

2e | 2010

# CONSUMER BEHAVIOR

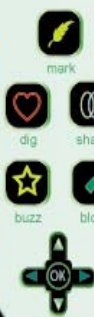
Human Pursuit of Happiness in the World of Goods



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## CHAPTERS

- |                 |                    |                  |               |                 |
|-----------------|--------------------|------------------|---------------|-----------------|
| 1<br>Hello, CB  | 2<br>Motivation    | 3<br>Perception  | 4<br>Learning | 5<br>Identity   |
| 6<br>Lifestyles | 7<br>Attitudes     | 8<br>Persuasion  | 9<br>Culture  | 10<br>Referents |
| 11<br>Decisions | 12<br>Satisfaction | 13<br>Shopping   | 14<br>Age/Sex | 15<br>Ethnicity |
| 16<br>Class     | 17<br>Fandom       | 18<br>Virtuality | 19<br>Ethics  | 20<br>Exotic CB |



## SPECIAL TOPICS

- |                              |                         |
|------------------------------|-------------------------|
| 1<br>Feelings, Fun, Fantasy  | 5<br>Netnography        |
| 2<br>Service Xperience       | 6<br>Gender Bender      |
| 3<br>Psych Meets Economics   | 1-10<br>Classic Cases   |
| 4<br>Life Stories via Brands | 11-20<br>Romantic CASES |

## RESOURCES

- |                     |
|---------------------|
| 1<br>DIY Projects   |
| 2<br>Practice Tests |
| 3<br>e-Note Cards   |
| 4<br>Survey Data    |

Jill Avery Sharon Beatty  
Morris Holbrook Banwari Mittal

Robert Kozinets Priya Raghurir  
Arch Woodside



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## PART II

## Inside the Consumer's Mind

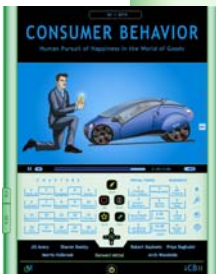
## Chapter 3

# Consumer Perceptions & Sensory Marketing

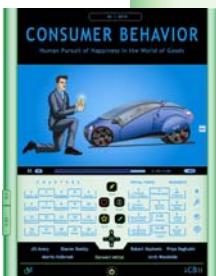
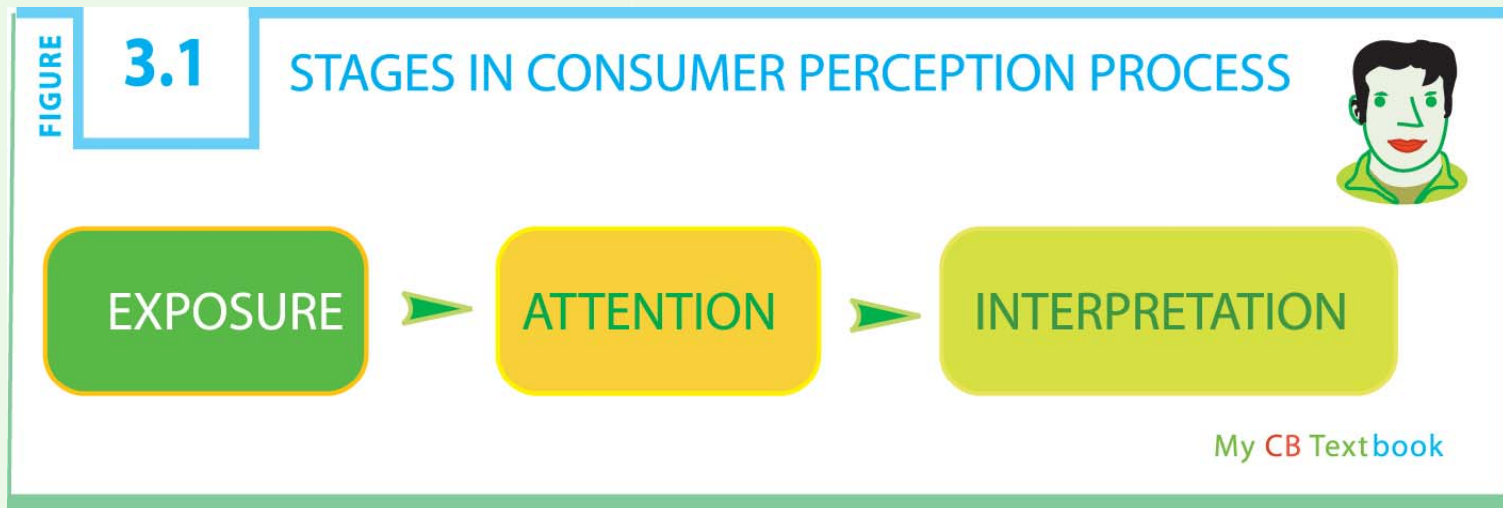
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**Perception.** The process by which humans become aware of and interpret a stimulus.



