

Perception





How much \$\$\$ is it worth?





Hush Puppies®

\$69.99

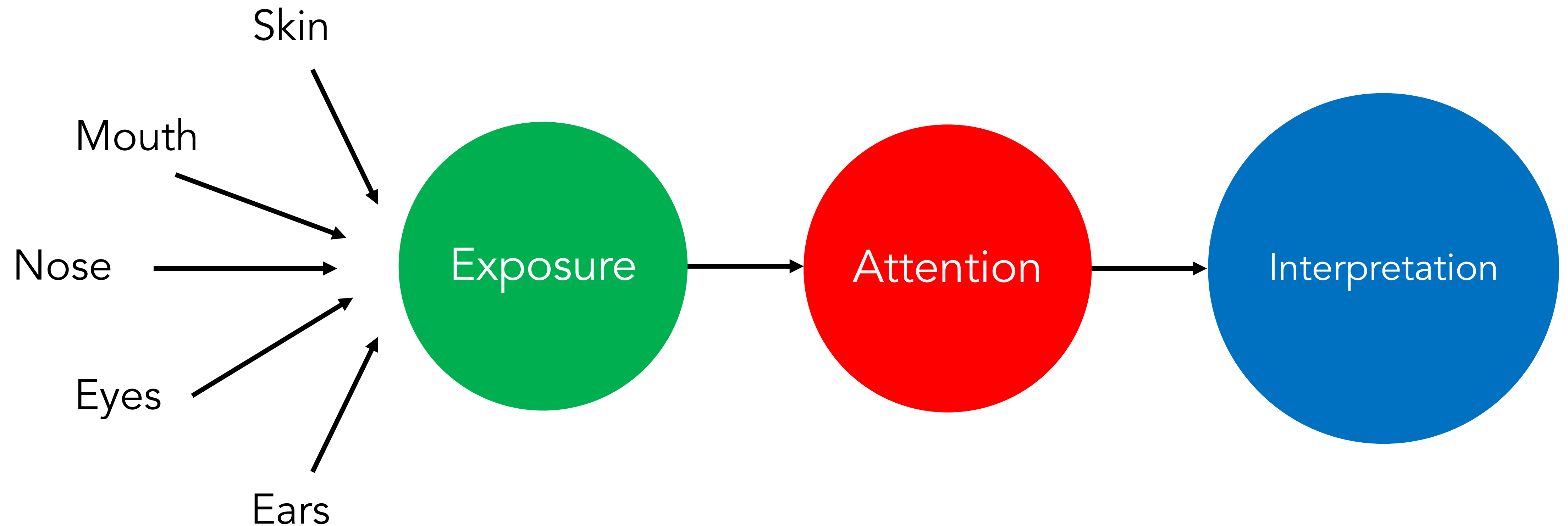


Sensations & Perceptions

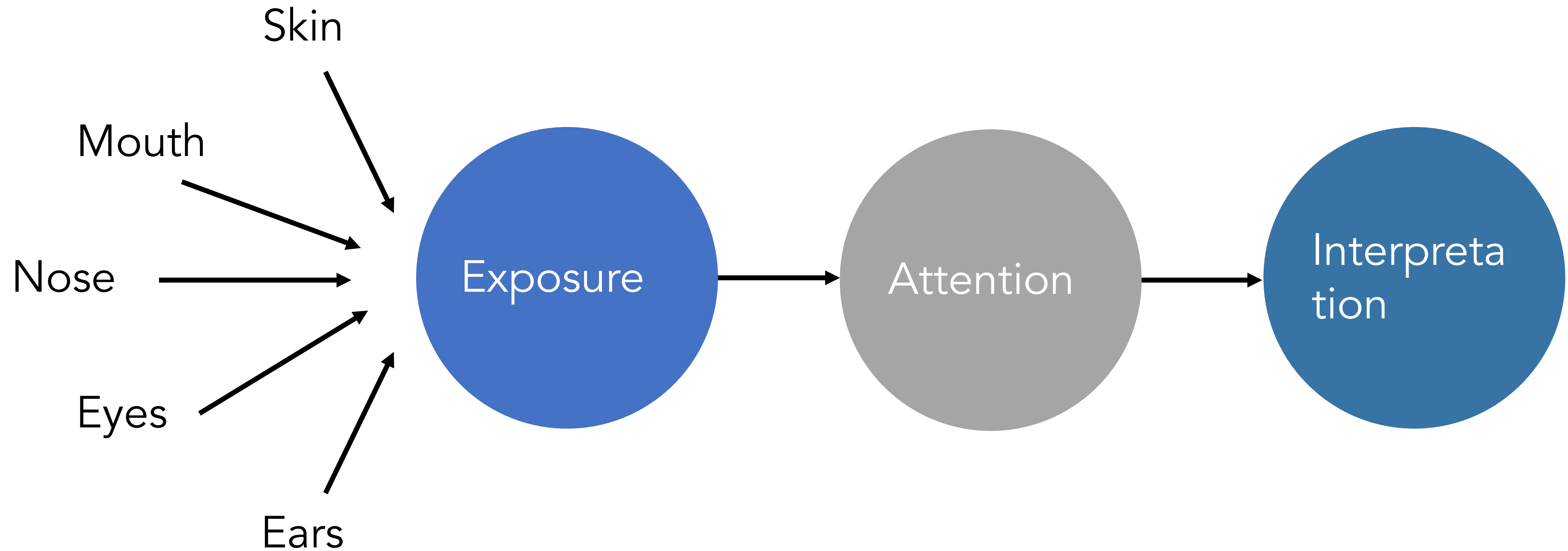
Sensation: is the immediate response of our sensory receptors (eyes, ears, nose, mouth, and fingers) to basic stimuli (light, color, sound, odor, and texture).

