

# Consumer Behavior

BUYING, HAVING, AND BEING • TENTH ED

MICHAEL R. SOLOMON



## Chapter 2 Perception

## Learning Objectives

When you finish this chapter, you should understand why:

1. **Perception** is a three-stage process that translates raw stimuli into meaning.
2. The **design** of a product today is a key driver of its success or failure.
3. Products and commercial messages often appeal to our **senses**, but we won't be influenced by most of them.

## Learning Objectives (continued)

4. The concept of a **sensory threshold** is important.
5. **Subliminal advertising** is a controversial—but largely ineffective—way to talk to consumers.
6. We **interpret** the stimuli to which we do pay attention according to learned patterns and expectations.
7. Marketers use **symbols** to create meaning.





- The process, whereby we absorb and interpret information about products and other people from the outside world.

Perception



# Learning Objective 1: Perception

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- ❑ A three-stage process that translates raw stimuli into meaning.
  - ❑ Exposure, Attention, Interpretation
- ❑ Physical sensations i.e sights, sounds, and smells are selected, organized and interpreted.
- ❑ The interpretation of a stimulus allows it to be assigned meaning.

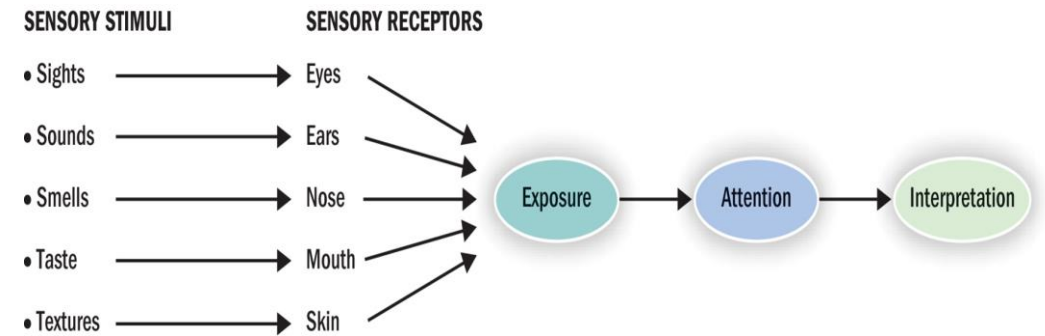




**Wonderbra®**



# Sensory Systems



Like computers we undergo stages of information processing in which we input and store stimuli. We receive external stimuli or sensory inputs on a number of channels. The inputs our five senses detect are the raw data that begin in the perceptual process.

**Sensation** - immediate response of our sensory receptors to basic stimuli

Sensory receptors

Eyes      Ears      Nose      Mouth      Fingers

Stimuli

light      color      sound      odor      texture



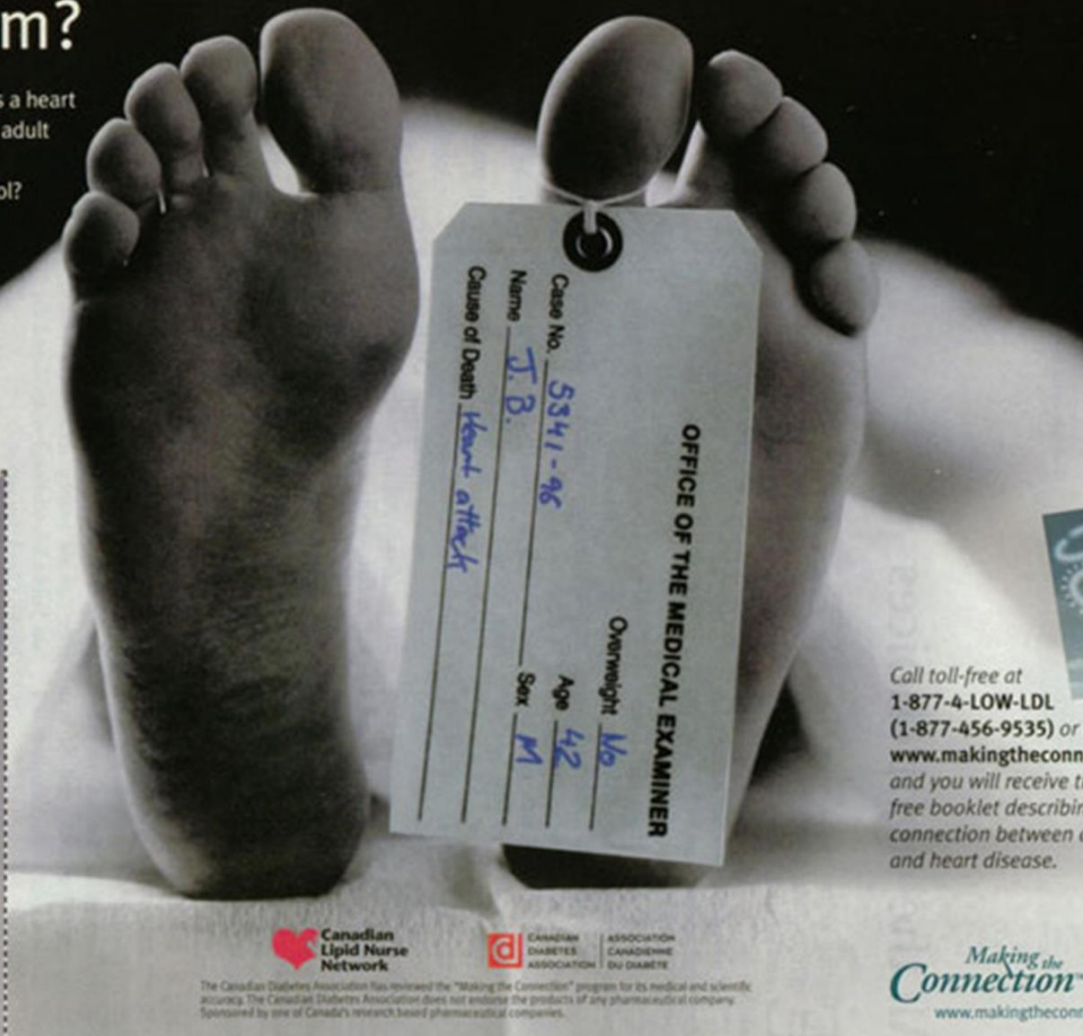


# Which would you rather have, a **cholesterol** test or a final exam?

For many, the first sign of heart disease is a heart attack. Did you know that one out of two adult Canadians is at risk of developing heart disease because they have high cholesterol? And that cardiovascular disease IS the leading cause of death in Canada? High cholesterol is a major risk factor for heart disease but managing your cholesterol can be quite simple.

If any of these apply to you, cut this screening test out and ask your doctor about getting your cholesterol tested:

- Woman 50 years or older
- Man 40 years or older
- Heart disease (angina, heart attack, coronary bypass, stroke, angioplasty)
- Diabetes
- Family history (mother, father, sister, brother or grandparent) of heart disease or high cholesterol
- Two or more of the following:
  - Overweight
  - Physically inactive
  - Smoker
  - High blood pressure



- The study of perception focuses on what we add to these raw sensations in order to give them meaning





## Information Processing

- Consumers are constantly processing information
  - Stimuli input is received
  - We only process a small amount of stimuli
  - Even a smaller amount is given meaning



## Sensory and Marketing:

- Our brain receives sensory inputs (external data) on a number of channels
  - See a billboard
  - Hear a jingle
  - Feel the softness of a blanket
  - Taste a new flavor ice cream
  - Smell an old book
- The unique sensory quality differentiate a product from competition
- Marketers' messages are more effective when they speak to us via multiple sensory channels



Start

Justin  
Harrison



Windows Surface



## Objective 2: Design is Crucial

Key driver of success or failure



Customers buy things that provide hedonic value (in addition to what the product is designed to do)



### Hedonic consumption

Multi-sensory, fantasy, and emotional aspects of our interaction with products.

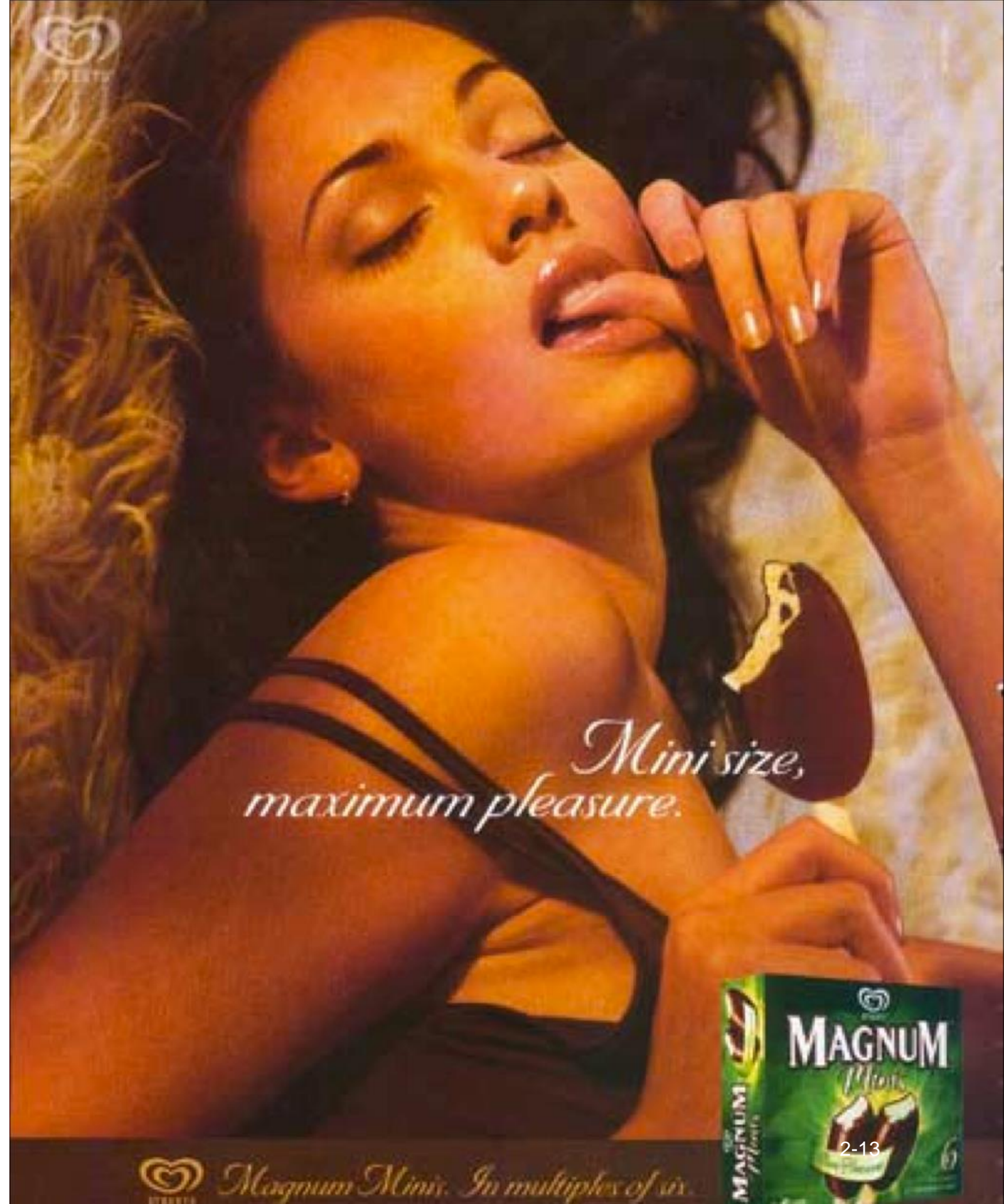
How customers interact with the emotional part of the product/service.



## Hedonic Consumption:

It involves use of a product to fulfill fantasies and satisfy emotions.

- Refers to consumers' multisensory images, fantasies and emotional arousal in using products







# Story of Method



# Look-a-likes

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In an era of sensory marketing, companies pay extra attention to the impact of sensations on product experiences.

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## Easy Drink

Using the drinking fountains will not be filled with water leaks.  
Drinking the water will not be raise your head.

Do you ever feel inconvenient to use the drinking fountains,  
because of the PET water bottles too big as a result cant filled water successfully?  
Do you ever feel neck discomfort when using PET water bottle has to raise your head.  
The "Easy Drink" change 45 degree on mouth of the PET water bottle,  
It's can improve the inconvenience of people using PET water bottle  
and reduce the wastage of water resources.



