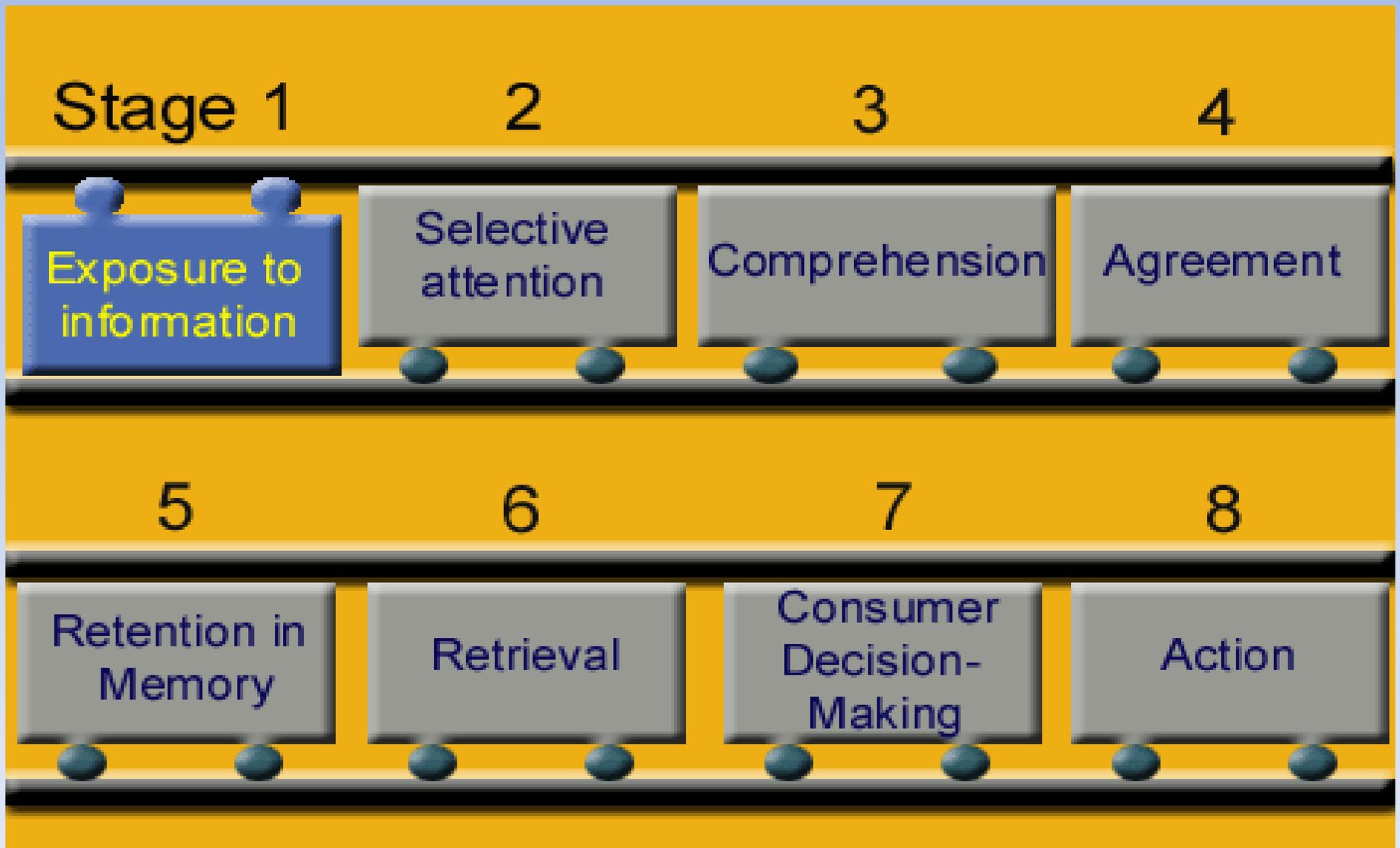
(Petty & Cacioppo, *Communication & Persuasion* 1986; Batra & Ray, *Journal of Consumer Research* 1986; MacInnis & Jaworski, *Journal of Marketing* 1989; Andrews & Shimp *Psychology & Marketing* 1990)