Perception: is the process by which sensations are selected, organized, and interpreted.

Process of Perception



Process of Perception



Vision

Many of our consumption decisions are based on the way things look...

- Colors can provoke emotions.
- Red can create feelings of arousal and stimulate appetites, while Blue is more relaxing.
- Older people prefer bright tones (ex: Lexus makes most of their vehicles in white).
- Trade Dress (legal protection).



Colored Ketchup Failure!



What Were They Thinking? The Day Ketchup Crossed The Line From Perfect To Purple

Smell

Odors create mood and promote memories:

- One study found the smell of fresh cinnamon buns induced sexual arousal in males.

Marketers use scents:

- Inside products.
- In promotions (e.g., scratch 'n sniff).
- In store environments.



Scent Marketing

The results are in, happier customers
who remember your brand and linger
longer.

Hearing

Sound affects behavior and feelings

- High tempo = more stimulation
- Slower tempo = more relaxing
- Music in grocery stores can sway purchases.
- Jingles are **still** an effective advertising tool.

What's your favorite advertising jingle?

Top ten commercial jingles

The corporate jingles people like most

1		Band-Aid	"I am stuck on Band-Aid brand 'cause Band-Aid's stuck on me"
2		Folgers	"The best part of waking up is Folgers in your cup"
3		Klondike	"What would you do for a Klondike bar?"
4		State Farm	"Like a good neighbor, State Farm is there"
5		Oscar Mayer	"I wish I were an Oscar Mayer wiener"
6		Kit Kat	"Gimme a break, break me off a piece of that Kit Kat bar"
7		Nationwide	"Nationwide is on your side"
8		Huggies	"I'm a big kid now"
9		Cotton	"The fabric of our lives"
10		Subway	"Five-dollar footlong"

Mood Media

MOOD:MEDIA™

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MOOD SOUND SOLUTIONS

GET IT RIGHT CUSTOMERS ARE LISTENING

Create the Perfect Energy and Tone, and Establish a Consistent Brand Voice
with Music and Messaging Solutions.

[Hear The Difference](#)



Touch

Haptic senses—or touch—are the most basic, and earliest learned.



Touching affects the product experience

- Waitresses who touch patrons get bigger tips (not waiters).
- Touching an item forms a relationship with the product.
- Contagious consumption (the newspaper on top).



Touch

- When you feel it, you think this can be mine, so that emotion can cause you to buy something you never would have bought if you hadn't touched it.
- Marketer's used this finding to encourage more sales. Think of an Apple store where you are encouraged to go into the store and play with the laptops, iPhones and iPads.



Q: How could you encourage consumers to spend less?

Taste

People form strong preferences for particular flavors.