## SIGG+ DESIGN CONTEST WHAT'S YOUR ECO-STYLE?

















# Design Awards

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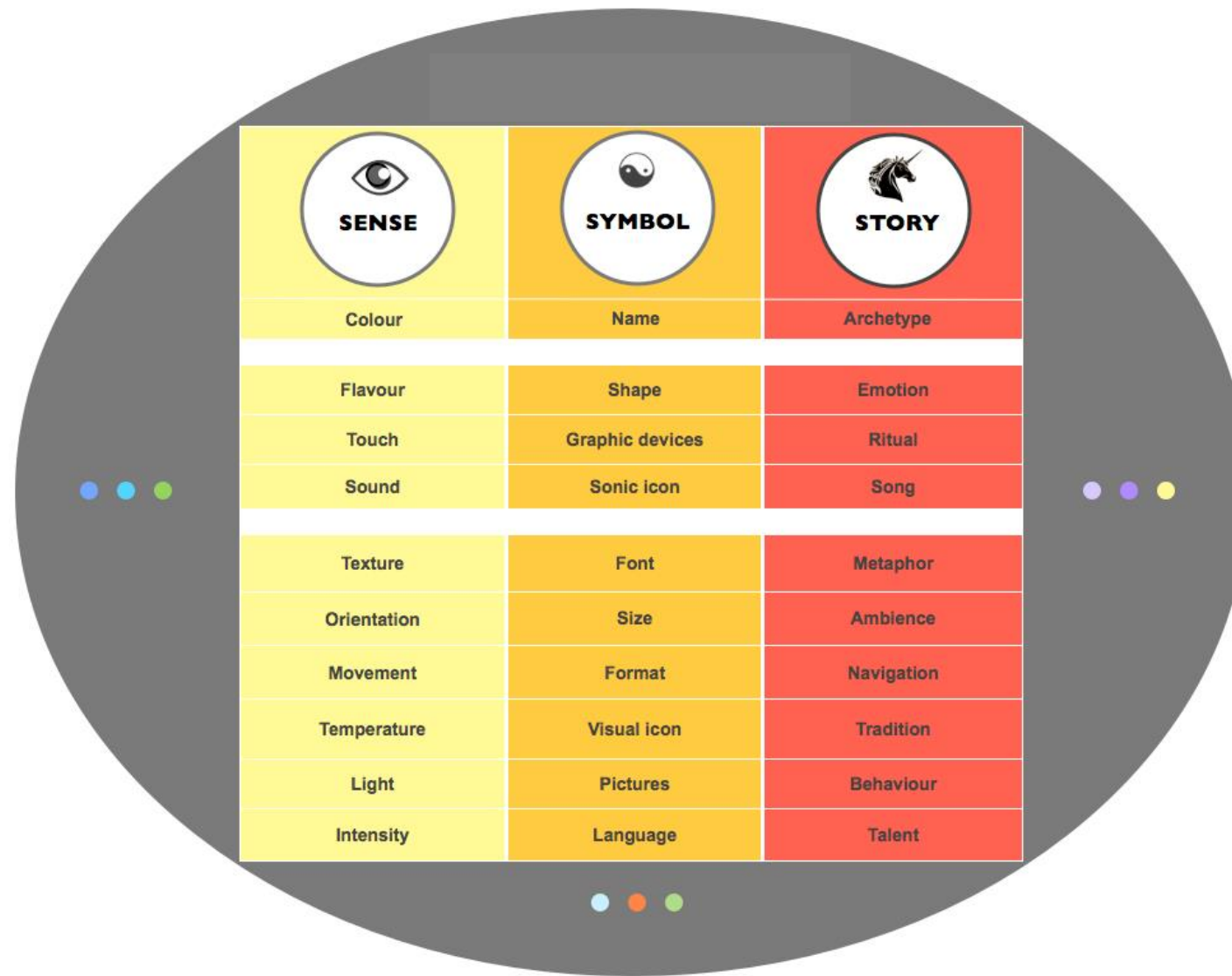


# Blackberry Phone Redesign









## Learning Objective 3: Breaking the clutter

1

### Sensory Signature

- The sensory impression a brand leaves in people's minds

2

**Pay extra attention** to how our sensations affect our product experiences.

3

Marketers recognize that **our senses help us to decide which products appeal to us.**





# Sensory Signature

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# BLACK CAKE

White is for virgins.



Jan 30 – Feb 10

SAN FRANCISCO BALLET

Helgi Tomasson, Artistic Director

Western Legato and Lucie Laparra photographed by Steve Hurlin.

Sensory Signature

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Scent

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Sound

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Touch

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Taste

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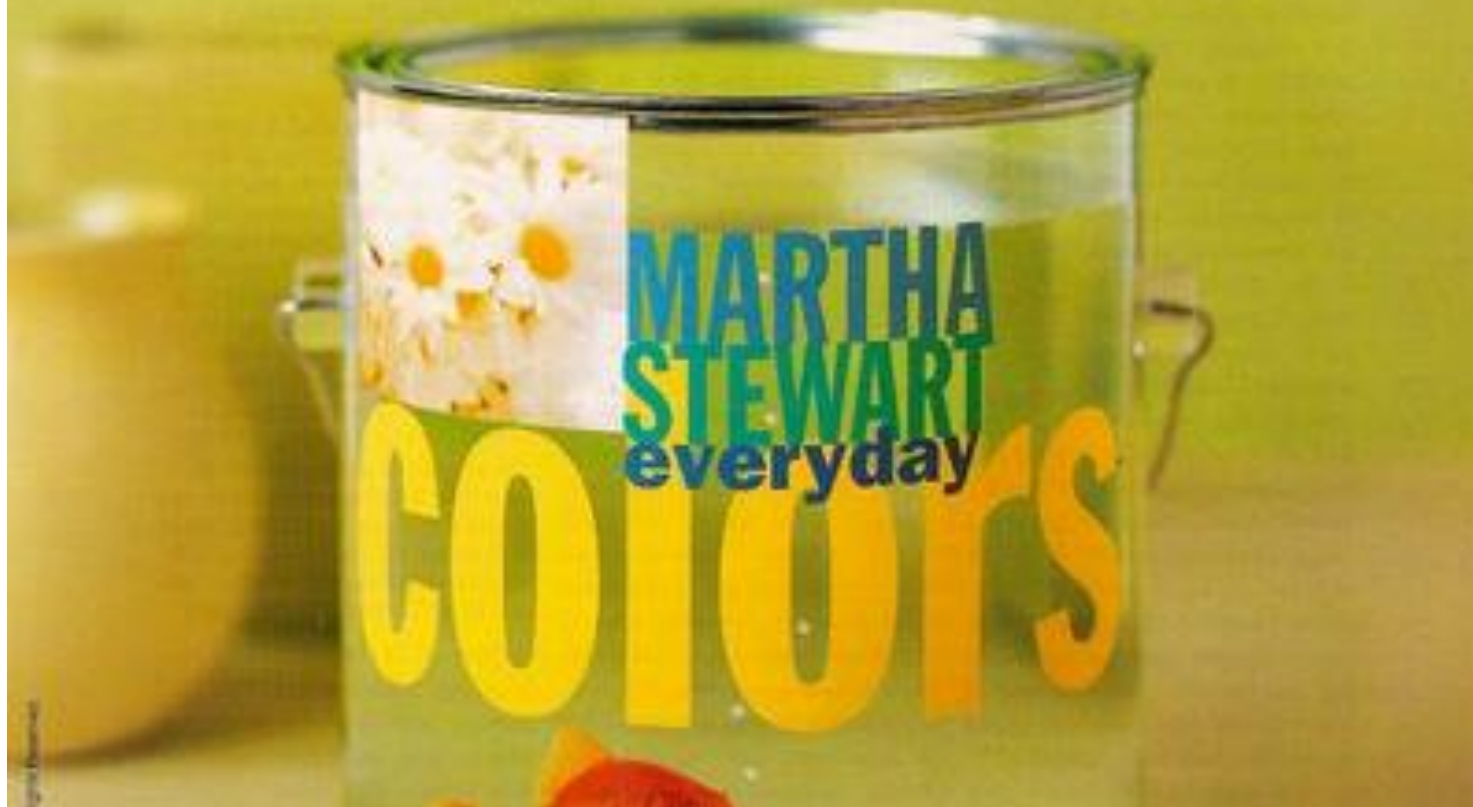
Vision







Goldfish and Sand Dollar  
go swimmingly together



- Marketers communicate most on the visual channel
  - Color
  - Size
  - Styling
  - Rely on visual elements in advertising, store design, and packaging.
- Colors can create feelings of arousal, stimulation, relaxation, and so on.

Vision





## Trade Dress

- Colors, styles, packaging shapes associated with a corporation or product that distinguishes it from the competition











# KIND vs. CLIF Bar

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- Colors influence our emotions
- Different colors create different feelings of arousal
- Men and women see color differently

Colors

# What colors should you use in marketing?





**Trix**



Why is Trix cereal changing it's color **NOW** **FUTURE**



Gale Force PPG10-08	Peace PPG10-28
Oyster White PPG10-05	Simply Elegant PPG1155-3
Orange Maple PPG1069-4	Twilight Strail PPG10-03

ESSENCE IN AUTOMOTIVES YIELDS TINTED NEUTRAL, ALMOST PASTEL EXTERIORS, AND LIGHT, OPEN AND SPACIOUS INTERIORS.

Ideal for luxe sports cars, family sedans, and crossover vehicles that blend sport and luxury elements. Round dials and controls and fluid lines are more suitable than boxy shapes or angular lineals.

## AUTOMOTIVE



Wayward Wind PPG108-4	Soothing Sapphire PPG10-09
Almond Cream PPG1086-3	Kaleidoscope PPG1160-4
Oyster White PPG10-05	Peace PPG10-28



Today, aerospace design is riding a wave of technological and aesthetic advancements that aim to modernize the entire experience of air travel.

## AEROSPACE

# Color Trends





# Home Furnishing Colors



# Pantones new green

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Retro is back

# Integration of old and new

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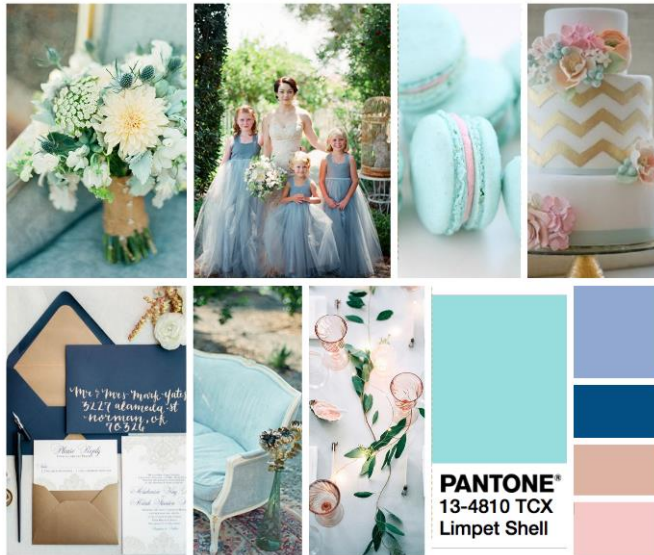




# Colors

- Red can create feelings of arousal and stimulate appetite, red backgrounds perform better when consumers have to remember details, and women in red are rated as more attractive by men than those who were blue.
- Blue can create more relaxing feelings, consumers do better at imaginative tasks when they are presented on blue backgrounds, and products presented against blue backdrops are liked better than products shown against red backdrops.
- Black is associated with power and mourning.
- Women are drawn toward brighter tones, perhaps because females see color better than males.
- Older people prefer white and bright tones, perhaps because colors look duller to older people.
- Hispanics prefer brighter colors, perhaps because of intense lighting conditions in Latin America.
- Some cultures do not have words that correspond to colors available in other cultures.





## COLORS / WOMEN



## COLORS / INTIMO MEN



## Color Palettes for North America



Aspire North America



Multiverse North America



Dequalize North America



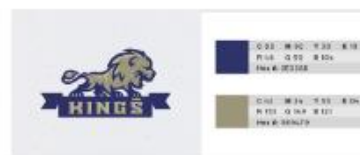
Syncopace North America



# Color Forecast

# Top Logo Design Color Combinations

## 6. Dark Blue & Soil Color Combination



Blue & Soil Color Combination  
410 downloads

## 7. Burgundy & Gold Color Combination



Burgundy & Gold Color Combination  
417 downloads

## 8. Black & Yellow color combination



Black & yellow Color Combination  
405 downloads

## 9. Dark & Light Green Color Combination



Dark & Light Green Color Combination  
334 downloads

## 10. Pink & Blue Color Combination



## 10 Best 2 Color Combinations for Logo Design

Zip file includes Swatch Exchange A2L file for Ai & Photoshop  
All Swatches and combinations are created by Zee Qae | Designholu.com

### 1. Dark Purple & Gold Color Combination



Purple Gold Color Combination  
104 downloads

### 2. Blue & Gold Color Combination



Blue Gold Color Combination  
234 downloads

### 3. Dark & Light Brown Color Combination



Dark & Light Brown Color Combination  
405 downloads

### 4. Grey & Yellow Color Combination



Grey & Yellow Color Combination  
417 downloads

### 5. Purple & Gold Color Combination







# Scents

- Odors can stir emotions or create a calming feeling.
  - Invoke memories or relieve stress.
- Fragrance cues are processed by the limbic system
  - the most primitive part of the brain and the place where immediate emotions are experienced
- Recent developments in the use of fragrance include
  - scented clothes
  - scented stores
  - scented cars and planes
  - scented household products
  - scented advertisements.

