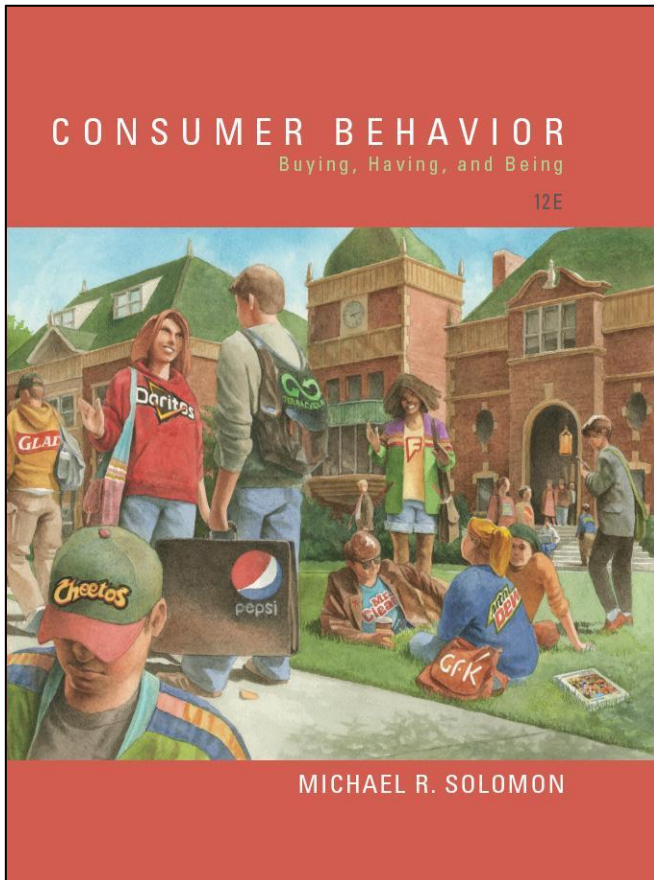


Consumer Behavior: Buying, Having, and Being

Twelfth Edition



Chapter 3

Perception

Learning Objectives (1 of 2)

- 3.1** The design of a product today is a key driver of its success or failure.
- 3.2** Products and commercial messages often appeal to our senses, but because of the profusion of these messages we don't notice most of them.
- 3.3** Perception is a three-stage process that translates raw stimuli into meaning.

Learning Objectives (2 of 2)

- 3.4 Subliminal advertising is a controversial—but largely ineffective—way to talk to consumers.
- 3.5 We interpret the stimuli to which we do pay attention according to learned patterns and expectations.
- 3.6 The field of semiotics helps us to understand how marketers use symbols to create meaning.

Learning Objective 3.1

The design of a product is often a key driver of its success or failure.



Sensation

- Vision
- Scent
- Sound
- Touch
- Taste
- Hedonic consumption
- Context effects



Sensory Marketing

- Companies think carefully about the impact of sensations on our product experiences.



Vision (1 of 2)

- Trade dress
- Color forecasts



Vision (2 of 2)

Table 3.1 Marketing Applications of Colors

Color	Associations	Marketing Applications
Yellow	Optimistic and youthful	Used to grab window shoppers' attention
Red	Energy	Often seen in clearance sales
Blue	Trust and security	Banks
Green	Wealth	Used to create relaxation in stores
Orange	Aggressive	Call to action: subscribe, buy or sell
Black	Powerful and sleek	Luxury products
Purple	Soothing	Beauty or anti-aging products

Source: Adapted from Leo Widrich, “Why Is Facebook Blue? The Science Behind Colors in Marketing,” **Fast Company** (May 6, 2013), fastcompany.com accessed February 23, 2015.

Dollars and Scents

- Like color, odor can also stir emotions and memory.
- Scent Marketing is a form of sensory marketing that we may see in lingerie, detergents, and more.

For Reflection (1 of 8)

- Imagine you are the marketing consultant for the package design of a new brand of premium chocolate.
- What recommendations would you make regarding sight and scent?

Learning Objective 3.2

Products and commercial messages often appeal to our senses, but because of the profusion of these messages, we don't notice most of them.

Key Concepts in Use of Sound

- Audio watermarking
- Sound symbolism
- Phenomes



Key Concepts in the Use of Touch

- Endowment effect
- Haptic
- Kansei engineering



For Reflection (2 of 8)

- Some studies suggest that as we age, our sensory detection abilities decline. What are the implications of this phenomenon for marketers who target elderly consumers?