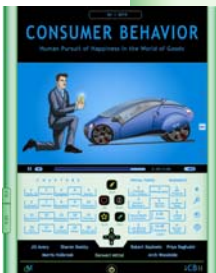
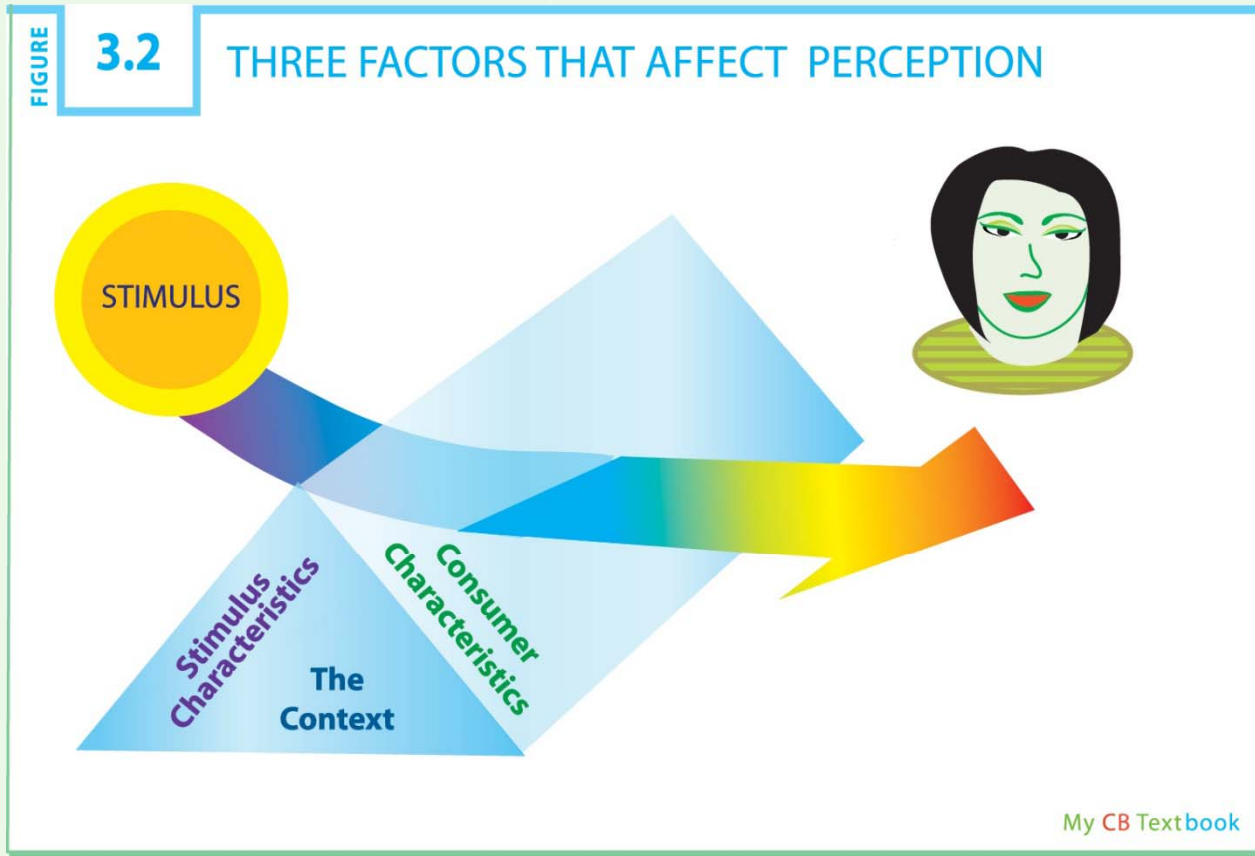
## The 3S Model of Perception Process