# Scent Marketing in Your Store

Numerous scientific studies have proven that adding scent to the store environment affects consumer behavior in a variety of ways that are good for business.

- ➡ Increase sales
- ➡ Improve customer perceptions of your store & product quality
- ➡ Encourage customers to spend more time in your store
- ➡ Associate positive emotions with your store and products
- ➡ Increase customers' intention to return to your store



**think sensory**

[www.thinksensory.com](http://www.thinksensory.com)



# Scent helps sell your house

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If you want your house to smell like fall, boil some orange peels with a 1/2 teaspoon of cinnamon on Medium heat. ~ I do this every Fall and everyone loves it - an old Southern trick.





Flavor  
IS ACTUAL SIZE



SHEFFIELD & SONS



*exclusively in*

**bloom**

SHOPBLOOM.COM

8827

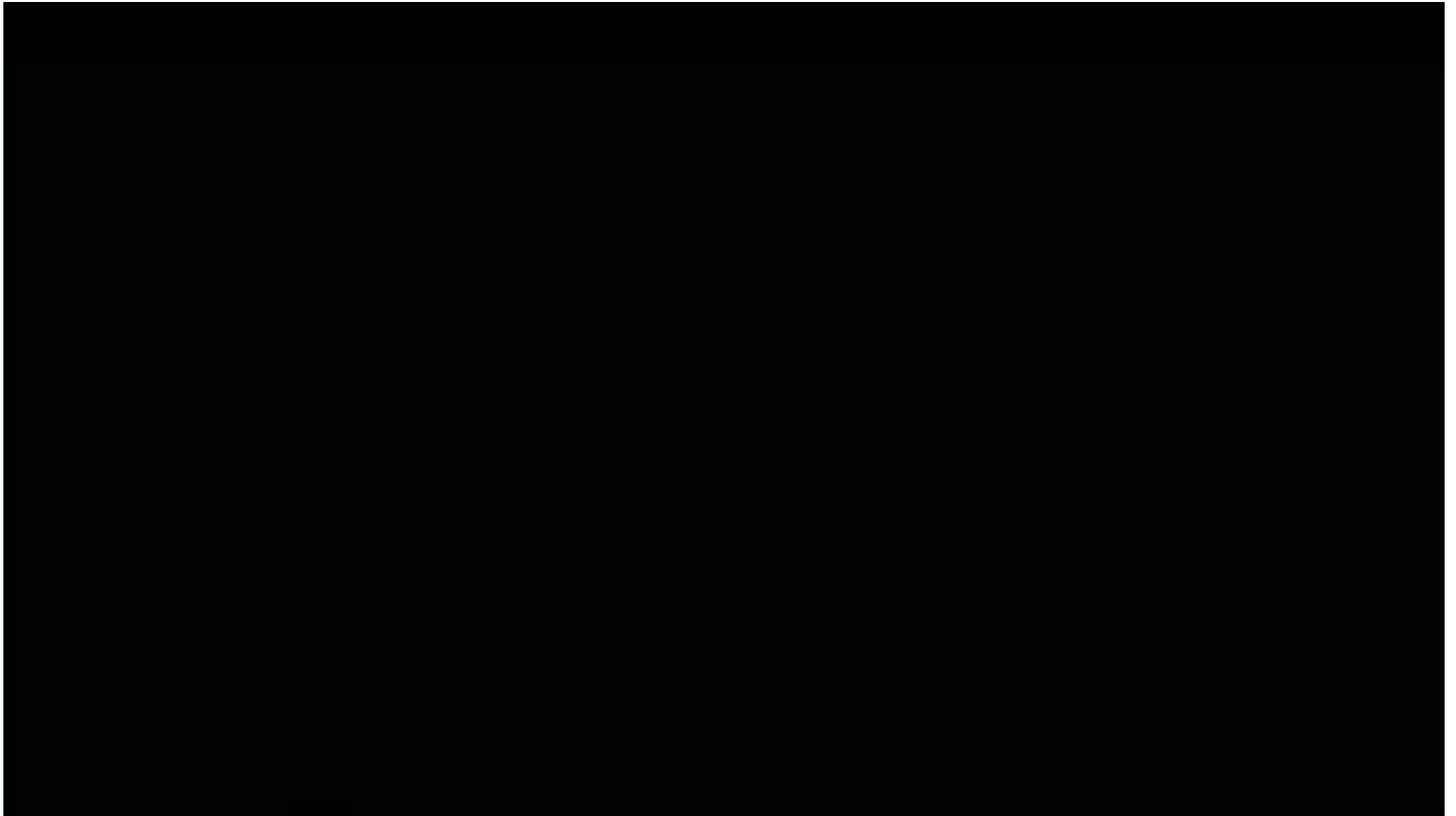


# Karl Lagerfeld & Wallpaper Magazine Create a Perfume that Smells Like a Freshly-Printed Book

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# Scent Marketing





# Sound



- **Audio watermarking**

- When producers weave a sound/motif into a piece of music that acts like an earworm we compulsively hum.

- **Sound symbolism**

- Process by which the way a word sounds influences our assumptions about what it describes and attributes like its size.
  - Consumers are more likely to recognize brand names that begin with a hard consonant (K or P).

# Fruit of the Loom





# Naming is Big Business

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**Acronyms and Initials** - Names created from the initials of longer names: AFLAC, FUBU, M&M (for Forrest Mars and Bruce Murrie).

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**Amalgam**- Names created by taking parts of words and putting them together: Nabisco (National Biscuit Company).

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**Alliteration and Rhyme** - Fun to say, and particularly memorable: Nutter Butter, YouTube, Piggly Wiggly, Nutella

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**Descriptive** - Names ascribe to the product a characteristic: Toys R Us, General Motors.

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**Evocative** - Invoke a vivid image that alludes to a brand benefit: London Fog, Amazon, Banana Republic

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**Neologism** - A completely new made-up word: Kodak, Verizon.

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**Founders' Names** - Use the name of a founder of founder family member: Hewlett-Packard, Wendy's.

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# Naming is Big Business

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**Nickname** - Use a founder's nickname: Adidas aka Adolf Dassler, Kinkos. FUBU

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**Ingredients** - Base the name on ingredients: Clorox for chlorine plus sodium hydroxide, Pepsi for the digestive enzyme pepsin.

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**Geography** - Chose a name associated with company/product location: eBay for East Bay, Fuji for the tallest mountain in Japan.

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**Humor/Slang** - For a name with personality: Yahoo!, Cracker Jack. However, Yahoo is the pronunciation of the Chinese name of one of its founder, Jerry Yang.

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**Mimetics** - Use alternative spellings for common sounds: 2(x)ist, Krispy Kreme, FCUK

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**Onomatopoeia** - Use a sound associated with a product function or other brand idea: Twitter, Meow Mix, BoBo

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**Clever Statement** - Names don't have to be just a word or two: Seven for All Mankind, I Can't Believe It's Not Butter!.



# Sasha Strauss on Naming



# Touch

- ***Touch*** has been shown to be a factor in sale interactions.
  - Consumers are stimulated by sensations that reach the skin
  - Primal Language
  - ***Haptic*** senses moderate the relationship between product experience and judgment confidence
    - i.e., people are more sure about what they perceive when they can touch it.
- The Japanese practice, **Kansei engineering**, is a philosophy that translates customers' feelings into design elements.





# Touch increases confidence

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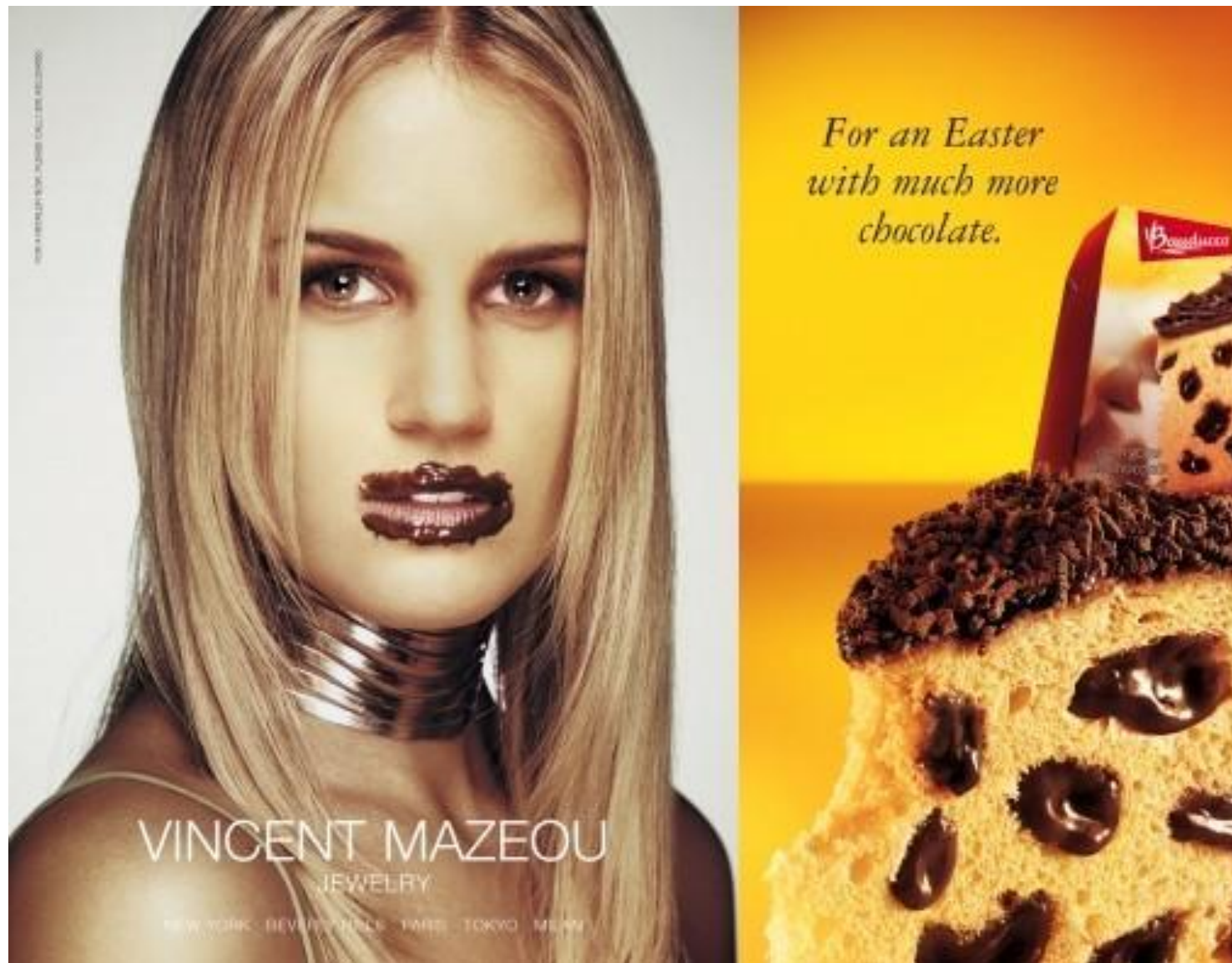




# Kansei Design

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- **Taste** is influenced by biological factors (taste receptors) and cultural factors (the image and values associated with food influence how we experience taste).

Taste



**Children think milk & apples taste better if they're taken out from McDonald's bags.**



Source: Paul Bloom. "How Pleasure Works" 2011

Sensory  
Exposure is  
Key..



