Marketing Communication Theory: The Hierarchy of Effects Model

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Abstracts. Marketing communications are critical to the strategies of today's organisations to effectively engage their target audiences and it relies on a variety of theories. Hierarchy of effects modelling is one of the ideas that marketers can use to generate messages from early awareness to actual action. Given the importance and continued relevance of the Hierarchy of Effects Model, this study explores many of the features of the Hierarchy of Effects Model by examining a number of journal publications; it also examines the different evolutions of the Hierarchy of Effects Model, its modern applications and challenges, and its latest improvements. The aim is to gain a deeper understanding of the model and its continuing value in today's rapidly changing marketing communications environment, so that the Hierarchy of Effects model can play a vital role in various fields.

Keywords: marketing communications, hierarchy of effects model, applications and challenges, recent developments

1. Introduction

The purpose of this article is to provide a framework for understanding the Hierarchy of Effects Model in the context of marketing communication. Marketing communication is critical in today's corporate strategy to effectively engage target audiences, and it relies on a variety of theories. The Hierarchy of Effects Model is one such idea that marketers may use to generate messages that go from early awareness to tangible action. Given its significance and continued relevance, this research investigates many features of the Hierarchy of Effects Model through an examination of a number of journal publications. The assessment critically evaluates the Model's evolution, uses in advertising and marketing across several industries, and adaption to the contemporary age. It also tackles the Model's issues and critiques, indicating areas that require more examination. The literature review is divided into sections that examine various elements of the Hierarchy of Effects Model's evolution across time, its modern applications and recent improvements. The goal of the aforementioned approach is to give an in-depth understanding of the Model and its continuing value in today's ever-changing marketing communication scene.

2. Historical Development of the Model

In his work, Wijaya [1] delves into the evolution of the Hierarchy of Effects Model and its significance in advertising and marketing communication. The author provides an understanding of the model particularly focusing on its known AIDA variant (Attention, Interest, Desire, Action). Each component of the model is meticulously examined, highlighting the step-by-step process involved in capturing attention, generating interest and desire, ultimately leading to action in designing commercials.

The paper also looks into the origins of this paradigm, dating them to Lewis in 1900 and giving Strong credit for it in 1925. Readers may better understand its history and original use in advertising practises by being aware of its beginnings. Wijaya's research also demonstrates how this model has evolved over time to take into account modifications in technology and customer behaviour. The author examines a transition in marketing tactics from product-focused to consumer-focused while also introducing a new variant, the AISDALSLove framework. Augustine et al. [2], who endorse this paradigm, contend that it includes advertising techniques like grabbing attention, piqueing interest, aiding search procedures, eliciting desired behaviours, as well as good or negative emotions, such spreading love or hatred. The basis for understanding the development and continued importance of the Hierarchy of Effects Model in advertising is provided by these studies. They explain how this model has stayed adaptive throughout time through a careful investigation.

3. Evolution of the Hierarchy of Effects Model

3.1. Application in Advertising and Marketing

Rehman et al. [3] utilised their study to highlight the flexibility of the Hierarchy of Effects Model across multiple media channels and shed light on its utility in marketing and advertising. They concentrate on the AIDA model, which is used extensively across many media platforms and is a component of the Hierarchy of Effects Model. The authors demonstrate how this idea has been used to advertising on print, television, radio, and digital platforms including the internet and mobile devices. This method may be applied successfully across a variety of media platforms, which highlights how crucial it is to crafting messages that are appropriate for each medium's unique characteristics.

The text does, however, highlight the difficulties marketers have when using this Model. As consumer behavior and information consumption patterns evolve with changing media landscapes, marketers must navigate these dynamics effectively. The article outlines strategies that can help marketers overcome these challenges by refining the implementation of the Model and addressing pitfalls.

The rise of the digital age has brought about a shift in advertising and marketing practices. The article acknowledges this transformative phase and delves into how the Hierarchy of Effects Model applies to digital platforms. The versatility of the Model in adapting to advertising platforms such as social media, online channels and mobile channels is emphasised. The impact of this era is significant because the principles of the Model effectively assist advertisers in grabbing consumer's attention, piquing their interest, creating desire and eliciting action in the digital world.

Furthermore, Busen et al. [4] extensively investigate the utilisation of the Hierarchy of Effects Model in the realm of banner advertising. Their research aims to assess the impact of animation on the stages of the Model as well as the moderating role of consumer involvement. Given the prevalence of animated banner ads in today's digital era, this study presents evidence demonstrating their effectiveness. The findings reveal that animated banners outperform static ads in terms of capturing attention, enhancing recall, generating attitudes (Aad), and increasing click-through intention. This showcases how this Model can be practically applied to evaluate animation as a persuasive tool.

