

Chapter 3

Information Processing Model in Consumer Behaviors in Health Communication: An Analysis of Herbal Cream Advertisements

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ABSTRACT

In some private television channels in Turkey, herbal cream advertisements for joint diseases are televised. These ads, which are shown for a few minutes on the screens, are generally directed towards the elderly who complain of joint pain and related creams are claimed to be effective in passing many pains irrespective of the variety. In these ads, singers and elderly who complain of joint pain also show up and tell the effects of creams. The advertisements are constructed in a metaphoric language. Therefore, in this study, herbal cream advertisements for joint diseases will be examined through the advertisement of 3,000-year-old Miracle Cream, Miracle Cream of East Medicine, and Miracle Cream, which are televised in the middle of 2017. In this ethnographic study, how the relevant advertisements are coded, organized, and nurtured for the buyers who complain of joint pain will be investigated.

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INTRODUCTION

The consumer information processing model focusing on consumer behavior stages and explains the consumer's cognitive and operational consumption behaviors. The role of advertising in consumer information processing phase is also significant. Advertisements perform an important role in the information processing phase as part of health communication (Singh & Das, 2018; Jain, Jain & Das, 2018). For example, in some private television channels, advertising spots related to herbal creams for joint diseases are broadcasted. These ads, which are on screens for long minutes, are generally aimed the elders who complain of joint pain, and related creams are alleged to be effective in stopping many types of pain without distinction of its kind (Das et al., 2018; Mondal et al., 2017). These advertisements are coded according to the consumer information processing model.

Related ads use a metaphorical language; the cream also takes advantage of a religious motive by claiming that it facilitates the prayers for those who have difficulty in bending to perform the ritual by removing the joint pains (Mondal et al., 2017). Therefore, in this study, herbal cream advertisements for joint diseases will be examined through advertisements of 3,000-year-old Miracle Cream, Oriental Medicine's Miracle Cream and Miracle Cream (*3.000 Yıllık Mucize Krem, Doğu Tıbbının Mucize Kremi & Mucize Krem*) which are broadcasted in the middle of 2017. The research will examine how the relevant advertisements are coded, connected, and supported by the recipients complaining of joint disease. In this regard, the role of advertising in the context of consumer information processing model will also be discussed. Because the advertisements are a guide for the consumer to see the problem, to search information/solution about it, to see the alternative and to take action. For this reason, in this study, the content and role of advertisements in the context of consumer information processing phase will be discussed through herbal cream advertisements selected as a sample and directed to joint pains.

Consumer Information Processing Model and Advertisements

The present meaning of health communication notion is shaped by the perception of "supporting health". If this is not the case, health communication will only describe that the doctor gives the patient a good explanation about the treatment and useful pieces of information about the disease, and that the health practitioners also transfer the information to the public with a correct language and right channels. Yet, considering that communication is an interactive process, it will carry health communication notion to a wider frame (Erbaydar, 2003: 51). Health communication is very important for public health önemlidir (Erbaydar, 2003). At this point, it should be stated that a large number of studies in the field of health communication

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