- Occurs when a stimulus comes within the range of someone's sensory receptors
  - Consumers concentrate on some messages, and ignore others
- Job of the marketer to get the message noticed in a short time



## Learning Objective 4: Concept of Sensory Threshold is important for marketers

PEPSI 1962:



PEPSI 1940:



PEPSI 2009:



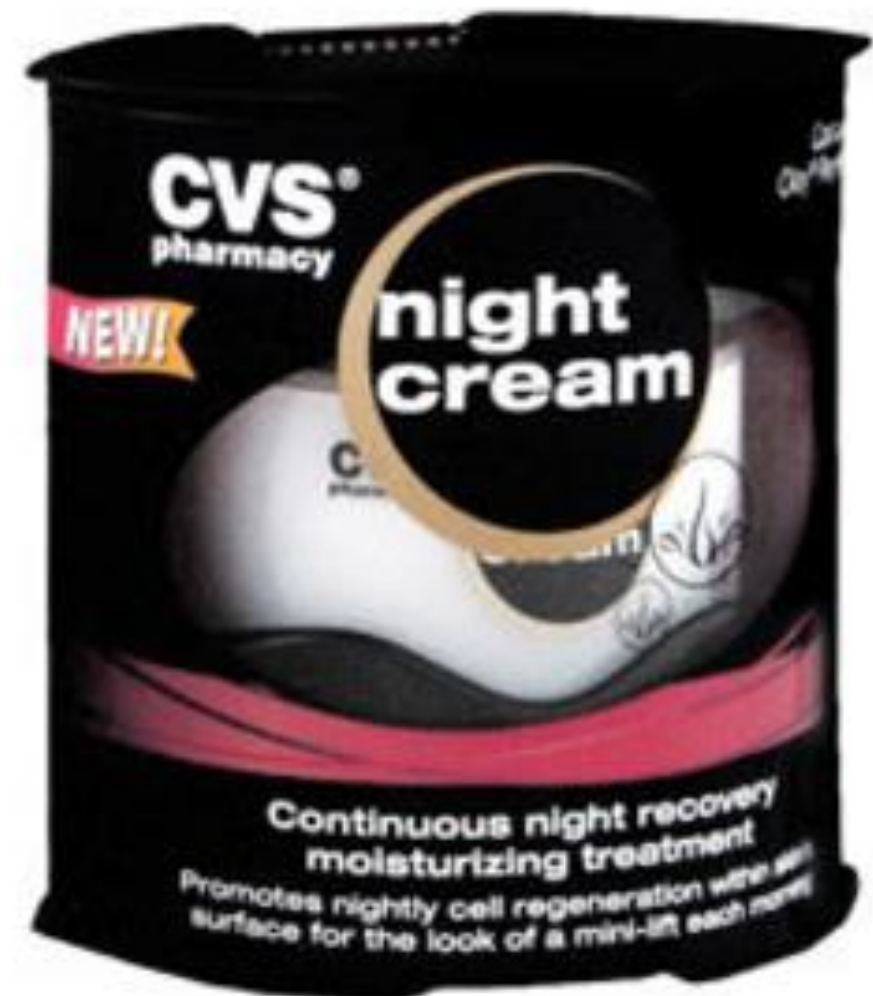
PEPSI 1987:



People have different thresholds of perception.

- **Absolute threshold** - A stimulus must be presented at a certain level of intensity before our sensory detectors can detect it.
- **Differential threshold** - A consumer's ability to detect whether two stimuli are different is an important issue in many marketing contexts, such as package design, the size of a product, or its price.

The ability of a sensory system to detect changes in or differences between two stimuli  
j. n. d. (just noticeable difference)









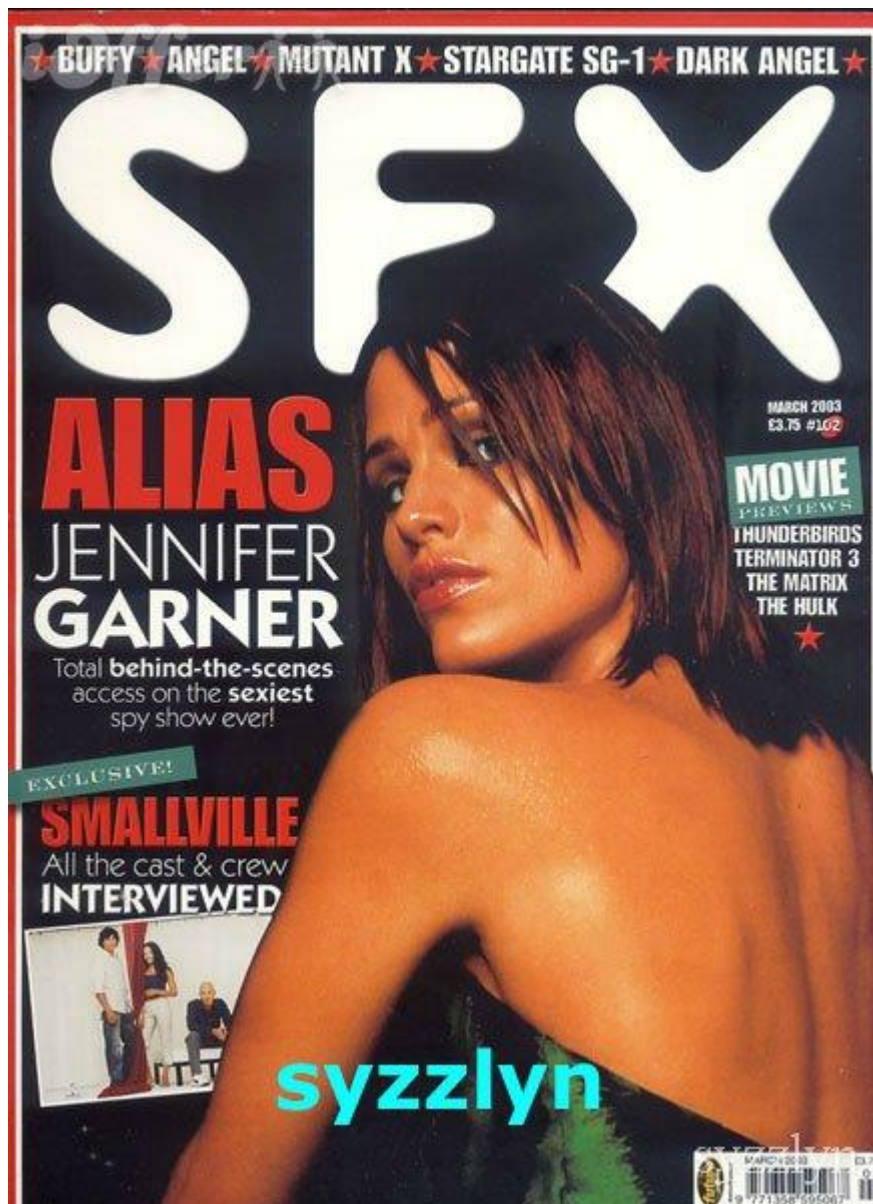
Traditional Box, 12oz.



Test Box, 12oz.







## Learning Objective 5: Subliminal Advertising

- Sensory stimuli below an individual's threshold for conscious perception.
- Controversial but largely ineffective way to talk to consumers
- Messages below the sensory threshold are controversial
- No evidence of effectiveness
  - Consumers believe advertisers use this technique

## Subliminal Techniques

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Embeds: figures that are inserted into magazine advertising by using high-speed photography or airbrushing.

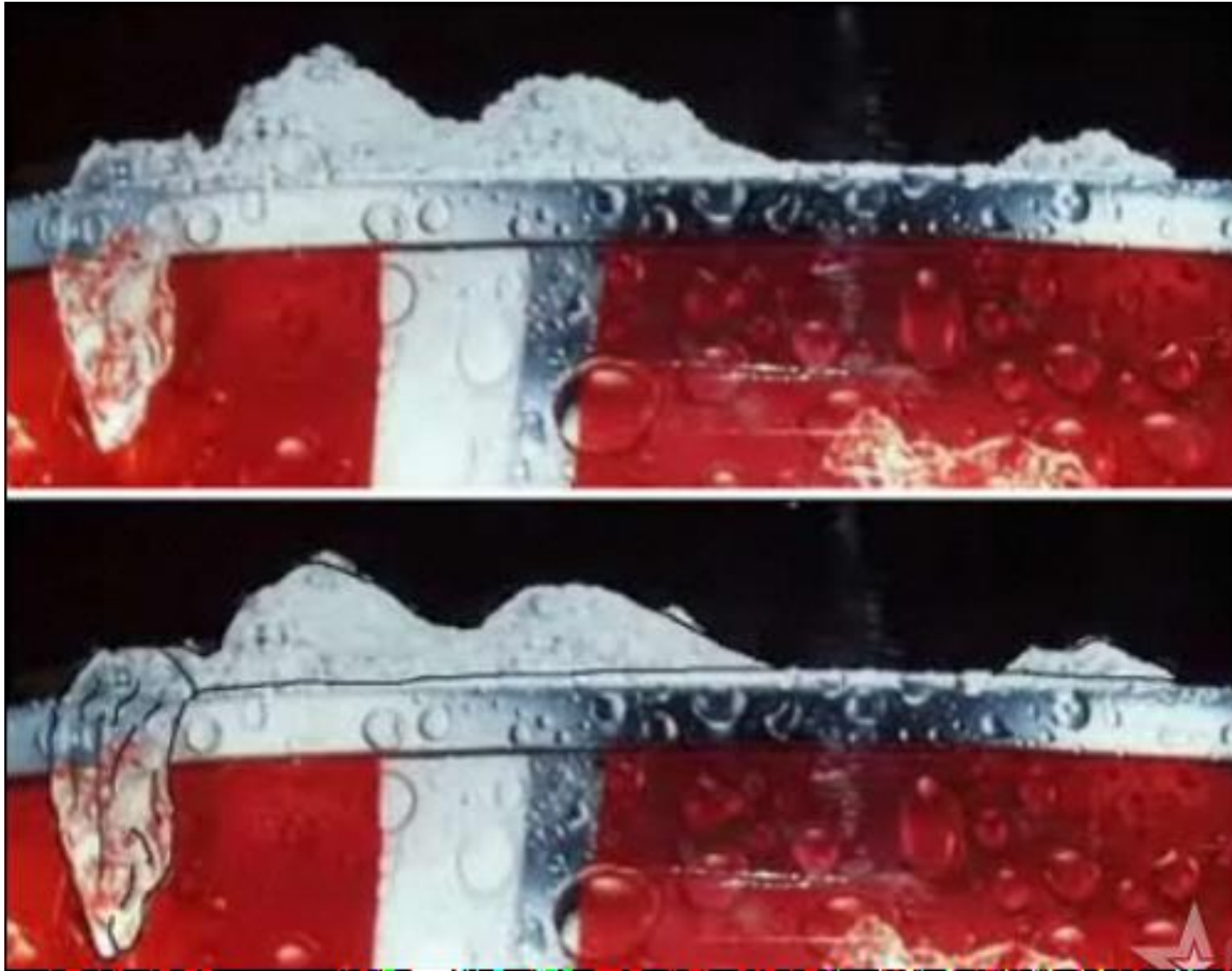
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Subliminal auditory perception: sounds, music, or voice text inserted into advertising.

