

Consumer Perception

A close-up photograph of a person's hand reaching out to touch a stalk of wheat in a field. The hand is positioned on the right side of the frame, with fingers slightly spread. The wheat is golden-brown and fills the background, creating a soft, blurred effect. The lighting is warm, suggesting a sunset or sunrise.

CA 2018 Consumer Insight

Albert Laurence School of Communication Arts
Department of Advertising
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Consumers as Individuals

Consumer

Consumer Research

Decision Making

Basic sequence of steps we undergo when we make decisions

 Perception

- Process on how we absorb and interpret information about products.

Learning and Memory

- The way we mentally store this information and how it adds to our exist knowledge during the learning process

Chapter outline

- Understanding of the perceptual process.
- The Five sensations
- Three stages of perception
 - Exposure: Threshold
 - Attention: information overload—> multitasking
 - Interpretation: organiza stimuli —> Gestalt
- Semiotic
- Perceptual Map

Consumer Perception



What is **perception?**



Perception as a 3-step **process**

SIGHTS	EYES
SOUNDS	EARS
SMELLS	NOSE
TASTE	MOUTH
TEXTURE	SKIN

Exposure

Attention

Interpretation

Sensation

the process by which
“sensations” are selected,
organized and interpreted



Sensation

- The immediate **response** of the sensory **receptors** to basic **stimuli**
- The **unique sensory quality** of a product helps it to stand out from the competition.



5 SENSATIONS

Vision

- Marketers rely heavily on visual elements in advertising, store design, and packaging.



Color may directly
influence our
emotions
even more.







Sale

SALE

CLOSING DOWN
SALE

Sale

Sale

FIRE EXIT
KEEP CLEAR

FIRE
↑

THIS
SUPER
PAVEMENT SIGN

1. LAYED POSITIVE
2. WHITE ON - WHITE GRY
3. www.signsolutions.co.uk
BOOST YOUR SALES NOW
WITH OUR GREAT PRODUCTS

GRIP-LOCK

ENTREPRENEUR
LARGE



Peaceful and Relax



Some reactions to
COLORS
come from learned
associations.



Color create such a strong emotional reactions.
Color palette is a key issue in packaging design.



BECAUSE!!!

It helps to “color” our expectation of what’s
inside the package.

Trade dress

Some Color combinations come to be so strongly associated with a corporation.



Trade dress Application

And company may even be granted to exclusively use these colors.



