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.
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.
Perception

• The process, whereby we absorb and interpret information about products and other people from the outside world.
Learning Objective 1: Perception

- 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.
Sensory Systems

• How do we absorb sensations, and then use these to interpret the surrounding world? Implications for marketers?
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 perceptional process.

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

<table>
<thead>
<tr>
<th>Stimuli</th>
<th>Sensory receptors</th>
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<tbody>
<tr>
<td>light</td>
<td>Eyes</td>
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<tr>
<td>color</td>
<td>Ears</td>
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<tr>
<td>sound</td>
<td>Nose</td>
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<tr>
<td>odor</td>
<td>Mouth</td>
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<tr>
<td>texture</td>
<td>Fingers</td>
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**SENSORY STIMULI**
- Sights
- Sounds
- Smells
- Taste
- Textures

**SENSORY RECEPTORS**
- Eyes
- Ears
- Nose
- Mouth
- Skin

Exposure → Attention → Interpretation
The study of perception focuses on what we **add** to these raw sensations in order to give them meaning.
• 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
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
In an era of sensory marketing, companies pay extra attention to the impact of sensations on product experiences.
Easy Drink

Using this drinking fountain will not be harmful to your health. Drinking the water will not be easier than your head.

The new trend is to use the drinking fountain because of the PTF water bottles' high cost. It's easy to use PTF water bottles to save your health.

The "Easy Drink" change 45 degrees on the neck of the PTF water bottle. It can reduce the consumption of plastic water bottles and reduce the wastage of water resources.
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
Sensory Signature

Scent

Sound

Touch

Taste

Vision
• 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.
Trade Dress

- Colors, styles, packaging shapes associated with a corporation or product that distinguishes it from the competition
KIND vs. CLIF Bar
• Colors influence our emotions
• Different colors create different feelings of arousal
• Men and women see color differently
What colors should you use in marketing?

- **Neutral/Calm**: Often used to grab attention of window shoppers. It's instructive, adventurous, ecological, and calming. Associated with wealth. The easiest color for the eye to process. Used to relax in stores. Good for science, government, HR.

- **Warmth/Positive**: Creates a call to action: subscribe, buy, or sell. Can be seen as aggressive. Energy increases heart rate. Creates urgency. Often seen in clearance sales.

- **Professional**: Powerful and sleek. Used to market luxury brands. Definite, strength, precise, and direct. Easily trusted and strong. Often seen with banks, legal, and corporate businesses.

- **Creative/Imaginative**: Used to calm and soothe. Often seen in beauty or anti-aging products.
Why is Trix cereal changing its color
ESSENCE IN AUTOMOTIVES YIELDS TINTED NEUTRAL, ALMOST PASTEL EXTERIORS, AND LIGHT, OPEN AND SPACIOUS INTERIORS.

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

AUTOMOTIVE

Color Trends

AEROSPACE
Home Furnishing Colors
Pantones new green
Retro is back
Integration of old and new
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 wear 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.
Color Forecast
Top Logo Design Color Combinations

6. Dark Blue & Gold Color Combination

7. Burgundy & Gold Color Combination

8. Black & Yellow color combination

9. Dark & Light Green Color Combination

10. Pink & Blue 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
Scent helps sell your house

Top 10: Scents To Help Sell Your House...

1. Freshly Baked Bread - 33%
2. Fresh Flowers - 30%
3. Clean Sheets - 23%
4. A Cake in the Oven - 20%
5. Fresh Coffee - 17%
6. Vanilla - 17%
7. Lemon - 11%
8. Lavender - 10%
9. Chocolate - 4%
10. A Roast Dinner - 3%

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
Karl Lagerfeld & Wallpaper Magazine Create a Perfume that Smells Like a Freshly-Printed Book
Scent Marketing
• **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

<table>
<thead>
<tr>
<th>Type</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acronyms and Initials</strong></td>
<td>Names created from the initials of longer names: AFLAC, FUBU, M&amp;M (for Forrest Mars and Bruce Murrie).</td>
</tr>
<tr>
<td><strong>Amalgam</strong></td>
<td>Names created by taking parts of words and putting them together: Nabisco (National Biscuit Company).</td>
</tr>
<tr>
<td><strong>Alliteration and Rhyme</strong></td>
<td>Fun to say, and particularly memorable: Nutter Butter, YouTube, Piggly Wiggly, Nutella</td>
</tr>
<tr>
<td><strong>Descriptive</strong></td>
<td>Names ascribe to the product a characteristic: Toys R Us, General Motors.</td>
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<tr>
<td><strong>Evocative</strong></td>
<td>Invoke a vivid image that alludes to a brand benefit: London Fog, Amazon, Banana Republic</td>
</tr>
<tr>
<td><strong>Neologism</strong></td>
<td>A completely new made-up word: Kodak, Verizon.</td>
</tr>
<tr>
<td><strong>Founders' Names</strong></td>
<td>Use the name of a founder of founder family member: Hewlett-Packard, Wendy's.</td>
</tr>
</tbody>
</table>
**Nickname** - Use a founder's nickname: Adidas aka Adolf Dassler, Kinkos. FUBU

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

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

**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.

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

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

**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
Kansei Design
Taste is influenced by biological factors (taste receptors) and cultural factors (the image and values associated with food influence how we experience taste).
Children think milk & apples taste better if they’re taken out from McDonald’s’s bags.

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

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

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

Why men are so attracted to Dodge Trucks:

They thought you’d never notice...

DODGE
GRAB LIFE BY THE HORNS
Facebook helps you connect and share with the people in your life.
THE KING IS RETURNED

THE LION KING

Openwide in IMAX Theatres and Large Screen Cinemas December 25, 2002

Openwide in IMAX Theatres and Large Screen Cinemas December 25, 2002
Tongee's newest lipstick shade — BRIGHT 'N CLEAR
is the brightest, clearest, most dazzling red
one could wear. It is exactly the color and lipstick
America's leading beauty authorities say smart women
should wear. And — exciting miracle! — here
is an incredible 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!

Tongee PRESENTS
"BRIGHT 'N CLEAR"
a rose shade for your shade... a just-right-for-you shade!

MAGNUM
Light

NOUVEAU
Just plain dumb...
How do Marketers get our Attention?

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
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

Beer Market
Perceptual Mapping

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
Price & Quality Positioning

Association of a product with price, value, quality

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

- **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
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 you 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*
Competitive & Attribute

Verizon Wireless
AT&T

5X More 3G Coverage
Comparison based on square miles. Coverage not available in all areas.
four bucks is dumb.
now serving espresso.

I'm lovin' it
Emotion Positioning

Positioning using emotion focuses on how the product makes customers feel.
Positioning map: main actors of the chocolate bars market

- **Mars**
- **KitKat**
- **Nestlé**
- **M&M’s**
- **Lindt**
- **Côte d’Or**
- **Ferrero Rocher**
- **Dairy Milk**

- **Low price**
- **High price**
- **Low quality**
- **High quality**

Store brands (Carrefour, Auchan ...
• 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