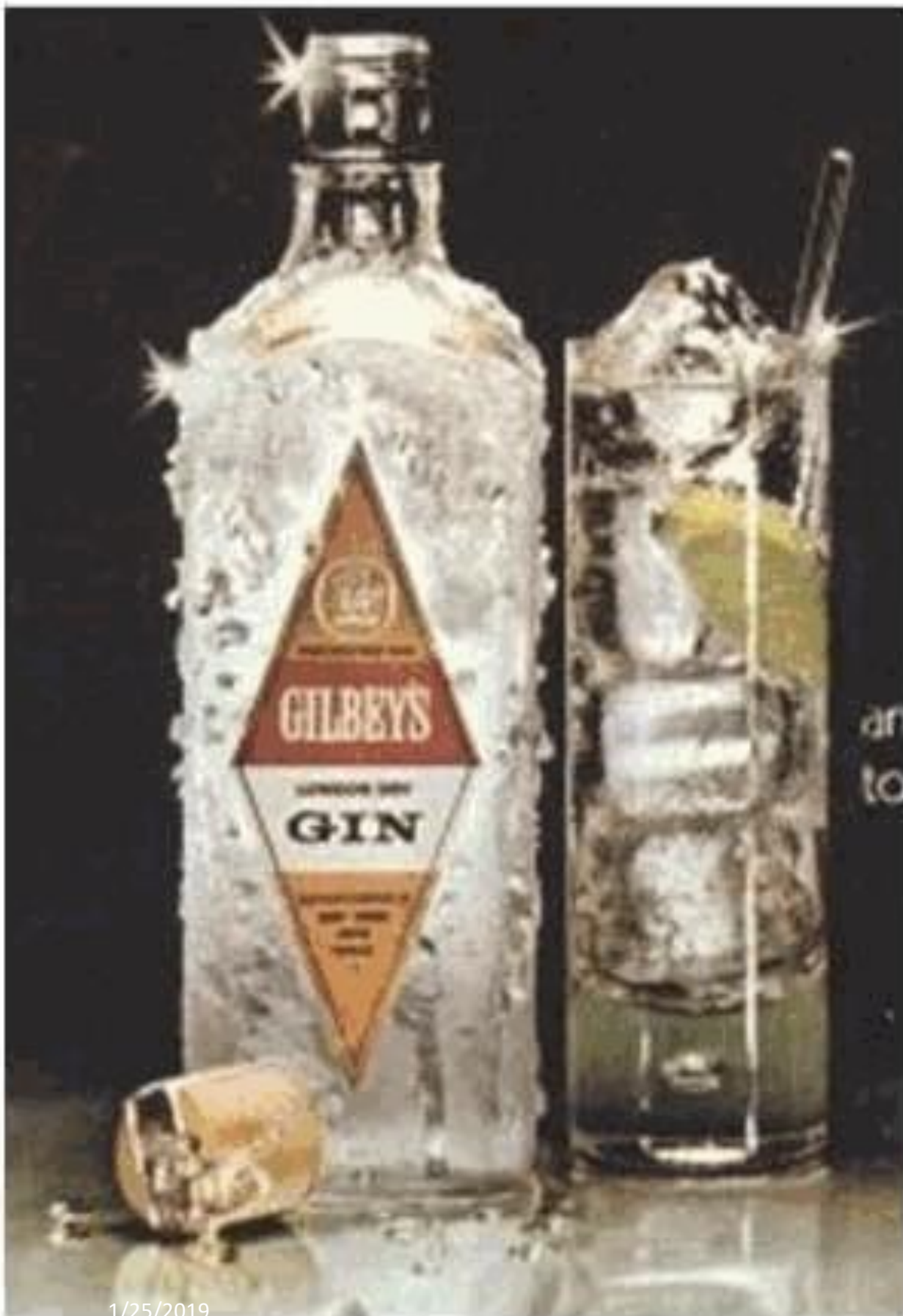




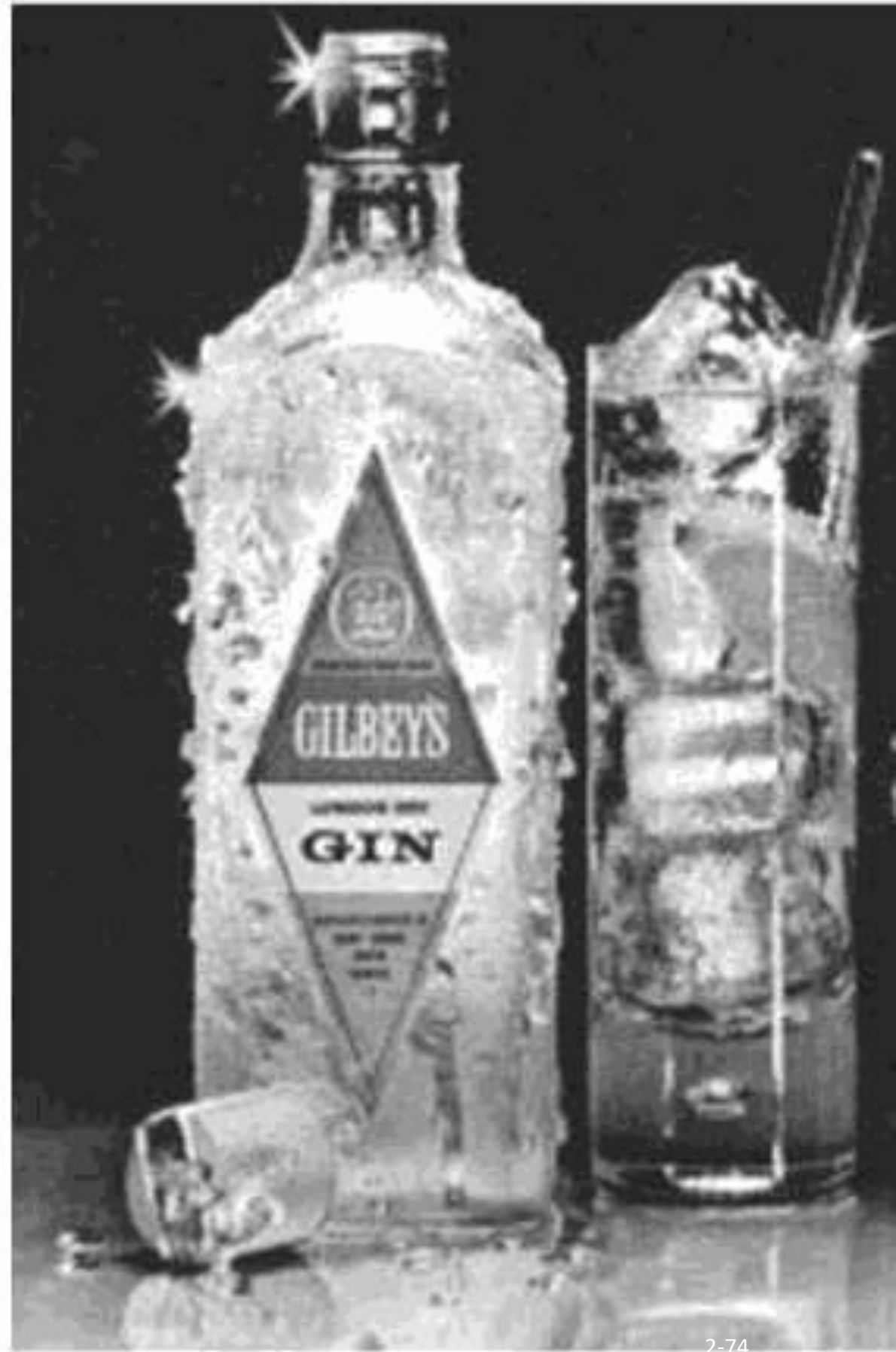








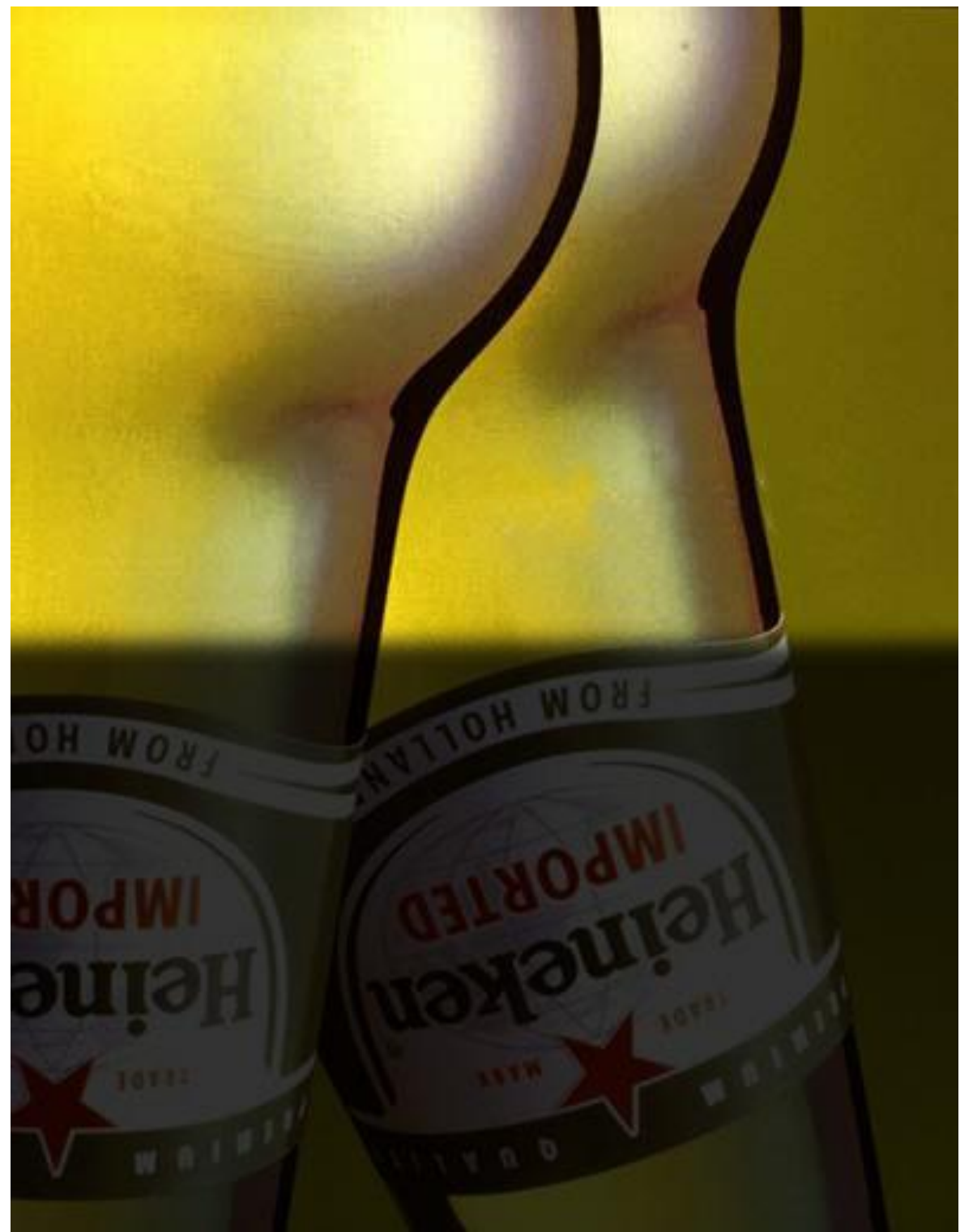
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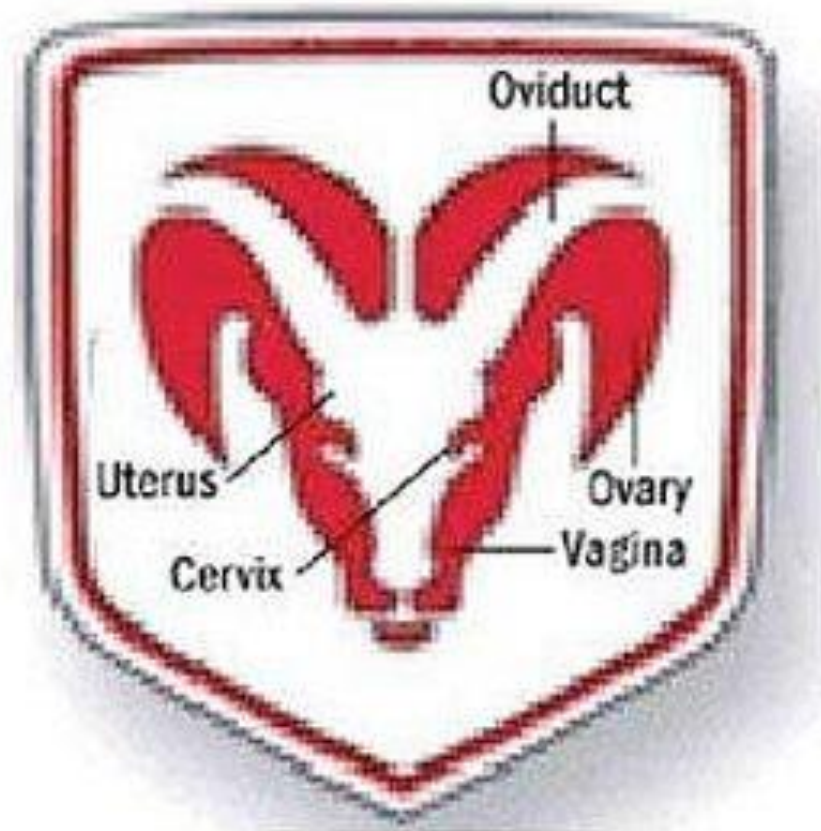
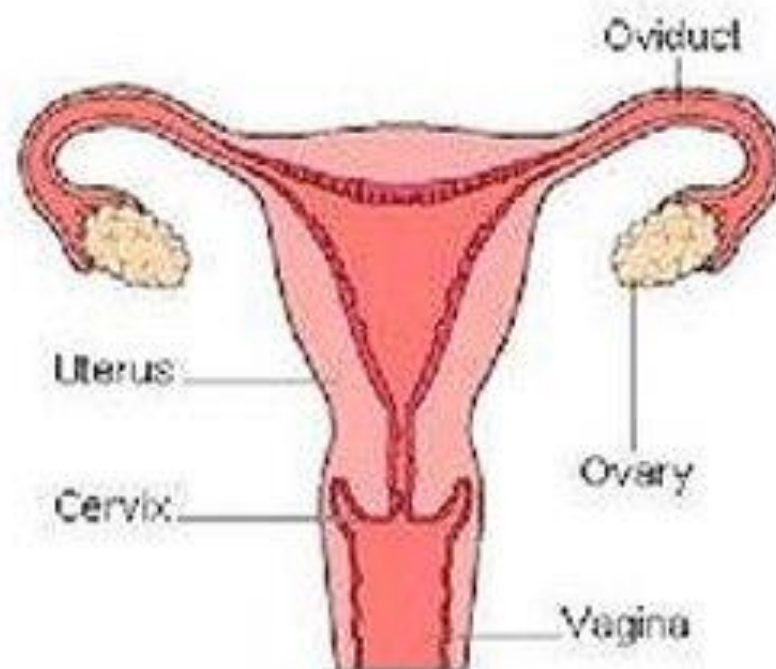