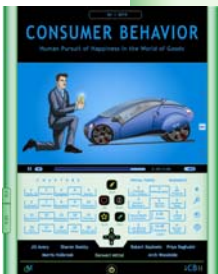
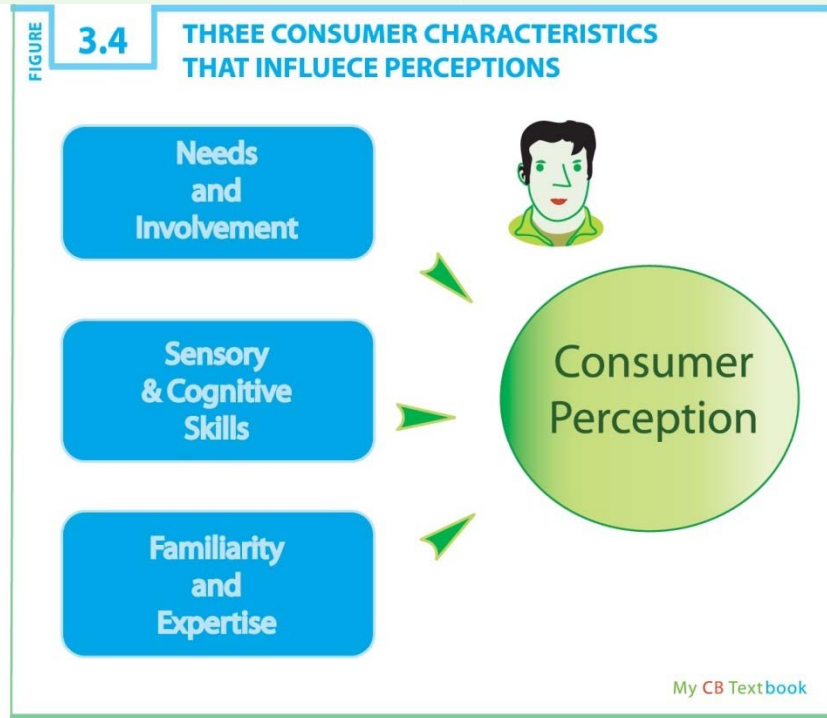


