

4 Classic Response Hierarchy Models

<i>Stages</i>	<i>AIDA Model</i>	<i>Hierarchy-of-Effects Model</i>	<i>Innovation-Adoption Model</i>	<i>Communications Model</i>
Cognitive Stage	Attention	Awareness Knowledge	Awareness	Exposure Reception Cognitive response
Affective Stage	Interest Desire	Liking Preference Conviction	Interest Evaluation	Attitude Intention
Behaviour Stage	Action	Purchase	Trial Adoption	Behaviour