# ***Dodge Trucks Exposed***

***Why men are so attracted to Dodge Trucks:***



***They thought you'd never notice...***





# facebook

Email

adam@

☐ Keep

**Facebook helps you connect and share with the people in your life.**

**Sign Up**  
It's free.

First N

Last N

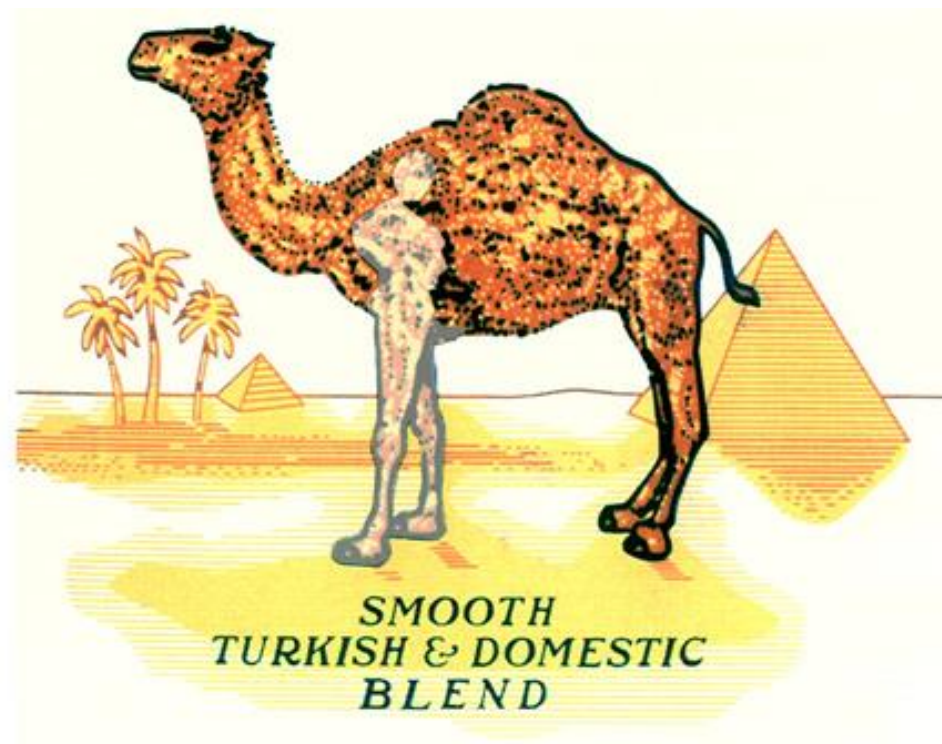
Your E

Re-enter E

New Passw



SocialPuma Birth











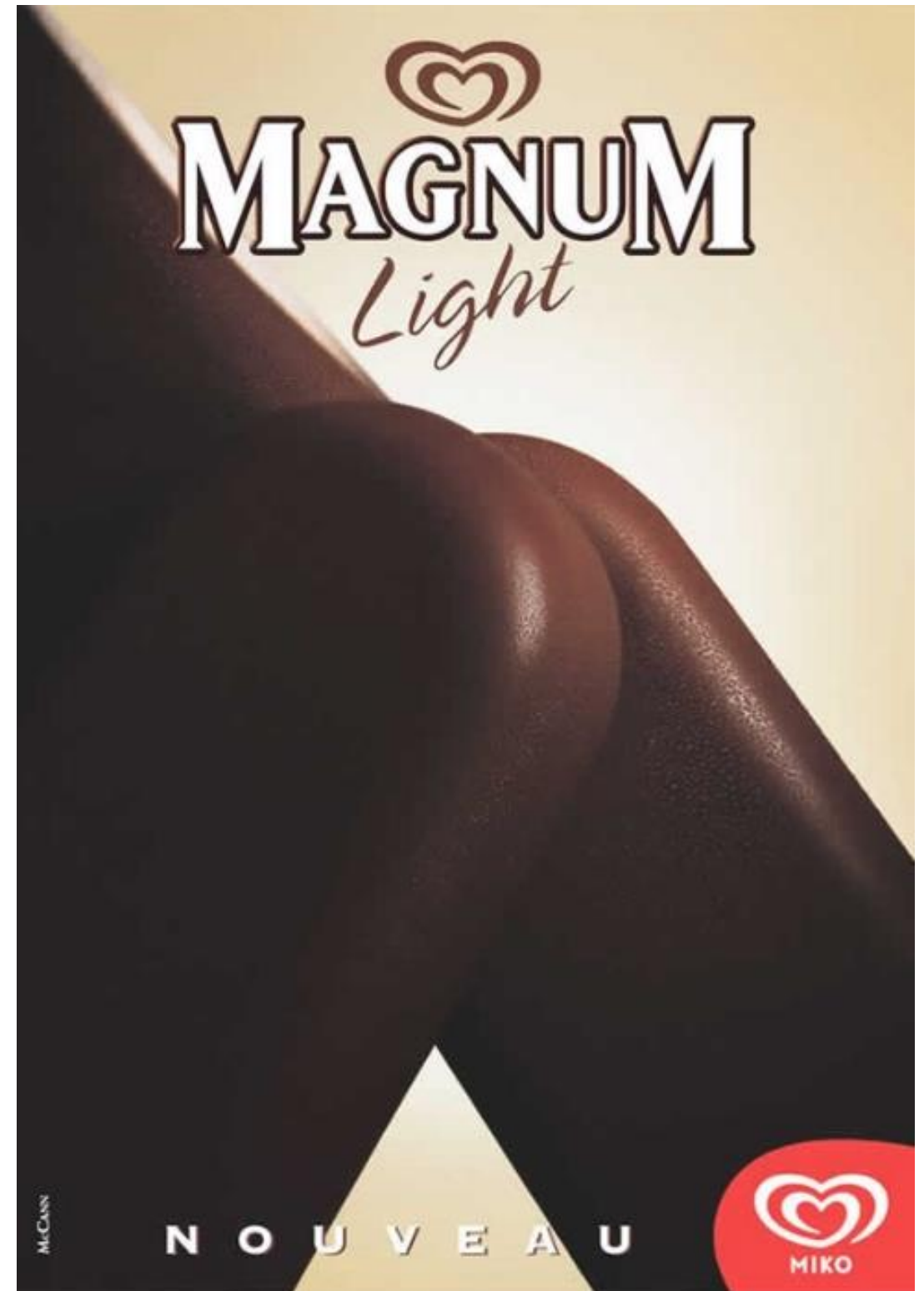





*the brightest jewel of all can be your lips...*


Tangee's newest lipstick shade—BRIGHT 'N CLEAR is the brightest, clearest, most dazzling red on record. It is exactly the color and lipstick America's leading beauty authorities say smart women should wear. And—exciting miracle!—here is an indelible-type lipstick that actually stays BRIGHT 'N CLEAR for hours and hours. It will not dry your lips... will not go dull and lifeless even after blotting. So start your BRIGHT 'N CLEAR future today!

*Tangee* PRESENTS  
**"BRIGHT 'N CLEAR"**  
*a new shade...a true shade...a just-right-for-you shade!*



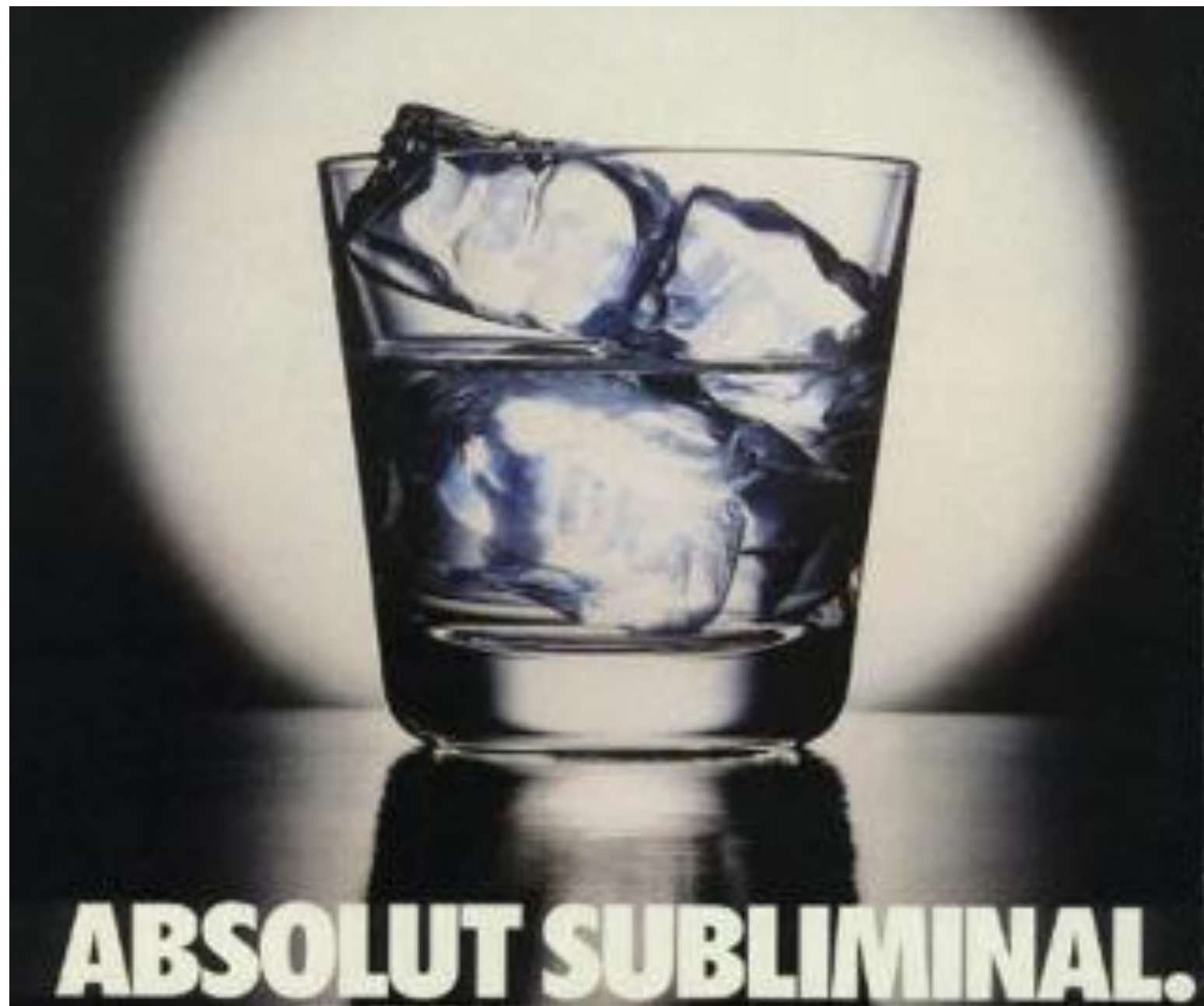
  
**MAGNUM**  
*Light*

NOUVEAU

  
 MIKO

McGraw





Just plain dumb...







1. Provide original content
2. Look for ways to break clutter
3. Get consumers talking about you (Redbull)
4. Outrageous, unusual, in a public place

How do Marketers get our  
Attention?