For Reflection (3 of 8)

- How has your sense of touch influenced your reaction to a product?
- Which of your senses do you feel is most influential in your perceptions of products?

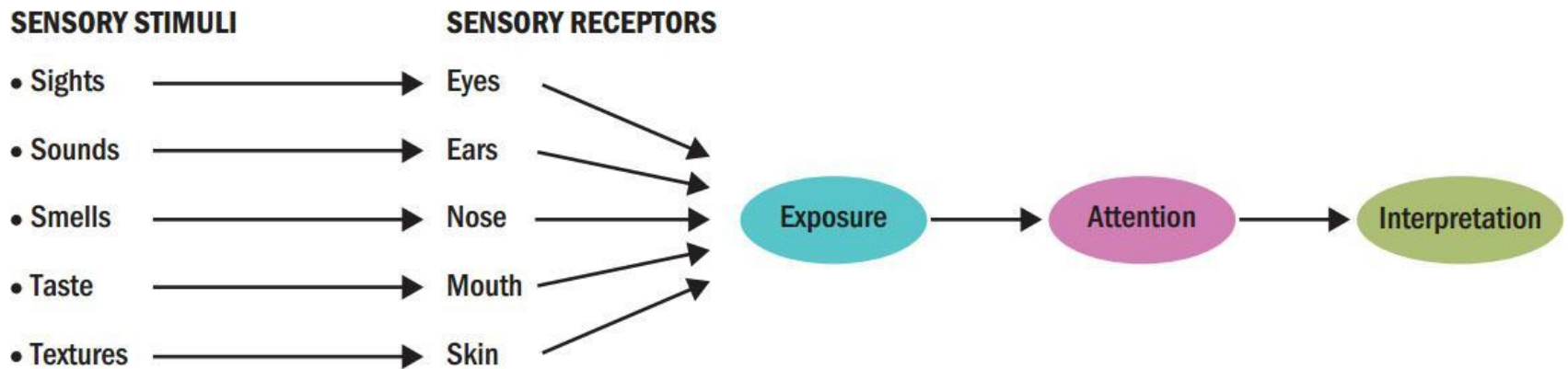
Learning Objective 3.3

Perception is a three-stage process that translates raw stimuli into meaning.

Stages of Perception

- Exposure
- Attention
- Interpretation

Figure 3.1 Perceptual Process



Stage 1: Key Concepts in Exposure

- Sensory threshold
- Psychophysics
- Absolute threshold
- Differential threshold
- JND
- Weber's Law

The Pepsi Logo Over Time

PEPSI 1940:



PEPSI 1962:



PEPSI 1987:



PEPSI 2009:



For Reflection (4 of 8)

- How much of a change would be needed in a favorite brand's price, package size, or logo would be needed for you to notice the difference?
- How would differences in these variables affect your purchase decisions?

Learning Objective 3.4

Subliminal Advertising is a controversial - but largely-perceived ineffective - way to talk to consumers.

Subliminal Perception

- Embeds



Stage 2: Attention

- Attention is the extent to which processing activity is devoted to a particular stimulus
- Consumers experience sensory overload
- Marketers need to break through the clutter

How Do Marketers Get Attention?