Nevertheless, it is important to acknowledge that this study also sheds light on limitations, particularly regarding the viability of the hierarchical Model (Cognition > Affect > Behavior) within the online banner advertising environment. This raises concerns about its adaptability to evolving contexts. Suggests that further research is necessary to refine its application in today's digital age.

Furthermore, Alexandros et al. [5] investigate the use of the Hierarchy of Effects Model in the context of sponsorship, a growing topic of interest in marketing. The study looks at an alternative hierarchy of effects model in the context of sports sponsorship, focusing on effect, cognition, and conation. The study reveals that emotional elements such as team affiliation impact behavioural intentions, including consumer responses to sponsorship, both directly and indirectly. This innovative application of the concept sheds light on the dynamics of sponsor-sponsee interactions. The findings of the paper also have theoretical and managerial significance for marketers. Understanding the hierarchical pattern of consumer responses to sponsorships can help to develop sponsorship activation methods and improve sponsorship effectiveness as a marketing tool.

As a result, these papers together highlight the Hierarchy of Effects Model's lasting significance in advertising and marketing, its flexibility across multiple media channels, and its ability to manage the difficulties and possibilities offered by the digital age and sponsorship. They do, however, highlight concerns about the Model's shortcomings and the need for continued study to improve its use in modern marketing situations.

3.2. Emotional Facilitation in Decision-Making

The importance of emotions, particularly negative ones, in consumer decision-making has piqued the interest of researchers. Koshkaki and Solhi [6] investigate the critical impact that negative emotions have in influencing customer decisions. The article explains how negative emotions can act as facilitators in the Hierarchy of Effects Model, following the Model's cognitive-affective-conative sequence. It explains a precise sequence of negative emotions that impact decision-making: shame, fear, anger, and sadness. This empirical data gives insight into the complex ways that emotions influence consumer behaviour.

This research has important consequences for marketing communications. Marketers may use these findings to create emotionally compelling messages that correspond to the stages of the Hierarchy of Effects Model. Marketers may modify their efforts to elicit desirable customer reactions by knowing how different negative emotions provoke particular cognitive and emotional responses. This article emphasises the relevance of emotional intelligence in marketing, highlighting how unpleasant emotions may act as accelerators for successful persuasion and engagement along the customer decision-making journey.

4. Contemporary Applications and Challenges

4.1. Instant Messaging and Social Media

Duffett [7] analyses the modern application of the Hierarchy of Effects Model in the context of instant messaging (IM) advertising, specifically among South African youths. The study investigates how IM advertising affects the stages of the Hierarchy-of-Effects Model, offering information on the distinctive dynamics of this digital communication medium. It investigates how IM advertisements influence teens' views, awareness, curiosity, desire, and, eventually, their actions. This study emphasises the Model's flexibility in the expanding world of digital communication, where IM has become a widespread way of connection.

Furthermore, the research investigates South African teens' views towards IM advertising, giving useful insights into the cultural and demographic aspects that impact responses to IM adverts. Understanding these sentiments is critical for marketers looking to effectively engage this group. The report, however, recognises both the obstacles and potential in IM advertising. Marketers must walk a tight line between appealing to youngsters while still respecting their privacy and interests. As a result, this article offers a complete guide for marketers wishing to capitalise on the potential of IM advertising while maintaining awareness of the particular obstacles and possibilities given by this digital medium.

4.2. Sports Marketing and Loyalty

Tsiotsou [8] investigates the complex link between sports team loyalty and the Hierarchy of Effects Model in her article, with an emphasis on the integration of relationship marketing techniques. This study emphasises the critical role that sports team loyalty plays within the Hierarchy of Effects Model, emphasising that devoted supporters serve as the Model's conative stage when consumer behaviour is most prominent. According to the article, dedicated fans are more likely to engage in behaviours like as attending games, purchasing goods, and lobbying for their team, which aligns with the Model's ultimate goal.

What distinguishes this piece is its incorporation of relationship marketing elements into the approach. Tsiotsou's approach emphasises the necessity of creating strong emotional bonds between sports teams and their followers. Sports organisations may increase loyalty by cultivating these ties through personalised interactions, targeted marketing, and fan engagement programmes, hence expediting advancement through the Model's phases.

This study has ramifications for sports marketers who want to establish and keep devoted fan bases. Marketers can develop strategies that not only attract new fans but also cultivate enduring relationships with existing ones, fostering a culture of loyalty and support for their teams by understanding the interplay between sports team loyalty, relationship marketing, and the Hierarchy of Effects Model. This article is a great resource for sports marketing professionals who want to use the Model's ideas to build and nurture loyal fan communities.