In conclusion

Vision

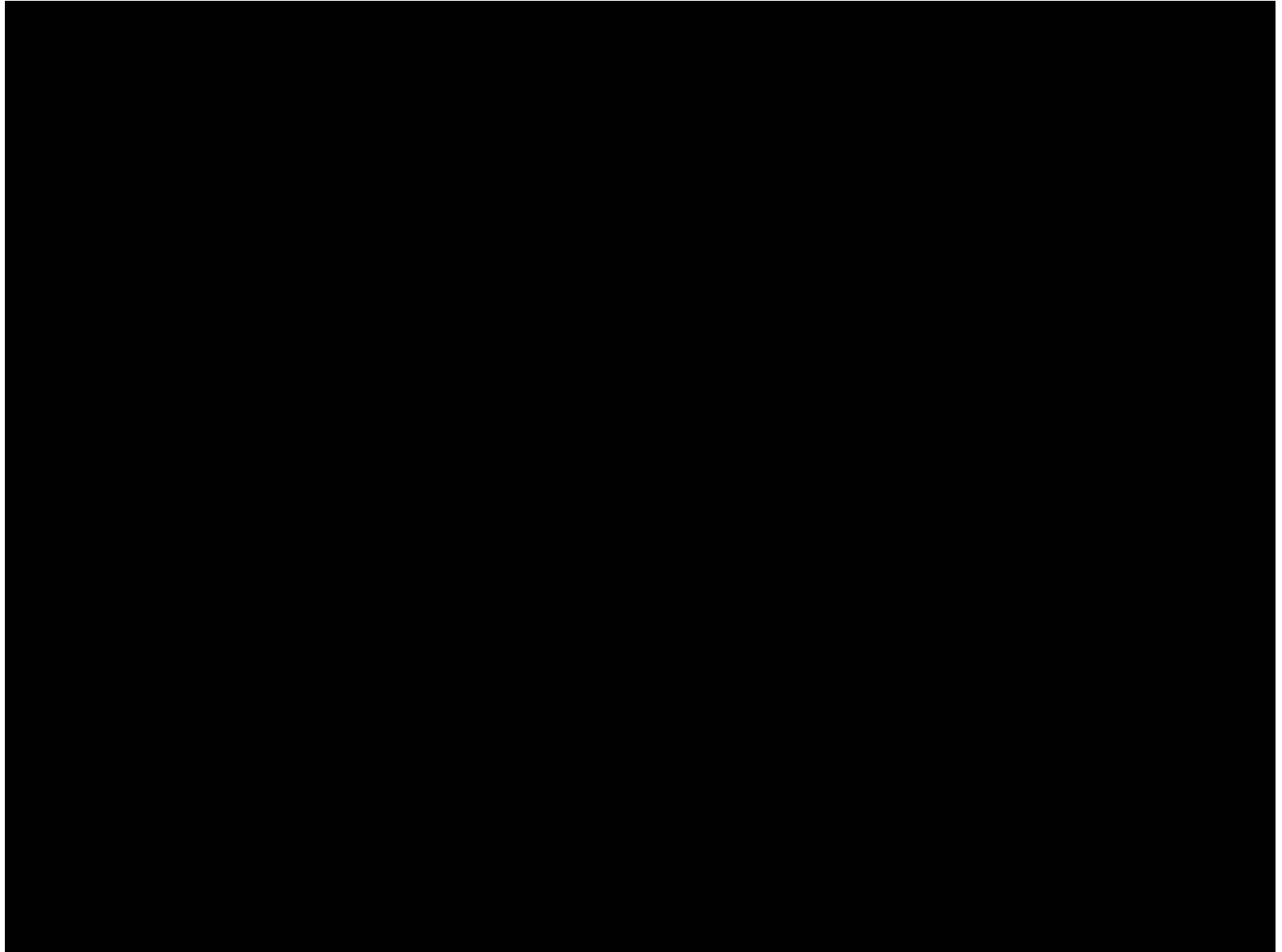
Instinct

Learned association

culture influence

SCENT: OLFACTORY

Scent: Olfactory



STARBUCKS COFFEE





Sound

- Many aspects of sound affect people's feeling and behaviors.

H & M/ Top Shop/ Restaurant/ Bar/IKEA





Touch: Tactile/ Haptic

- Sensation of touch can reflect to emotional value



Touch: Tactile/ Haptic



Touch: Tactile/ Haptic



Touch (Haptic)

- Perfume and cosmetics sellers tend to speak to consumer via their tactile appeal.
 - Made of glass → Sense of luxury



Tactile - Quality Associations

Perception	Male	Female	
High Class	Wool	Silk	Fine
Low Class	Denim	Cotton	
	Heavy	Light	Coarse



Taste

Taste receptors
obviously
contribute to our
experience of
many products.

**Cultural factors also
determine the
taste we find
desirable**

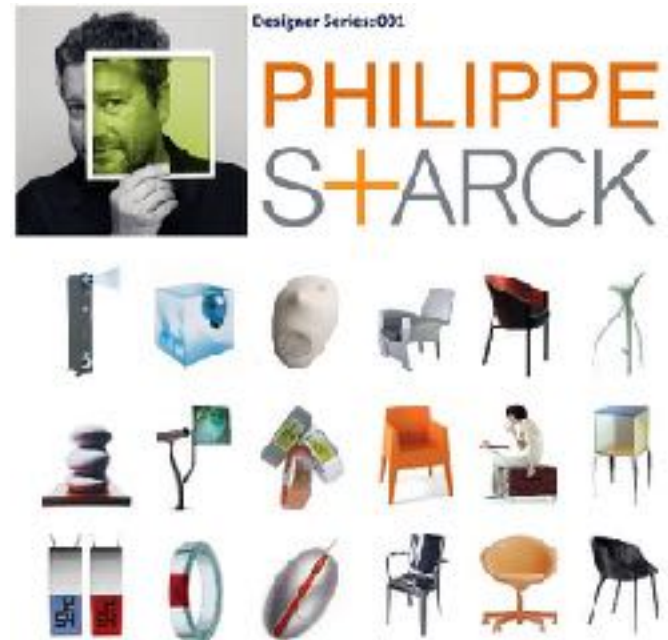


How to influence Perception

- Thru Sensation
 - Hedonic Value → Hedonic Consumption

hedonic Value → Hedonic consumption

- Consumer increasingly want to buy things that will give them **hedonic value** in addition to functional value
 - **Hedonic Consumption:** multi-sensory, fantasy, and emotional aspect of consumers' interactions with products



perception is a process



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Exposure

- Occur when a stimulus comes within the range of someone's sensory receptors.
 - → “Receptor detects Stimulus” (receptor)
 - → Stimulus reaches Threshold Level (stimulus)
- Marketing Application
 - Absolute Threshold
 - The differential Threshold
 - Application for Threshold