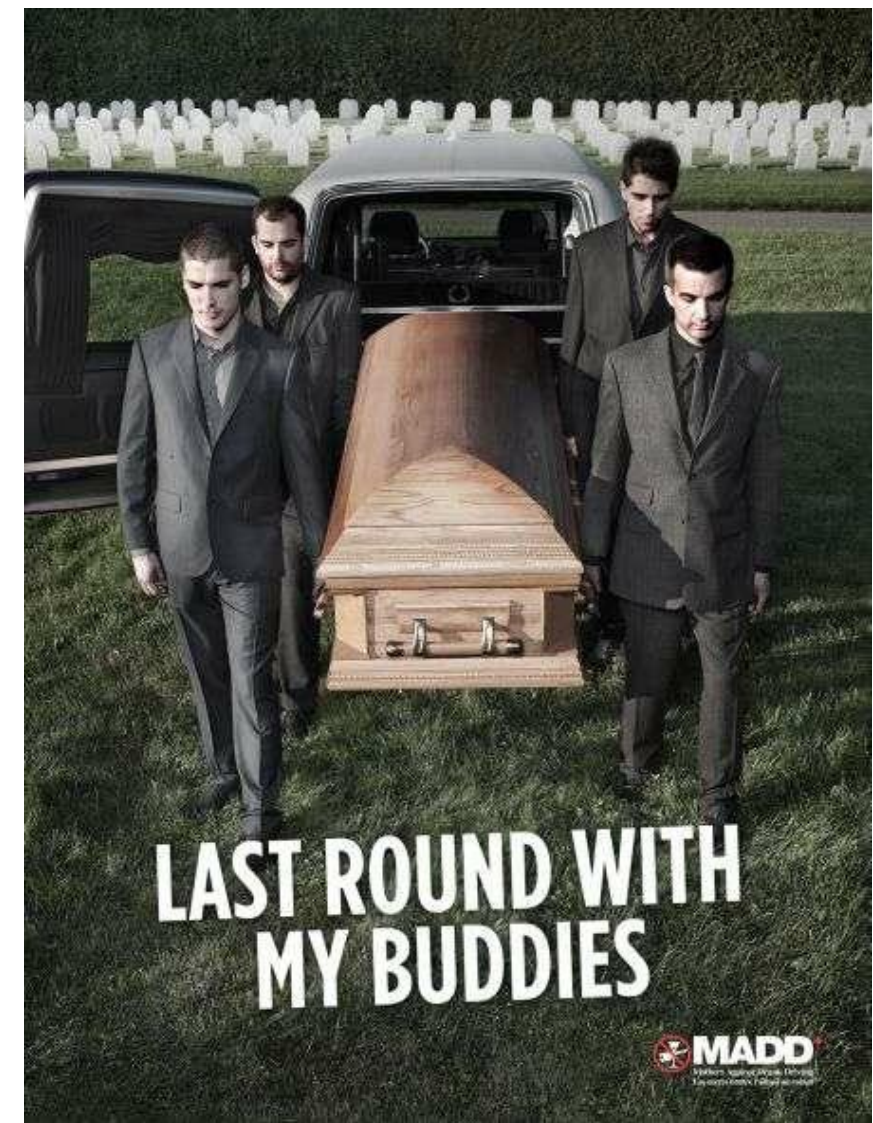
# Perceptual Selection

- Because the brain's capacity to process information is limited, consumers are very selective about what they pay attention to.
- **Filters** - based on our past experience, we decide what to process
- **Vigilance** - consumers are more likely to be aware of stimuli that relate to their current needs
- **Perceptual defense** - consumers may not process or distort the meaning of a threatening stimulus





# Vigilance



# Perceptual defense





# Adaptation

- The degree to which consumers continue to notice a stimulus over time
  - Occurs when consumers no longer pays attention to a stimulus because it is so familiar
  - Smell of Abercrombie store
  - Music being played in a Yoga studio
  - Commercial for a scary movie
- Consumer can “**habituate**” and require increasingly stronger “**doses**” of a stimulus to notice it.



## Learning Objective 6

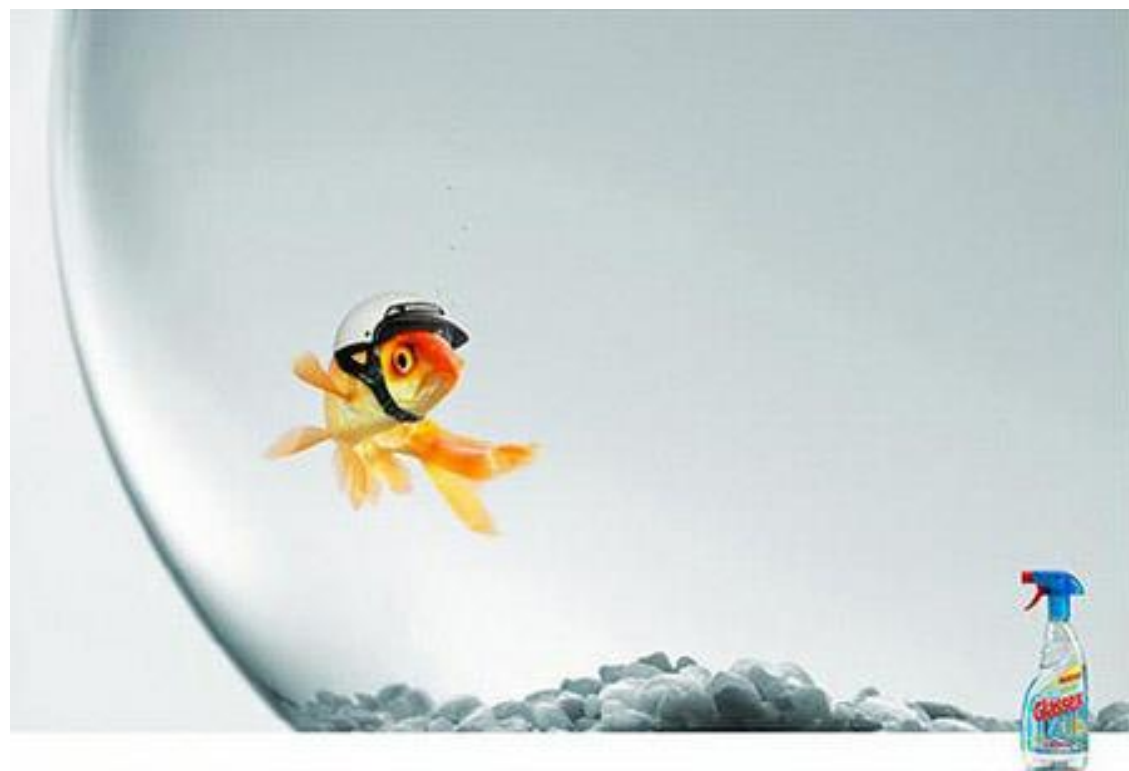
- We interpret the stimuli to which we do pay attention according to learned patterns and expectations.
- Meanings we assign to sensory stimuli
  - Spoiled milk smells bad
  - Chocolate tastes sweet
  - Beer is bitter as a kid



# Interpretation

- Interpretation refers to the meaning we assign to sensory stimuli, which is based on a schema (set of beliefs)

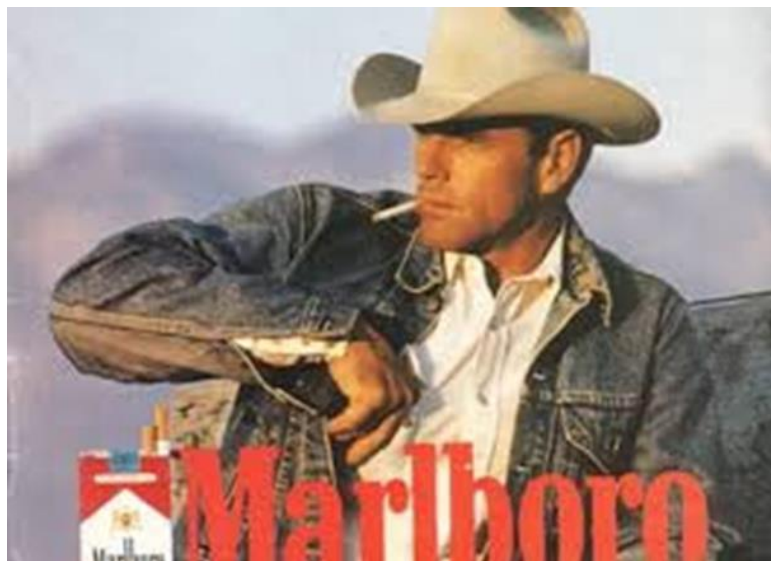
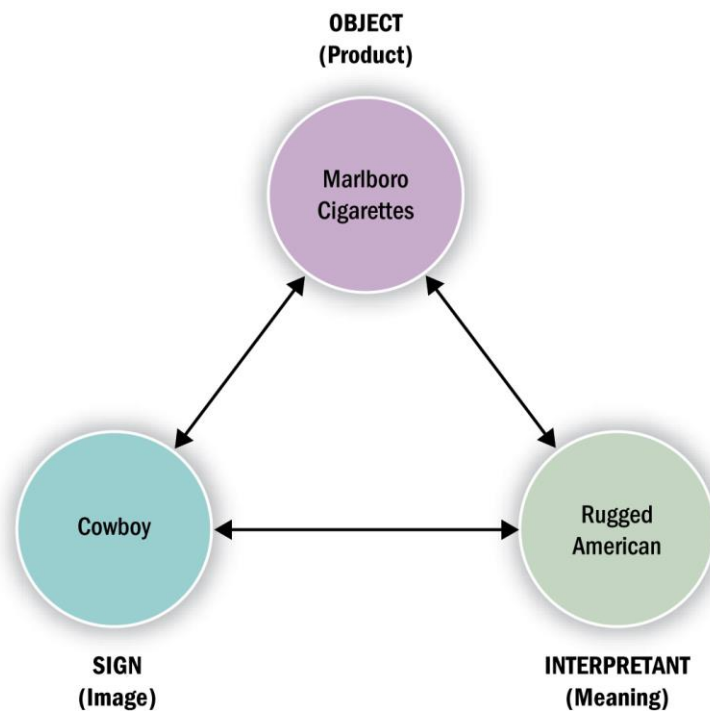






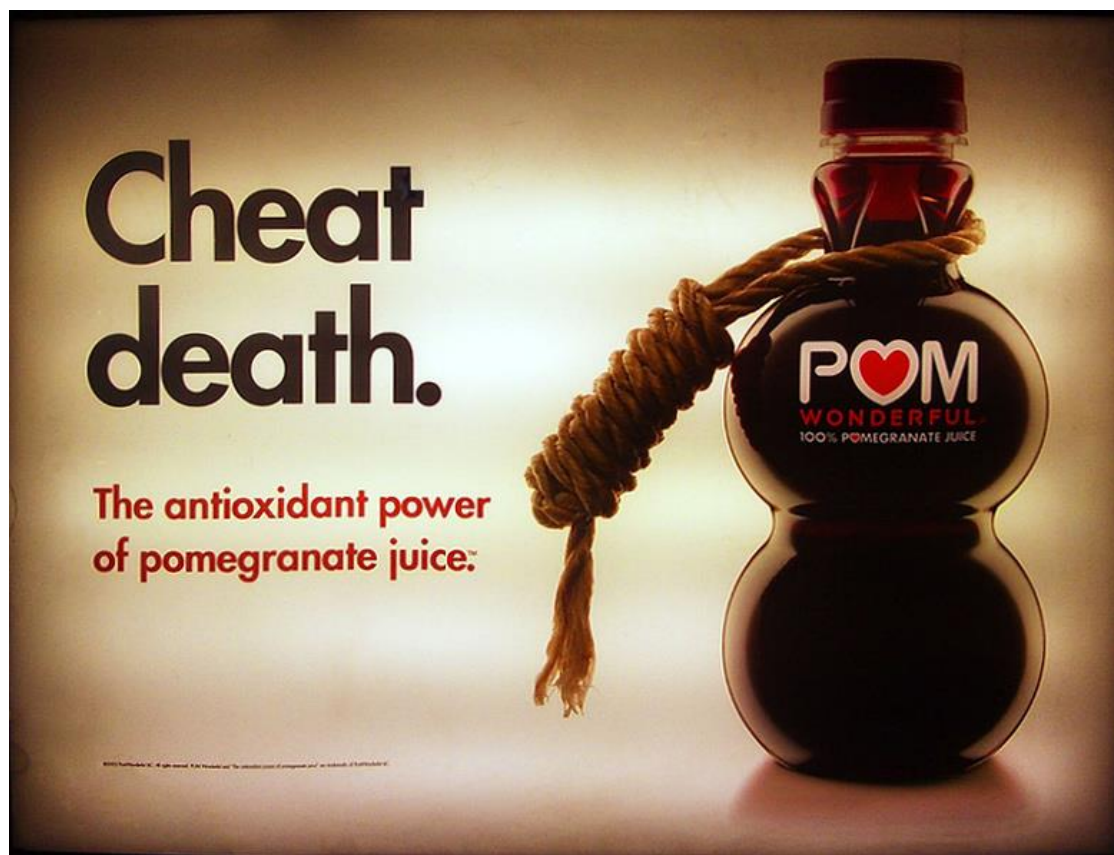


# Learning Objective 7



- To help them understand how consumers interpret the meanings of symbols, some marketers turn to semiotics.
- The study of correspondence between signs and symbols and their roles in how we assign meanings.
  - analysis requires the interpreter to look at the signs, symbols, and codes in an advertisement to determine the meaning of the ad







## Positioning: The battle for your mind

- A part of a company's marketing efforts as it used to influence the consumer's interpretation of its meaning.
- Real estate in a consumers mind that your brand occupies
  - Different from the competition



# Positioning

- Arranging for a product or brand to occupy a clear, desirable and distinctive place relative to the competition in the minds of the target customers.
- A process which influences customers overall perception of the brand.