4.3. Integrated Marketing Communication

Mihart [9] provides insights on how Integrated Marketing Communication (IMC) might influence customer behaviour in the context of the Hierarchy of Effects Model. Mihart's study emphasises the importance of IMC in determining customer behaviour. IMC is a marketing approach that combines product, pricing, placement, and marketing communications to impact customer behaviour. It is critical in providing a consistent brand message across all touchpoints.

The Hierarchy of Effects Model is used in the article to relate IMC and customer behaviour. This model explains how IMC impacts consumer behaviour at several phases, from awareness and information processing through motivation and action. Marketers may get insights into crafting messages and experiences that assist customers to make educated purchases by incorporating the ideas of the Hierarchy of Effects Model into their IMC strategy.

Mihart's research emphasises the connection between IMC and consumer behaviour by emphasising that a good IMC strategy may successfully guide consumers through the phases defined in the Hierarchy of Effects Model. Given today's linked marketing world, this research can help marketers use IMC to influence and change customer behaviour.

5. Recent Developments in the Hierarchy of Effects Model

5.1 Digital Age and Customer Path

Understanding the evolving dynamics of the customer route is critical for marketers in the age of digital transformation. Within the Hierarchy of Effects Model, Chakravarty and Sarma [10] provide a thorough examination of the consequences of the digital age on consumer behaviour and loyalty. This study acknowledges the fundamental shift of the consumer journey in the digital era. The conventional customer journey has transformed as customers increasingly connect with companies through digital channels and social networks. According to the article, consumer loyalty, which was formerly evaluated mostly by repurchase, has now changed to brand support and influence. Loyal consumers in the digital realm are not just repeat purchases but also loud advocates who share their experiences, influencing the pathways of others.

Chakravarty and Sarma [11] add to the findings by claiming that the customer journey has been reimagined. Customer loyalty is today demonstrated through brand promotion and the capacity to influence others. The quick sharing of information through online consumer forums is related to this trend. It emphasises the need for marketers to adapt their tactics to this modern view of the customer journey, recognising that brand advocacy and influence are now critical markers of consumer loyalty. As a result, these papers provide essential insights for marketers navigating the problems and possibilities of the digital era.

5.2. Challenging Stereotypes in Advertising

In a society where diversity and inclusiveness are increasingly valued, overcoming preconceptions in advertising is a significant issue. Within the Hierarchy of Effects Model framework, Nandi et al. [12] investigate the efficiency of commercials in dissolving stereotypes, as well as the consequences for brand perception and effectiveness. This study investigates how commercials that challenge stereotypes impact the stages of the Hierarchy of Effects Model. It investigates how such advertisements influence customer awareness, liking, preference, conviction, and, eventually, behaviour. The paper evaluates the efficacy of these advertisements in shattering stereotypes and the ensuing impact on brand image. Notably, the study discovered that advertising that challenges preconceptions not only appeals to consumers but also has a favourable impact on brand perception and effectiveness. Brands may establish stronger relationships with their consumers and foster more favourable consumer sentiments by supporting inclusiveness and diversity.

This study has ramifications for marketing strategies, emphasising the necessity of developing ads that challenge stereotypes and promote an inclusive message. Companies that embrace diversity and combat prejudices contribute positively to society and increase their attractiveness and efficacy in today's socially sensitive atmosphere. This article is intended to serve as a guide for marketers who want to use the Hierarchy of Effects Model to create advertising campaigns that challenge prejudices and encourage customers to act.

5.3. Social Marketing and Games

Russell-Bennett et al. [13] provided information on the use of games as a tool in social marketing initiatives. Within the context of the Hierarchy of Effects Model, this study investigates the influence of various game aspects on attitudes and behavioural intentions. The article emphasises the rising interest in leveraging games to promote social change and provide health-related messages. These initiatives attempt to engage and educate target audiences in a more engaging and fun manner by ramifying social marketing efforts.

One of the study's primary findings is that game qualities such as pleasure, information gain, and challenge have a substantial effect on attitudes and behavioural intentions. It emphasises the importance of games that are pleasant, educational, and cognitively stimulating in order to impact positive attitudes and inspire behavioural change. This research has significance for social marketing efforts addressing many public health and social concerns. Marketers may improve the success of their social marketing games by using a Hierarchy-of-Effects approach and examining the influence of game design features. This article is an excellent reference for social marketers who want to use gamification tactics to engage and encourage their audiences in a way that corresponds to the phases of the Hierarchy of Effects Model, eventually creating positive social change.

5.4. Short-term Effects and Behavior Change

Berry et al. [14] evaluate a mass-reach physical activity campaign in their study, focusing on its impacts within the context of the Hierarchy of Impacts Model. This study sheds light on the effects of large-scale physical activity programmes on participant behaviour and intention profiles. The study looks at how such efforts, which are meant to reach a large audience across numerous media channels, impact people's attitudes and intentions towards physical exercise.