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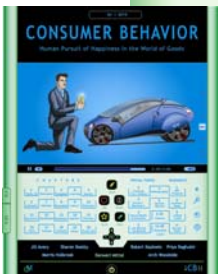
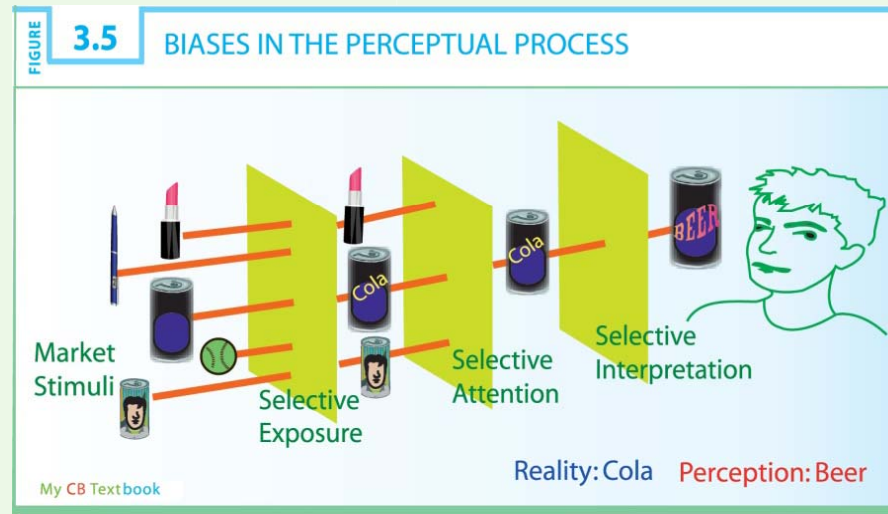


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# 3 CONSUMER PERCEPTIONS & Sensory Marketing



# 3 CONSUMER PERCEPTIONS & Sensory Marketing

P.e.r.c.e.p.t.i.o.n. P.r.o.c.e.e.s.s.



## EXPOSURE

## How To Get it



- ✓ By Wise Media Selection
- ✓ By Product Placement

## ATTENTION

- Involuntary
- Voluntary

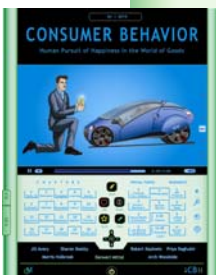


- ✓ Stimulus Factors:
  - > vividness/contrast
- ✓ Topic Interest/Involvement

## INTERPRETATION

## Depends on

- ✓ Prior Stock of Knowledge
- ✓ Prior Expectations



## FACTORS INFLUENCING PERCEPTION

**STIMULUS  
Characteristic**

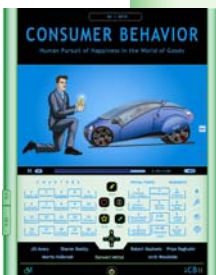
- ✓ Sensory
- ✓ Information Content

**CONTEXT**

- ✓ Store, brand name, etc.

**CONSUMER**

- ✓ Involvement, Interest
- ✓ Sensory and Cognitive Skills
- ✓ Prior Knowledge (Prior Expectations)



## PERCEPTUAL THRESHHOLD

### Weber's Law

### J.n.d.

- When You Want to Lie BELOW the Perceptual Threshold
- And When You Want to Rise ABOVE the Threshold



### (Examples)

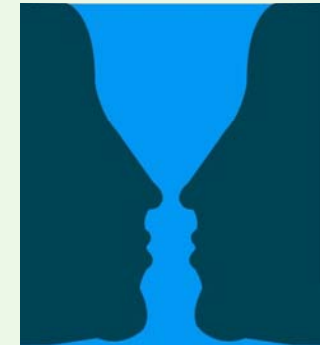
1. Make Explicit (Product's sensory features)
2. CHANGE (NOTICEables by P&G)