Personal Selection Factors

- Experience
- Perceptual filters
 - Perceptual vigilance
 - Perceptual defense

Factors Leading to Adaptation

- Intensity
- Duration
- Discrimination
- Exposure
- Relevance

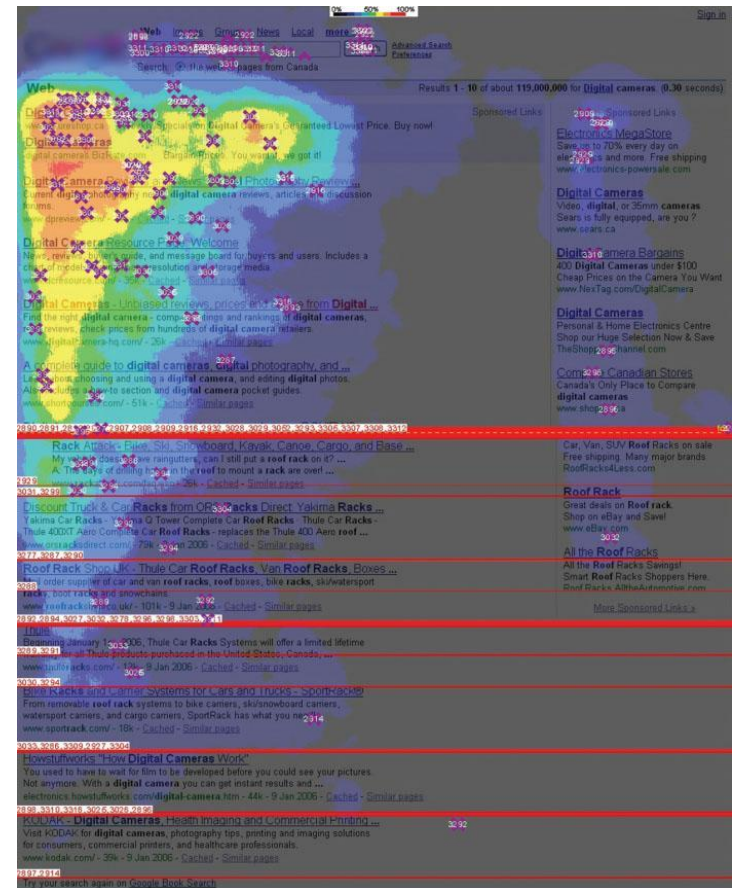
Stimulus Selection Factors

- Contrast
- Size
- Color
- Position
- Novelty

Figure 3.3 The Golden Triangle

Figure 3.3 The Golden Triangle

Eye-tracking studies reveal that people typically spend most of their time on a website looking at the “golden triangle” outlined by yellow, orange and red.



Source: Enquiro Search Solutions, Inc. (Now Mediative Performance LP).

For Reflection (5 of 8)

- Do you think that subliminal perception works?
- Under what conditions could it work?

Learning Objective 3.5

We interpret the stimuli to which we do pay attention according to learned patterns and expectations.



Interpretation

- Interpretation refers to the meaning we assign to sensory stimuli, which is based on a schema



Source: Client: XXXLutz; Head of Marketing: Mag. Thomas Saliger; Agency: Demner, Merlicek & Bergmann; Account Supervisor: Andrea Kliment; Account Manager: Albin Lenzer; Creative Directors: Rosa Haider, Tolga Buyukdoganay; Art Directors: Tolga Buyukdoganay, Rene Pichler; Copywriter: Alistair Thompson.

Stimulus Organization

- **Gestalt:** The whole is greater than the sum of its parts
 - Closure: people perceive an incomplete picture as complete
 - Similarity: consumers group together objects that share similar physical characteristics
 - Figure-ground: one part of the stimulus will dominate (the figure) while the other parts recede into the background (ground)

For Reflection (6 of 8)

- Give an example when you were affected by closure, similarity, or the figure ground principle.

Learning Objective 3.6

The field of semiotics helps us to understand how marketers use symbols to create meaning.