Absolute threshold

- Refer to the **minimum amount of stimulation that can be detected on a given sensory channel.**
 - Hearing: Voice Pitch/ sound level
 - Vision : Dark/ night vision
 - Odor: Dog/Human
- Application for Marketing:
- Billboard
 - With the very creative copy, not too small to see it.



The differential Threshold

- Refer to **the ability of a sensory system to detect changes** or differences between **two stimuli**.

A A

D D

B B

E E

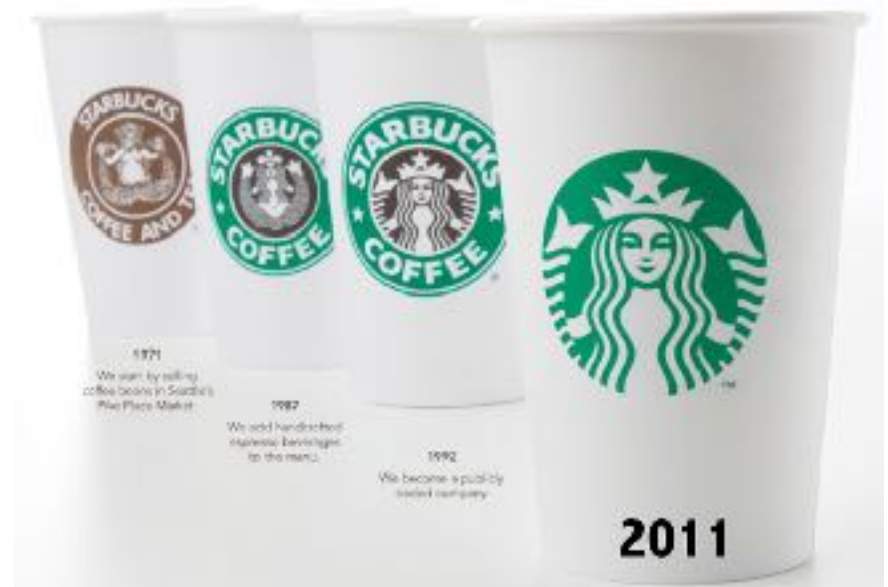
Application for Thresholds

- **Marketing Application**
- Sometimes a marketer may want to ensure that consumers notice a change when a retailer offer merchandise at a discount.
- Regular price → New price



Application for Thresholds

- Brand that need to **update their images without sacrificing the brand image they have worked.**
 - Make product, logo, trademark, or package **different enough** so that consumers will notice the change.
 - **but not too or completely different** to avoid misunderstanding that it's no longer the same product.
 - Starbuck, Coke, Sunsilk.



Perception as a 3-step **process**

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Attention

- Refer to the extent to which **processing activity** is devoted to a **particular stimulus**.
- Information society (Consumer various channel)
 - Sensory overload → multitasking

Attention: Perceptual selection

- People attend to only small portion of the stimuli to which they are exposed.

