
Response Hierarchy Models

The Response Hierarchy Models explains the consumer responses and behaviour to the advertising process. The Models provide a complete understanding of the responses of a customer through all stages of his path from unaware of the product to the purchase action.

1. AIDA MODEL

The phrase **AIDA** stands for **A**ttention, **I**nterest, **D**esire, and **A**ction. The AIDA model is used in advertising to define the stages that exist from the time when the consumer first becomes aware of the product or the brand to when the consumer purchases a product. The AIDA model is one of the most established models amongst all the Response Hierarchy Models. The organisations employ the AIDA Model to obtain the necessary response from the targeted consumers through advertisements. This model can be operated successfully to stimulate the different emotions of the customers.

- **ATTENTION**

This is the awareness stage of the model where the consumer becomes aware of a brand or a product mostly through advertisements.

- **INTEREST**

This is the stage when the consumer shows some interest in the product after understanding its benefits and learns how well the product actually fits into his lifestyle.

- **DESIRE**

This is the third stage of the AIDA model when the consumer desires to own the product. He develops a favourable disposition towards the product.

- **ACTION**

This is the final step of the model where the consumer finally takes favorable to satiate his desire. In this stage, he takes a purchase decision and buys the product that is being advertised.

In the AIDA model, the awareness of a brand or a product takes place in the Cognitive stage, the potential consumers develop an interest and desire to purchase the product in the Affective stage, and the purchase action actually materializes in the last stage called the Behavior stage.

2. HIERARCHY-OF-EFFECTS MODEL

Hierarchy of effects model was designed by Robert J Lavidge and Gary A Steiner in 1961. This advertising communication model describes that there are 6 phases from the phase where the customer views the product to the purchase phase. The job of an advertisement is to prompt the customer to endure all the six stages of the Hierarchy-of-Effects Model, namely the Awareness, Knowledge, Liking, Preference, Conviction, and Purchase.

- **AWARENESS**

This is the elementary stage of the model when the customer becomes aware of the product or a brand. This is a very crucial step, as there is no surety about the customer's viewership or the awareness of the product. Consumers may view various advertisements, but the chance of a customer registering the advertisement in his mind depends upon the intensity and the impact your advertisement made on the target consumers.

- **KNOWLEDGE**

The customer starts collecting the required information about the product in this phase. He slowly tries to understand the benefits associated with the product through the internet, retail advisors or through people who have already used the product. Consumers may easily switch to the competitors brand when they are unable to collect the required information. Therefore, it is the responsibility of the advertiser to make sure that the product information is easily available.

- **LIKING**

This is a stage when the customer develops a liking for the product. Here the advertiser's responsibility is to highlight the product features to further promote the brand or a product.

- **PREFERENCE**

This is the fourth phase of the Hierarchy-of-Effects Model. During this phase, the customer is clear about the product qualifications and he is sure about his brand choices. Here the advertisers need to constantly reinforce the positive aspects of their brand.

- **CONVICTION**

In this stage, the customer would have made up his mind to buy the product. The advertiser's responsibility here is to guide the customers to choose their brand.

- **PURCHASE**

This is the last stage of the hierarchy of effects model in which the actual purchase of the product takes place.

In the Hierarchy-of-Effects model, the awareness and the knowledge phases fall under the Cognitive stage. Evaluation of the customer liking, preference, and conviction fall under the Affective stage and the actual purchase behaviour takes place in the Behavioral stage.