Within the Hierarchy of Effects Model, the article emphasises the importance of measuring "top of mind" awareness, emphasising that campaigns should not just aim for broad reach but also for establishing enduring impressions that lead to behavioural change. According to the study, individuals who mentioned the ad reported higher levels of physical activity and were more likely to have attempted new activities.

This study's implications include mass-reach initiatives promoting healthy behaviours. Marketers may build more successful tactics for supporting better health outcomes across a broad and vast audience by utilising the concepts of the Hierarchy of Effects Model and understanding how campaigns change intention profiles and behaviours. This article is an excellent resource for individuals involved in the development and evaluation of mass-reach programmes aimed at behaviour modification.

5.5. Celebrity Endorsement and Brand Recall

Gnanapragash and Sekar [15] present novel recall ideas and examine the impact of celebrities on brand remember using the Hierarchy of Effects Model. This study investigates the complex link between celebrities and brand remember by presenting two new concepts: celebrity-aided brand recall and brand-aided celebrity recall. These ideas offer light on how celebrities might boost brand memory or vice versa, giving marketers a more complete understanding of the dynamics at work in celebrity endorsements.

The article then delves into the impact of celebrities on brand memory, emphasising their position as effective instruments for reinforcing brand messaging and leaving a lasting impression. It emphasises how people identify celebrities with the companies they advocate, increasing brand recall and awareness. This study contributes to a better understanding of how celebrity endorsements affect all phases of consumer behaviour, from awareness to action, within the framework of the Hierarchy of Effects Model. Marketers may strategically exploit celebrity endorsements to develop more effective advertising campaigns by combining these memory ideas and understanding the celebrity's position in the Model. In conclusion, this article not only introduces novel

concepts but also offers practical insights for marketers trying to use the persuasive power of celebrity endorsements within the context of the Hierarchy of Effects Model.

6. Summary, Research Gaps, and Future Directions

The review of literature has provided a thorough grasp of the Hierarchy of Effects Model and its applicability in a variety of disciplines. The primary findings from the evaluated publications give insight into the Model's historical evolution, modern uses, and problems. The paradigm has developed over time from the conventional AIDA (Attention, Interest, Desire, Action) structure to more complicated forms such as AISDALSLove (Attention, Interest, Search, Desire, Action, Like/Dislike, Share, and Love/Hate). It has been successfully used in advertising, sponsorship, corporate social responsibility (CSR) communication, and even breaking down stereotypes in commercials. Furthermore, it has been updated to reflect the digital era, recognising the evolution of the customer journey in the age of connection.

Fear and anger have been established as decision-making facilitators, providing marketers with the possibility to carefully include emotional appeals in their campaigns. With good views towards IM advertising, instant message (IM) advertising has developed as a powerful avenue for reaching youngsters. Integrating relationship marketing with the Hierarchy of Effects Model has proven helpful in generating devoted sports fans in the domain of sports marketing. IMC has also been recognised as a comprehensive method for influencing consumer behaviour, emphasising the synergy between marketing mix elements and consumer behaviour processes. Furthermore, a recent study has investigated the changing dynamics of the customer route in the digital era, emphasising the move from customer loyalty to brand advocacy.

Furthermore, it has been observed that advertising that challenges preconceptions has gained appeal, with commercials that defy norms favourably boosting brand perception and effectiveness. Gamification tactics have been used in social marketing initiatives to effectively engage audiences, coinciding with the phases of the Hierarchy of Effects Model. Physical exercise programmes with a large reach have shown short-term effects on participant behaviour and intention profiles. Furthermore, celebrity endorsements have been shown to influence brand remember, bringing innovative notions such as celebrity-aided brand recall and brand-aided celebrity recall. These findings provide useful information on the dynamic relationship between celebrities and companies.

However, there are discrepancies in research on the Hierarchy of Effects Model. Future research should concentrate on validating and expanding the Model in the context of increasing communication channels and shifting consumer behaviours, especially in the digital era. Furthermore, investigating the Model's application in different cultural contexts and its efficacy in tackling complex societal challenges provides fascinating study prospects. Understanding the Model's interaction of emotions, social impact, and consumer decision-making remains a subject of discussion.

7. Conclusion

Ultimately, this literature review has offered a thorough examination of the Hierarchy of Effects Model, its historical heritage, and current applications in a variety of sectors. From its origins in AIDA to its digital-age extensions, the Model continues to play an important role in understanding and influencing consumer behaviour. Its applicability has been demonstrated in a variety of fields, including advertising, sports marketing, social marketing, and celebrity endorsements. Despite changing communication methods and customer behaviours, the paradigm stays relevant and adaptive. Its continuing importance stems from its capacity to assist marketers in developing effective campaigns that drive customers through the phases of awareness, interest, desire, and action.

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