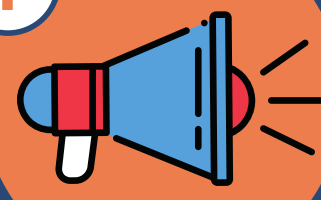


Consumer Comprehension Process

1



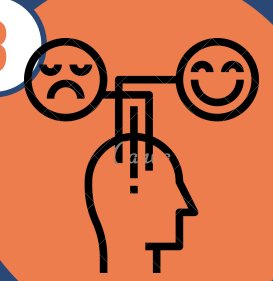
A Consumer comes in contact with some attended stimulus.

2



Internal factors within the consumer influence the way the consumer comprehends the stimulus

3



Comprehension is also impacted by the consumers thoughts and feelings.

4



The message sends signals about the stimulus. For example a company that adds humor to their ad makes them more likable often times.

6



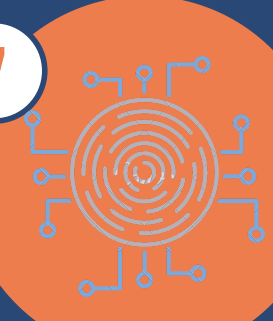
Message congruity is another characteristic of the message. This is how consistent the message is. Often times moderate levels of incongruity motivate deeper processing.

5



Physical characteristics of a message also impact comprehension. These are characteristics that one can sense directly. For example, color has a large impact on our brain. Certain colors signify certain things. Blue is often considered a color that evokes trust in a brand.

7



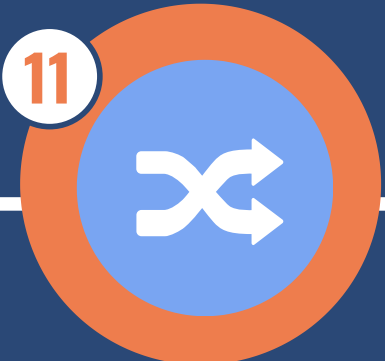
The source message can also influence comprehension. The source could be a salesperson, family member, or even a celebrity. The source can affect the comprehension through like-ability, expertise, trust, etc.



10 Involvement is another message receiver that impacts comprehension. Most likely, the more involved a consumer is with a message the more likely they will grasp the knowledge well.



9 There are also message receiver characteristics that impact comprehension. One of those includes intelligence. The more educated the consumer is, the more likely they will get an accurate comprehension of the message.



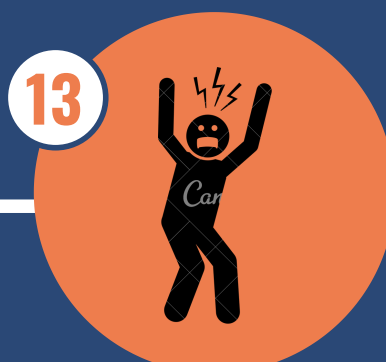
11 Familiarity tends to lower consumers motivation to process a message because it becomes less enjoyable.



12 Brain dominance is a message receiver that refers to a tendency for people to be right brain or left brain dominant. This affects how the consume receives a message.



14 Another environment characteristic is how something is framed. The exact same information can be framed in two different ways and be comprehended differently as an outcome.



13 The environment also plays a role in the comprehension of the consumer. For instance, an overload of information intensity causes consumers to be fatigued to any form of a message and not receive any information with much comprehension at all.



15 Lastly, timing can also affect comprehension. For example, consumers may only have 2 seconds to read an ad on a subway. They would only be able to comprehend a small message in that time. In contrast, sitting down for a tv show at night, a consumer would be able to comprehend a more extensive tv advertisement.



Message Understood!