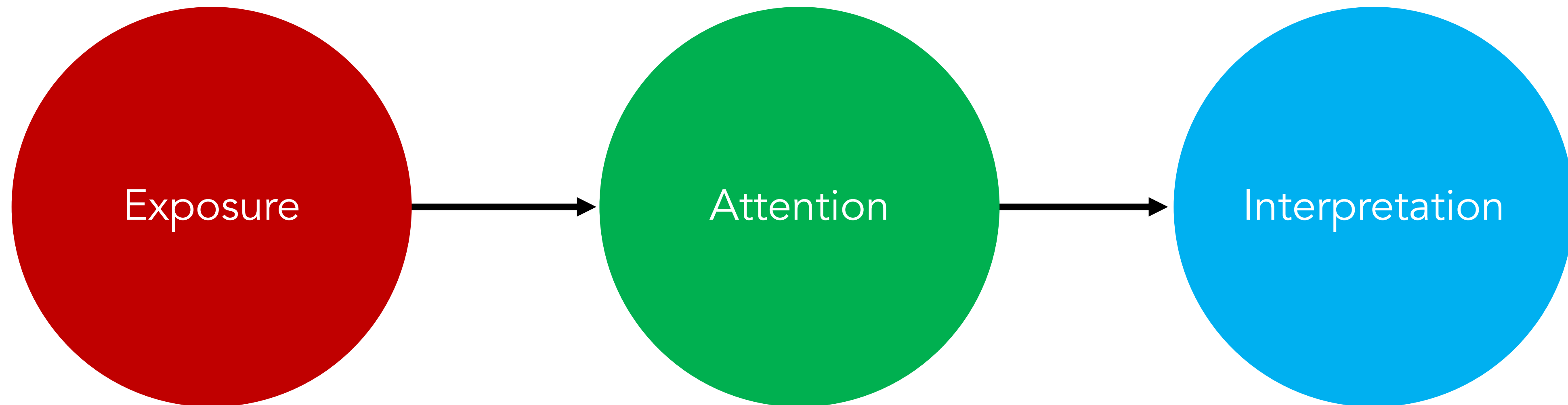
Tastes can evolve.

As we age, our taste buds become less sensitive.

Link between taste and color.



Process of Perception



Exposure

- **Exposure:** occurs when a stimulus comes within range of someone's sensory receptors
- We can concentrate, ignore, or completely miss stimuli.

Exposure

There are so many sensory stimuli in our environment that we are in a state of sensory overload.

How do marketers overcome this?

- Choose media that can reach target market.
- Consider ability to convey and motivation to process information across different media.
- Consider traditional media and other contexts where consumers devote attention resources.
- Marketers increasingly turning to unusual outlets to convey messages.

Sensory Thresholds

Absolute threshold: the minimum amount of stimulation that can be detected on a given sensory channel

Differential threshold: ability of a sensory system to detect changes or differences between two stimuli (i.e., pricing, packaging)

If you do not want consumers to notice a change: **Just Noticeable Difference (JND)**

Downsizing



Gradual Change

Introduced
1951

1967

1978

1982

1990
Through
Present



Gradual Change



1889



1891



1895



1914



1968



1989



Gradual Change



1936



1955



1965



1969



1972



1980



1986



1996

Threshold Applications

If you want consumers to notice a change then exceed JND:

- Price decrease
- Size increase
- Other Promotions

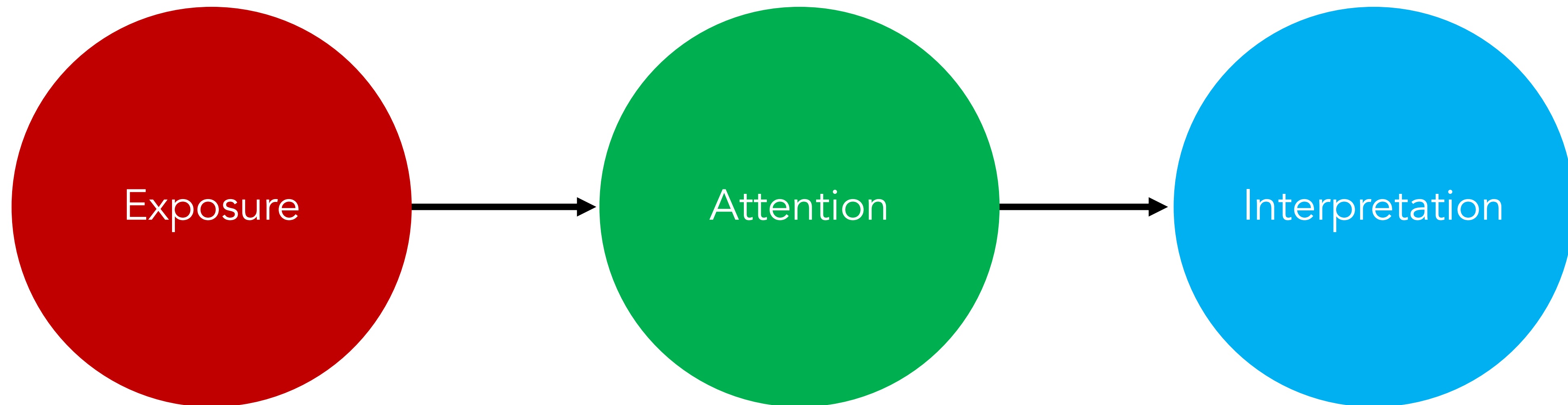


Compare Mac models.

[Find the best Mac for you >](#)



Process of Perception



Attention

Attention: the extent to which processing activity is devoted to a particular stimulus.

- Marketers spend a great deal of effort attempting to attract attention.
- Typically through the use of surprising or unexpected stimuli – expectancy violation.

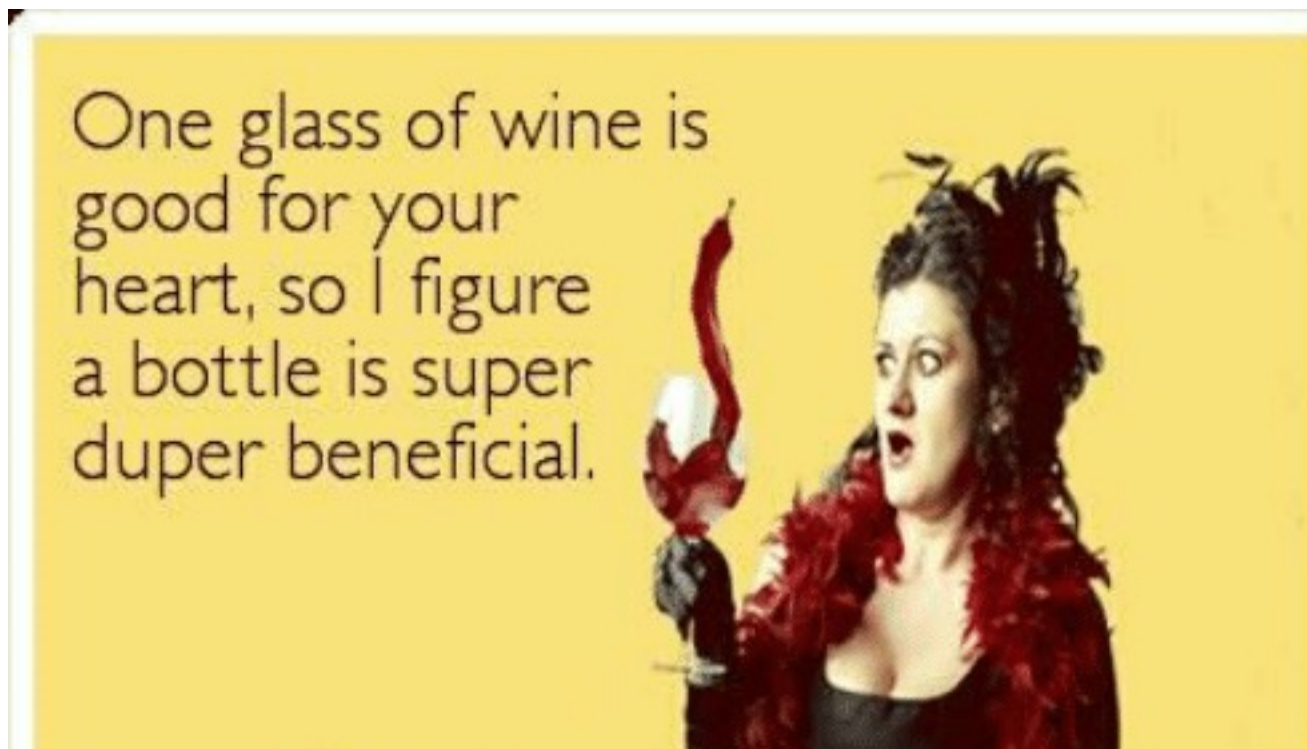
Personal Selection Influences

- **Perceptual selection:** people attend to only a small portion of the stimuli to which they are exposed.
- Personal selection factors:

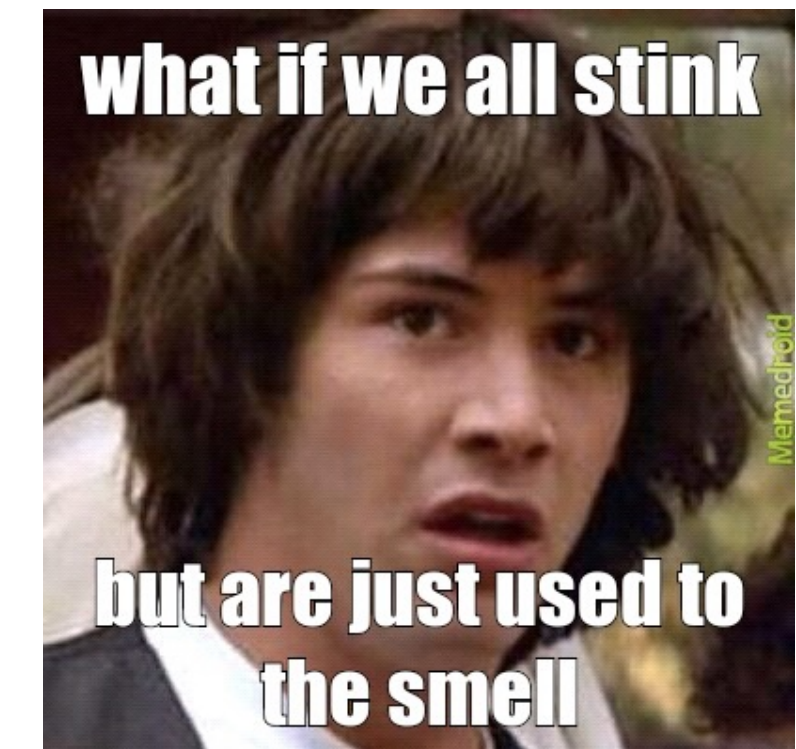
Perceptual Vigilance



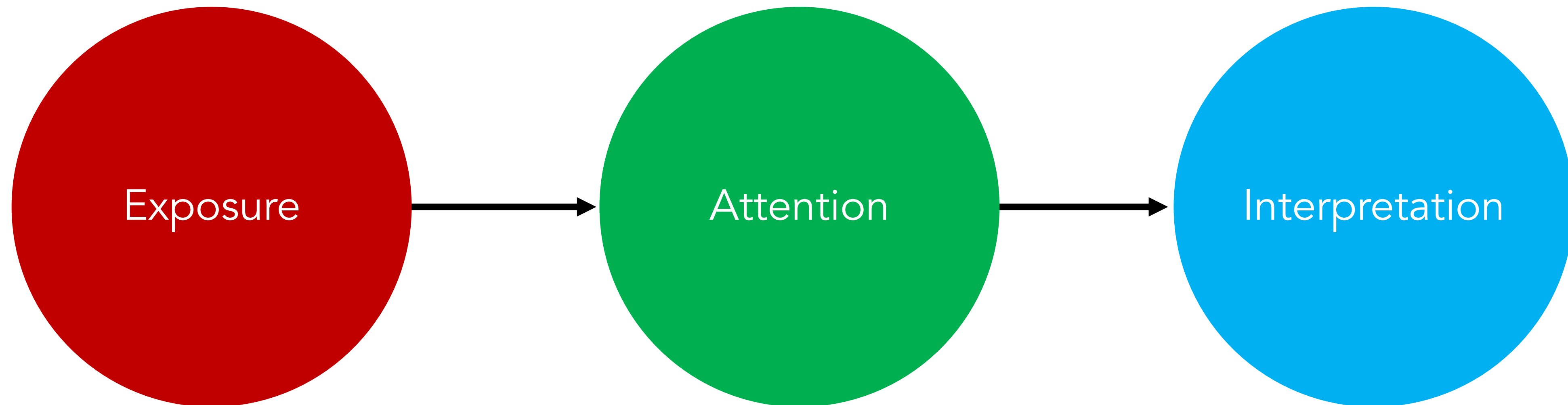
Perceptual Defense



Adaptation



Process of Perception



Interpretation

You've got their attention, now what?

- Consumers consider the entire situation – **gestalt** – to discern overall patterns.
- How do products / brands get their meaning?
- Consumer products express social identities.
- Correspondence between signs and symbols and their role in the assignment of meaning.