- **Clear:** easy for the customer to understand and remember
- **Relevant:** desirable and compelling for the customer
- **Distinctive:** different from the competition in way that is meaningful to the customer

# Positioning Bases



**Attribute**

**Price and Quality**

**Use or Application**

**Product User**

**Product Class**

**Competitor**

**Emotion**



# Attribute Positioning

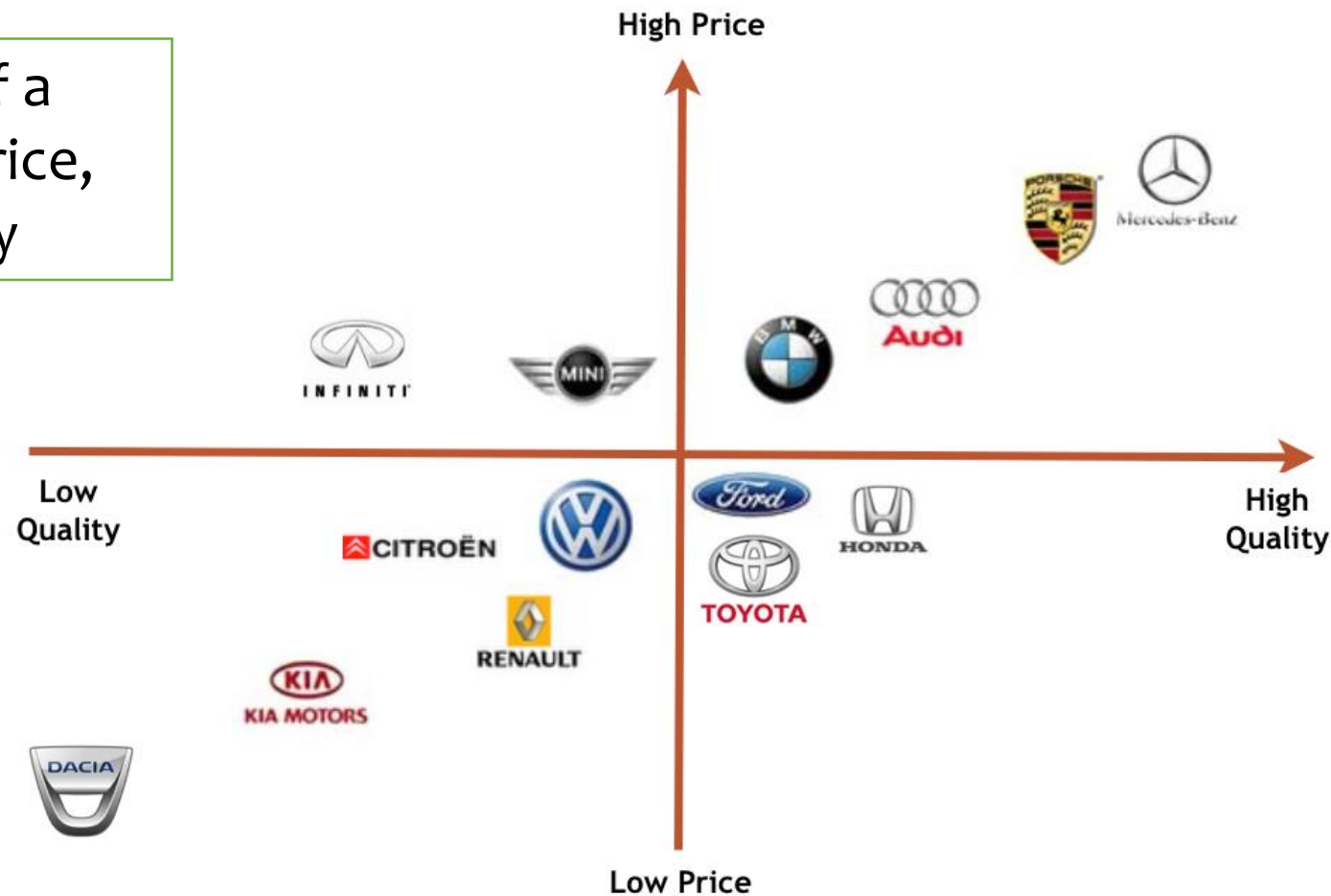
- **Association of a product with a product feature, an attribute, or customer benefit.**
- Rice Krispies
  - Snap, crackle, pop - *Simply highlighting the attribute of noise that this cereal makes, which adds a fun benefit to the product*
- KFC
  - Finger Linkin' good - *Focuses on the enjoyable taste of the product*
- M&M's
  - Melts in your mouth – *Connects product feature directly to the benefits*

Attribute
Price and Quality
Use or Application
Product User
Product Class
Competitor
Emotion



# Price & Quality Positioning

Association of a product with price, value, quality



Attribute
Price and Quality
Use or Application
Product User
Product Class
Competitor
Emotion

High price as a symbol of quality, or low price as an indicator of value may be used to position a product.



# Use or Application

Association of a product with some type of use or application

- American Express

- Don't leave home without it – *states that the product is vital when traveling*

- Arm & Hammer

- Fruit and vegetable wash – *for clean and healthy vegetables*

- Vicks VapoRub

- For use on chest and back to suppress cough and cold



Attribute
Price and Quality
Use or Application
Product User
Product Class
Competitor
Emotion

# By User

- Positioning base focuses on a personality or type of user.





# By Product Class

Product is positioned as associated with a particular category of products.

- *Subway*
  - Eat Fresh – *positioned against other food products*
- *Federal Express*
  - When it absolutely , positively has to be there overnight – *states there is no competitive alternative when you want promptness*
- *Activia Yogurt*
  - *Breakfast blend – states can eat on the go as breakfast meal*



# By Competitor

## Positioning against competitors



- Burger King
  - Have it your way – *Highlights the flexibility of their menu choices, implied against McDonald's offerings*
- Avis Rent-a-Car
  - We try harder - *Targets the market leader (Hertz), by implying that they are lazy and complacent, particularly in the area of customer service*
- Apple Computer
  - I'm a Mac, I'm a PC – *Highlights the young progressive user against the competition*



Verizon Wireless

AT&T



5X More 3G Coverage

Comparison based on square miles. Coverage not available in all areas.

Competitive & Attribute

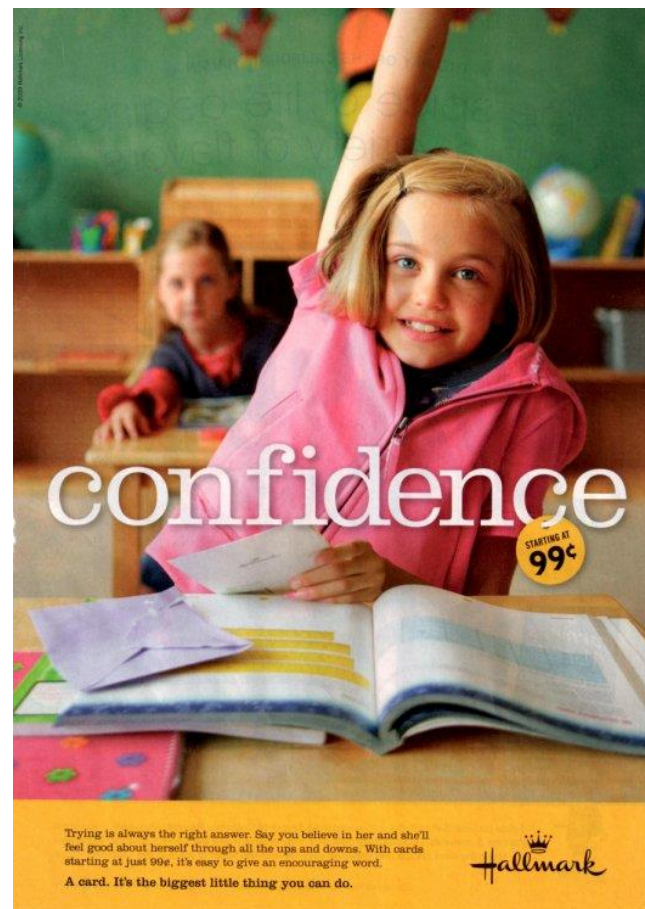






# Emotion Positioning

Positioning using emotion focuses on how the product makes customers feel.



Attribute

Price and Quality

Use or Application

Product User

Product Class

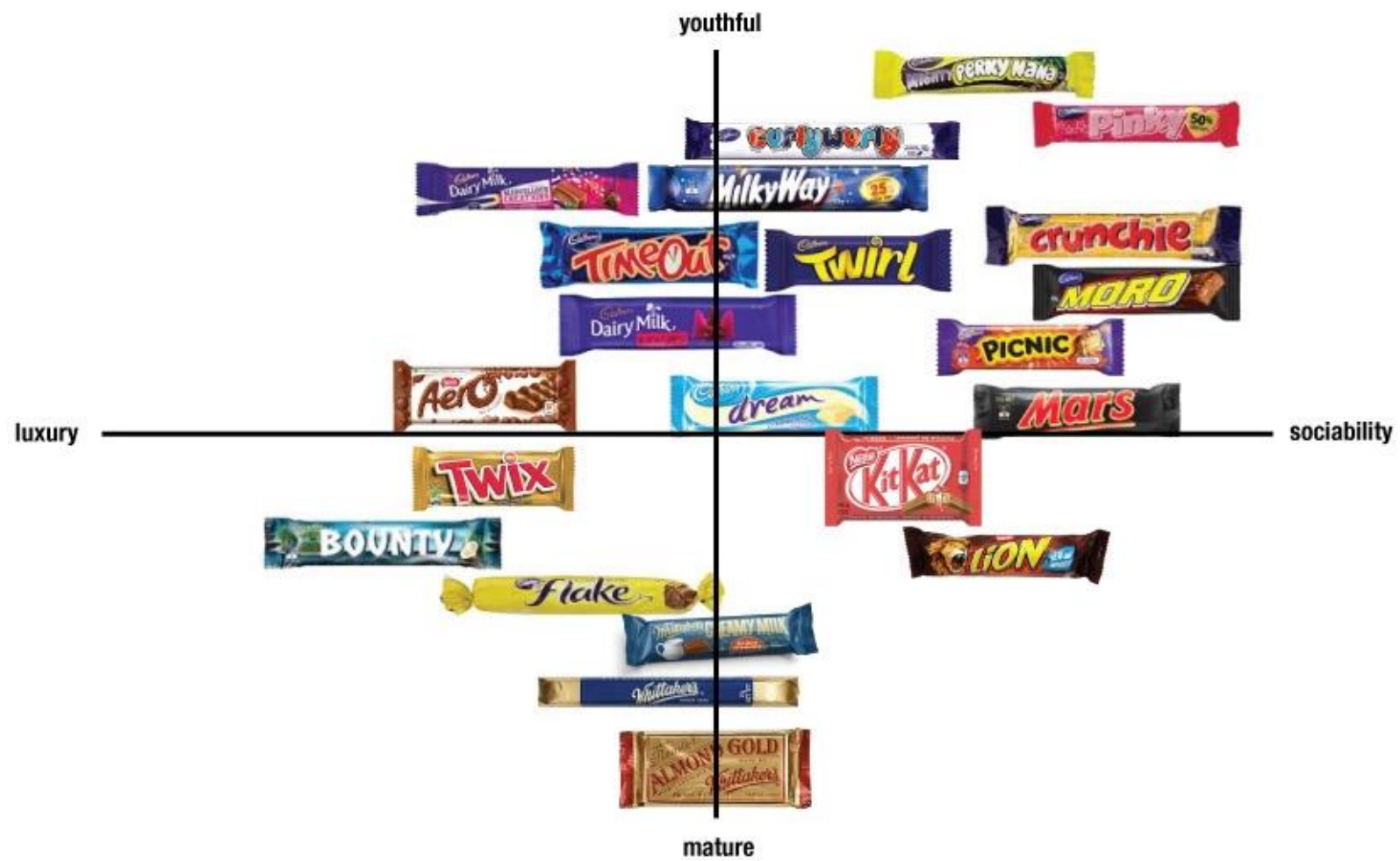
Competitor

Emotion

### Positioning map : main actors of the chocolate bars market







## Chapter Summary

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



- END