CPM

The Consumer Processing Model (CPM)

(McGuire's 8 Stages of Information Processing; *Journal of Consumer Res.* 1976)



Ad Research Findings on Older Adults

(see Bonifield and Cole (2007), “Advertising to Vulnerable Segments,” in Tellis and Ambler’s *Sage Handbook of Advertising*, pp. 430-444.)

- **Recall**: compared to younger consumers, older consumers tend to ...
 - Recall different executional elements (actors, product demonstrations)
 - Recall emotional ads (information ads recalled less well)
 - Recognize less for both print and TV. Learning deficits are greater for TV than print.
 - Be less capable of deep, semantic processing of print
 - Recall more with increased repetitions of commercials, yet the “truth effect”
- **Comprehension and Persuasion**: compared to younger consumers, older consumers tend to ...
 - Have more difficulty with rapid speech; easier time with written text
 - Comprehend more when information is in a standard place
 - Better understand direct assertions than implied claims
 - Use more peripheral than central processing
- **Coping Strategies**: compared to younger consumers, older consumers tend to look for information in different places, delegate and avoid decisions

Ad Research Findings on Children

(see also Bonifield and Cole (2007), “Advertising to Vulnerable Segments,” in Tellis and Ambler’s *Sage Handbook of Advertising*, pp. 430-444.)

- **Recall**: depends on age and the presence of cues such that ...
 - Children under age 7 recall the least
 - Children between age 7 and 11 recall as well as older children if cues are present
 - Children aged 12 and over recall as well as adults
 - Low levels of knowledge explain recall differences among ages
- **Comprehension and Persuasion**: depends on age such that ...
 - By age 5, most children are able to distinguish between advertising and programming
 - By age 8, most children begin to understand the persuasive intent of advertising
 - Children develop persuasion knowledge as they age
 - A child’s emotions may override persuasion knowledge
- **Coping Strategies**:
 - use of cognitive defenses by children (Brucks et al. *Journal of Consumer Res.* 1988)

Ad Research Findings on Minorities

(see Whittler and Spira (2002), *Journal of Consumer Psychology*, v. 12 (4), pp. 291-301;
Deshpande and Stayman (1994) *Journal of Marketing Research*, v. 31, pp. 57-64)

- Exposure, Recall and Comprehension:
 - Acculturation and identification issues (cf. Penalosa *Journal of Public Policy & Marketing* Spring 1995)
 - Bilingual processing (children versus adults; media differences)
 - Media access issues (e.g., digital divide)
- Persuasion:
 - For African-American (AA) consumers, product/ ad evaluations more favorable for AA versus white models, but only for AA who identified strongly with AA culture (Whittler and Spira *JCP* 2002)
 - Ad spokespeople from one's own ethnic group (e.g., Hispanic) found to be more trustworthy and produced more favorable brand evaluations than one from another group (Deshpande and Stayman *JMR* 1991).
- Coping Strategies: reliance on bilingual friends, children and use of peripheral processing (brand symbols, etc.)

Vulnerability Issues and Possible DTC Prescription Drug Ad Considerations

- Older Consumers:

- FTC’s “Clear and Conspicuous Standard” (see Hoy and Andrews Fall 2004 *Journal of Public Policy & Marketing*)
- Peripheral cues and “competing modality”
- Switch from peripheral processing to central processing and consideration of benefits and risks
- Correct placement of warnings

- Children:

- Learning cues/education to enhance perception of risks and benefits, development of persuasion knowledge

- Ethnic and Racial Minorities:

- Matching ad spokespeople with minority consumers – yet central processing?
- Opportunity to process issues (media access, language, acculturation)