Semiotics

Semiotics: correspondence between signs and symbols and their role in the assignment of meaning.

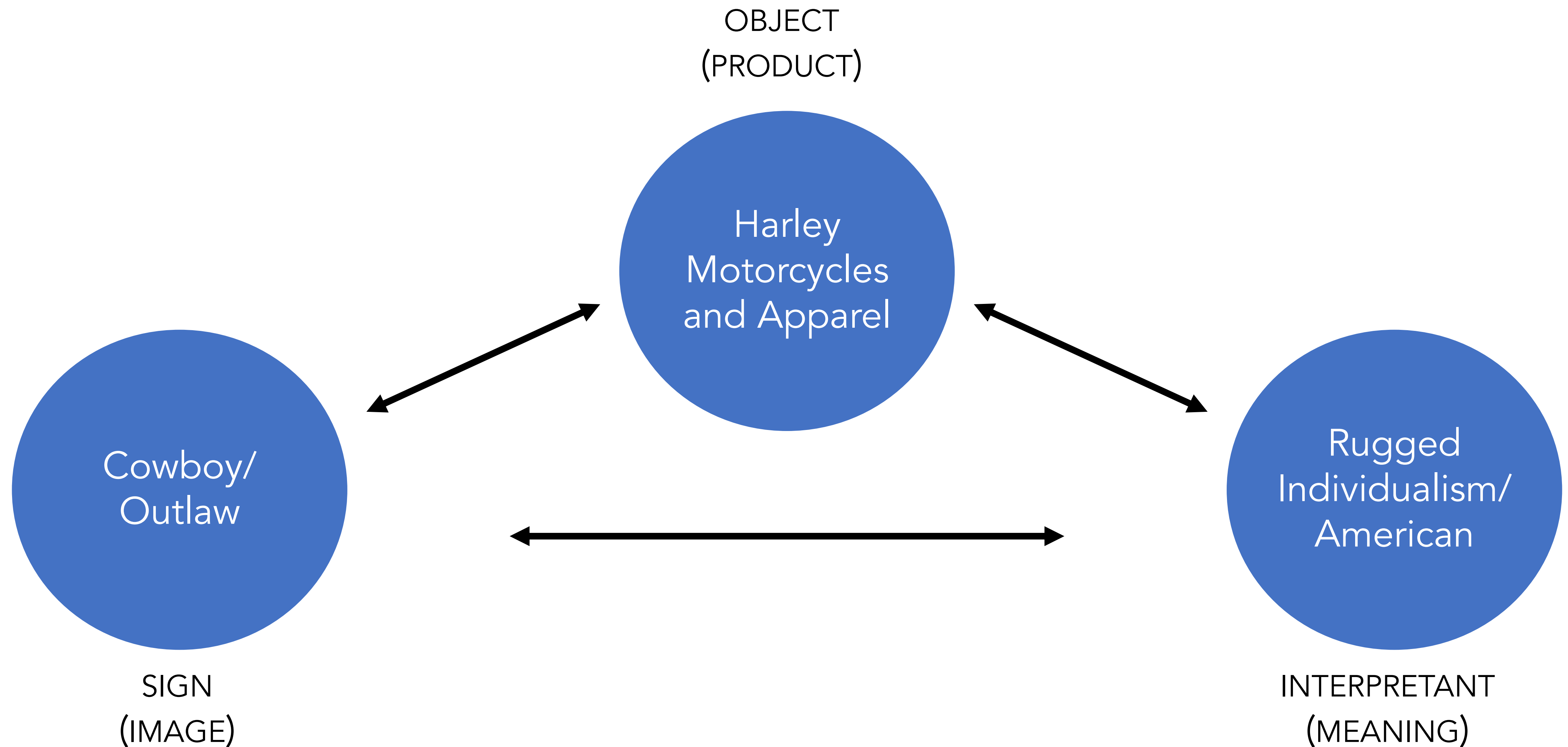
Marketing messages have three basic components:

- **Object:** product that is the focus of the message
- **Sign:** sensory image that represents the intended meanings of the object
- **Interpretant:** meaning the consumer derives

Semiotic Relationships



Semiotic Relationships



Semiotic Examples



Semiotic Examples



Semiotics

Signs (image) are related to objects (product) in three ways:

ICON

sign that resembles
the product in some
way



INDEX

sign that is connected to a product
because they share some property
(authentic, "the real thing")