Personal Selection factors

- Experience
- Perceptual filters
 - Perceptual vigilance
 - Perceptual Defense

Stimulus Selection Factors

- Size
- Color
- Position
- Novelty

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Interpretation

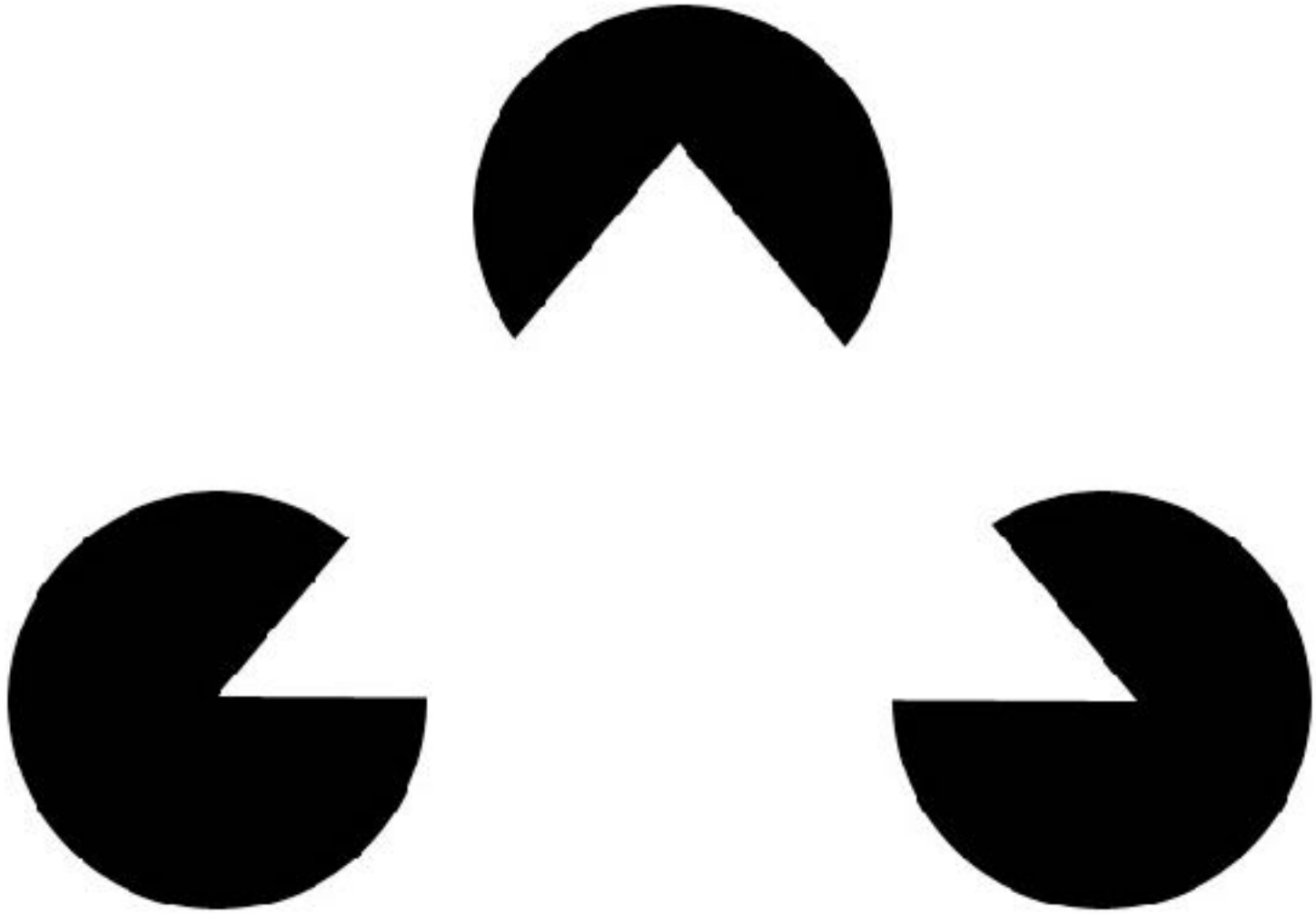
- Refer to the meanings we assign to sensory stimuli.
- Two people can see and hear the same event, but their interpretation of it can be different as well.
- It's from experience and expectation