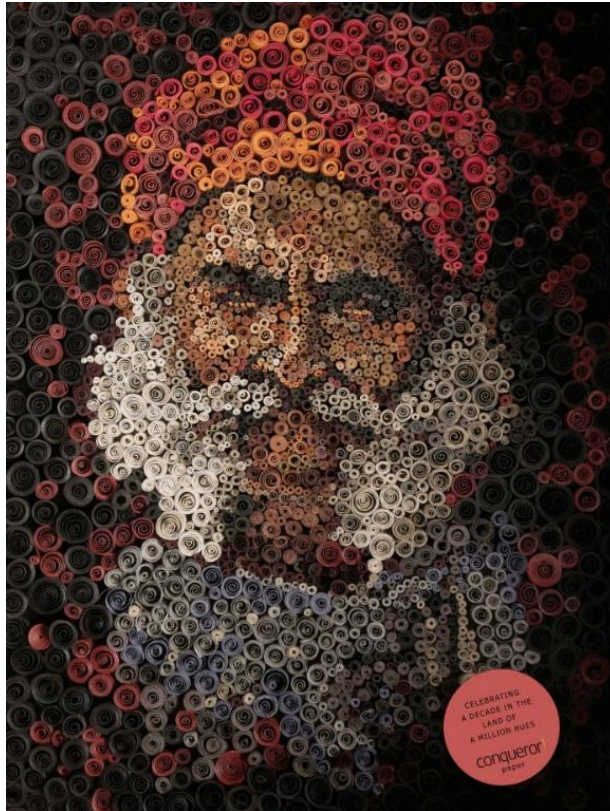
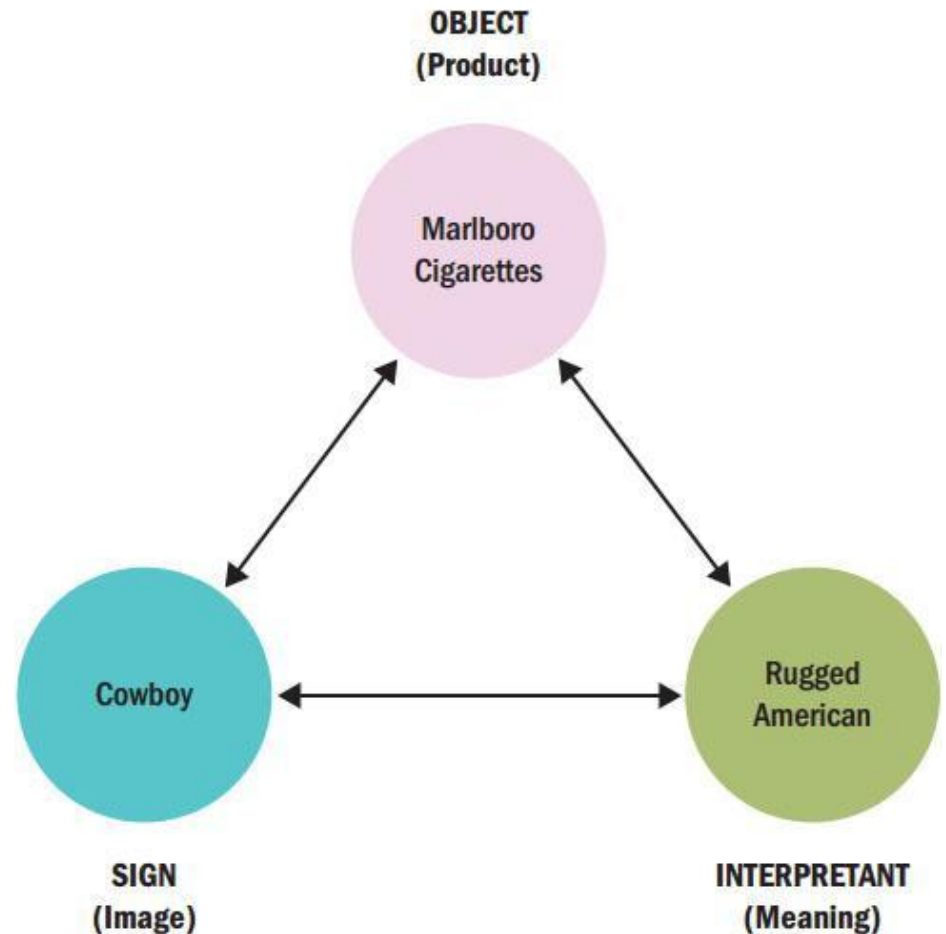


Figure 3.4 Semiotic Relationships

- Object
- Sign
- Interpretant
- Icon
- Index
- Symbol



Examples of Brand Positioning

Lifestyle	Grey Poupon is “high class”
Price leadership	L’Oreal sells Noisome brand face cream
Attributes	Bounty is “quicker picker upper”
Product class	The Spyder Eclipse is a sporty convertible
Competitors	Northwestern Insurance is the quiet company
Occasions	Use Wrigley’s gum when you can’t smoke
Users	Levi’s Dockers targeted to young men
Quality	At Ford, “Quality is Job 1”

For Reflection (7 of 8)

Think of a commercial you have recently seen and explain the object, sign and interpretant.

For Reflection (8 of 8)

- How do your favorite brands position themselves in the marketplace?
- Which possible positioning strategies seem to be most effective?

Chapter Summary

1. The design of a product affects our perception of it.
2. Products and messages may appeal to our senses.
3. Perception is a three-stage process that translates raw stimuli into meaning.
4. Subliminal advertising is controversial.
5. We interpret stimuli using learned patterns.
6. Marketers use symbols to create meaning.

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