## Discussion Q. Rising above or lying below?

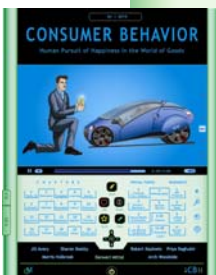


## PERCEPTUAL ORGANIZATION

- GESTALT
- FIGURE AND GROUND
- CLOSURE

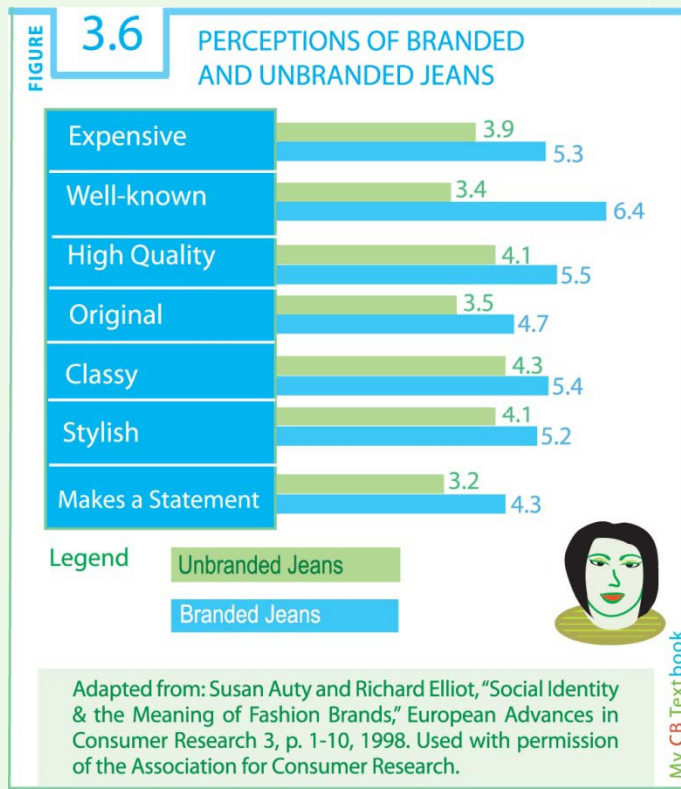


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## How Consumers Perceive Marketing Stimuli

## BRAND IMAGE

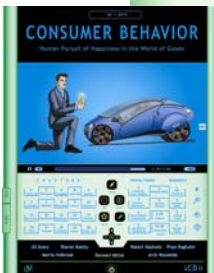


**Q. How do you change brand image?**

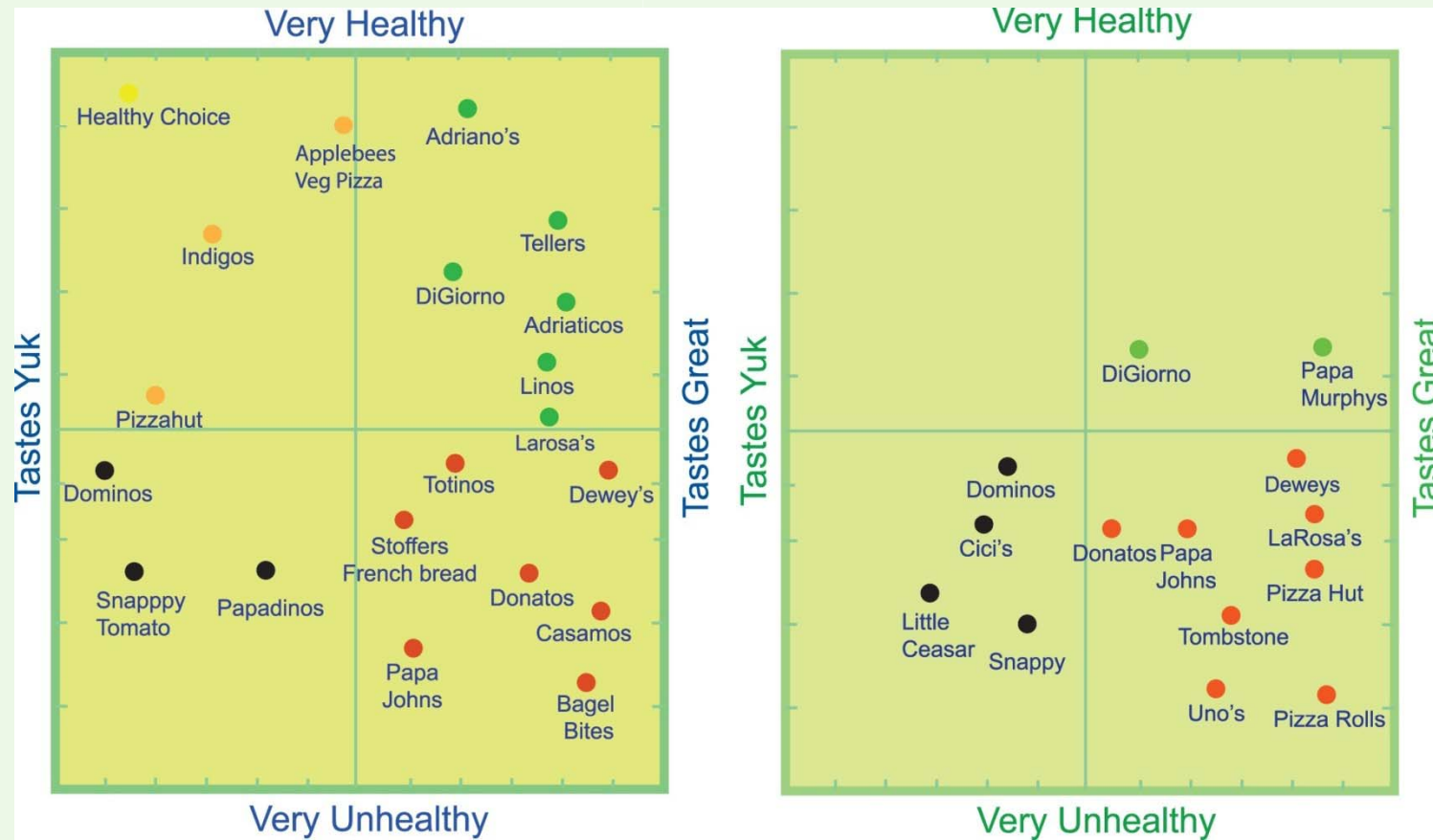
**A. By Changing Consumer Perceptions.**