SYMBOL

sign that relates to a product
by either conventional or
agreed-upon associations



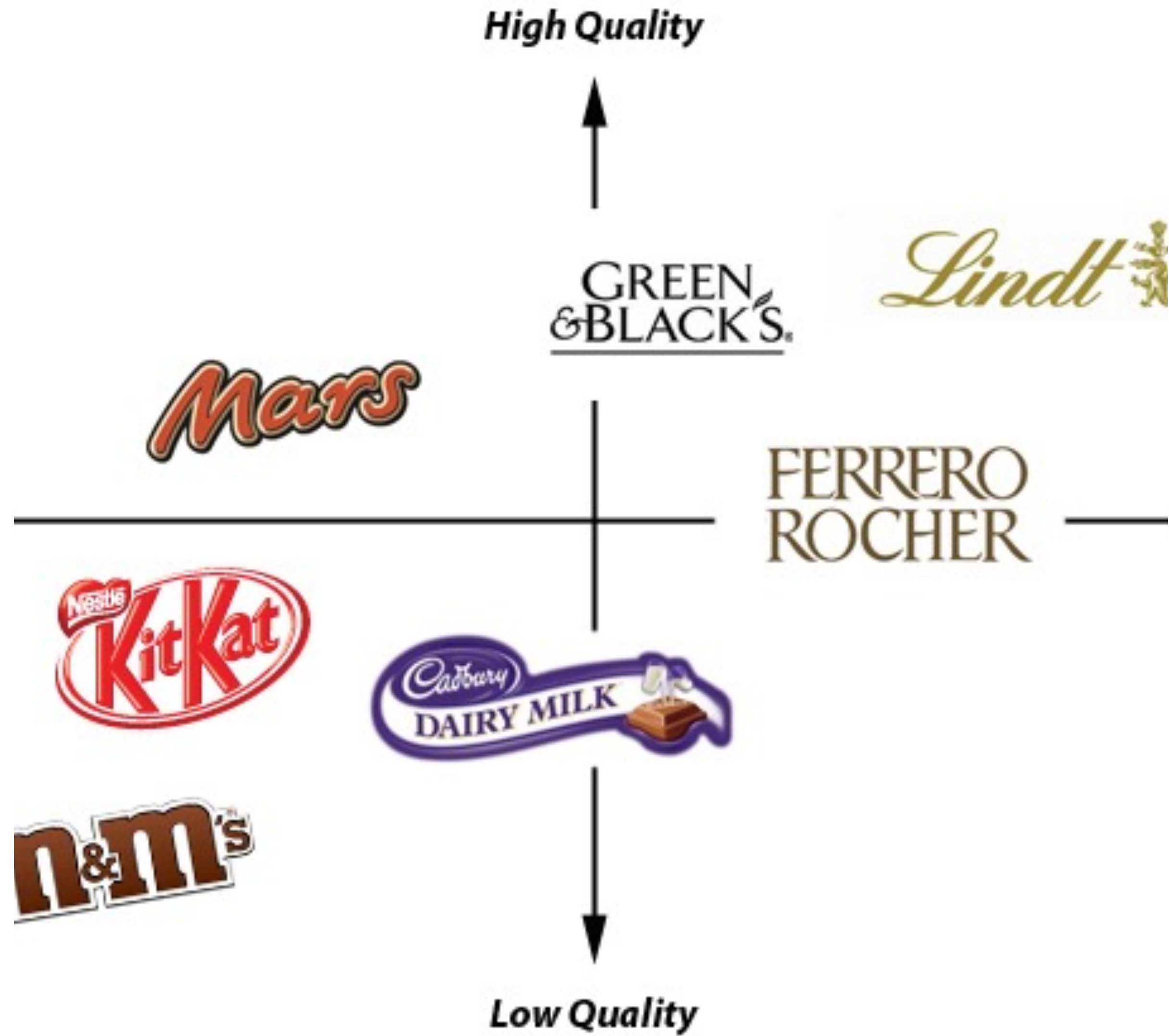
Perceptual Positioning

Consumer Perceptions of Brands = functional attributes + symbolic attributes



Perceptual Positioning

- **Perceptual map:** map of where brands are perceived in consumers' minds.
- Used to determine how brands are currently perceived to determine future positioning.



What's Next?

Learning
Chapter 3
(pages 108–128 only)