**Based, of course, on the Brand's *Reality*.**

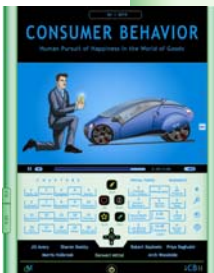
**✓ Brand Image is 100% Consumer Perception.**



## PERCEPTUAL MAPS



**Discuss: Why the two maps are different?**

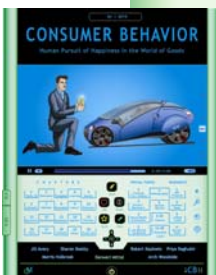


## Positioning + REPOSITIONING

**POSITIONING.** Consumer perception of a brand relative to competing brands and relative to one's goals

**REPOSITIONING.** The practice of changing consumer perceptions about a brand.

- **POSITIONING METHODS:**
  - By Functional Benefits
  - By Symbolic Image
  - By User Image
  - By Usage Situation
  - By Competition.



## SENSORY Marketing

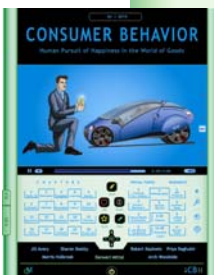
Creating Favorable Brand Impressions in the consumer mind by appealing to senses.

- ✓ Sound
- ✓ Taste
- ✓ Sense of Smell
- ✓ Sense of Touch
- ✓ Sight



### Two Approaches:

- 1. Pleasant and Varied Stimuli/Product Design
- 2. Unique sensory feature (Brand Identity)



## PERCEPTIONS: BITS OF WISDOM

- ✓ There Are No **FACTS** in Life, only **STATEMENTS** of Facts.
- ✓ There is no **Objective Reality**, Only **PERCEPTIONS**.
- ✓ Sometimes Perceptions come close to reality, sometimes they are far off.
- ✓ All **OUR** Perceptions are **TRUE**;  
*Others'* Perceptions May be False.
- ✓ Perceptions, **NOT** Reality, form the basis of our Actions.
- ✓ **Consumer Perceptions, Not Reality, determine the fates of brands and of Businesses.**