Stimulus Organization

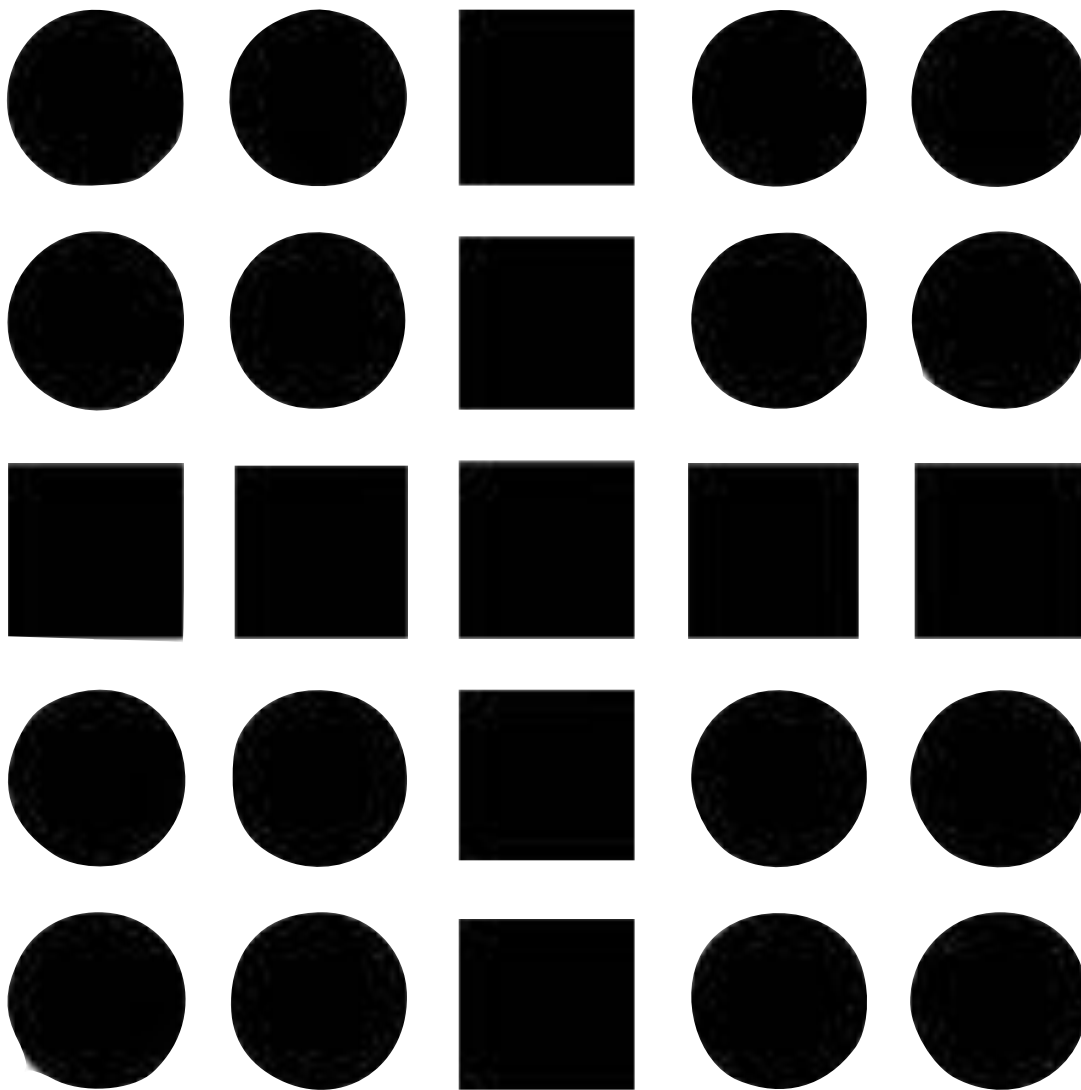
- One factor that determines how we will relate a new incoming stimulus to those already in the memory
 - such as other events, sensations, or image in memory.
 - The *Gestalt* principle provides several rules that relate to the way our brains organize stimuli.
-
- *Remark: Gestalt is the German term means “ whole, pattern, and Configuration*

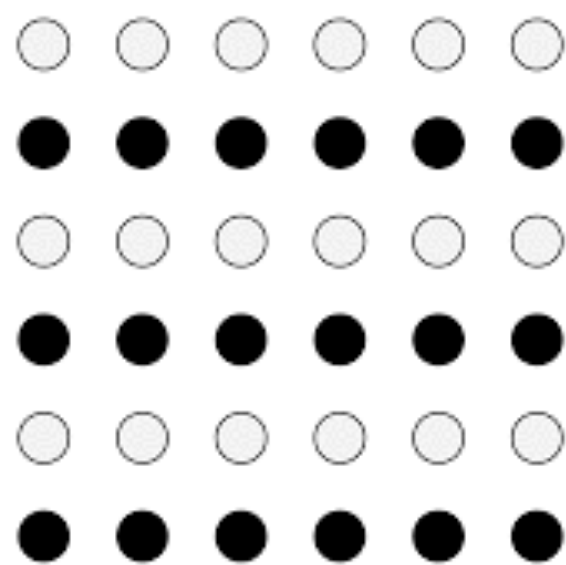
Gestalt Principle

- **The closure principle: fill in the blank**
 - People tend to complete incomplete picture as complete. We fill in the blank
- **The principal of similarity**
 - People tend to group together objects that share similar physical characteristics
- **The figure-ground principle**
 - One part of a stimulus will dominate (the figure), and other parts recede into the backdrop (the ground).

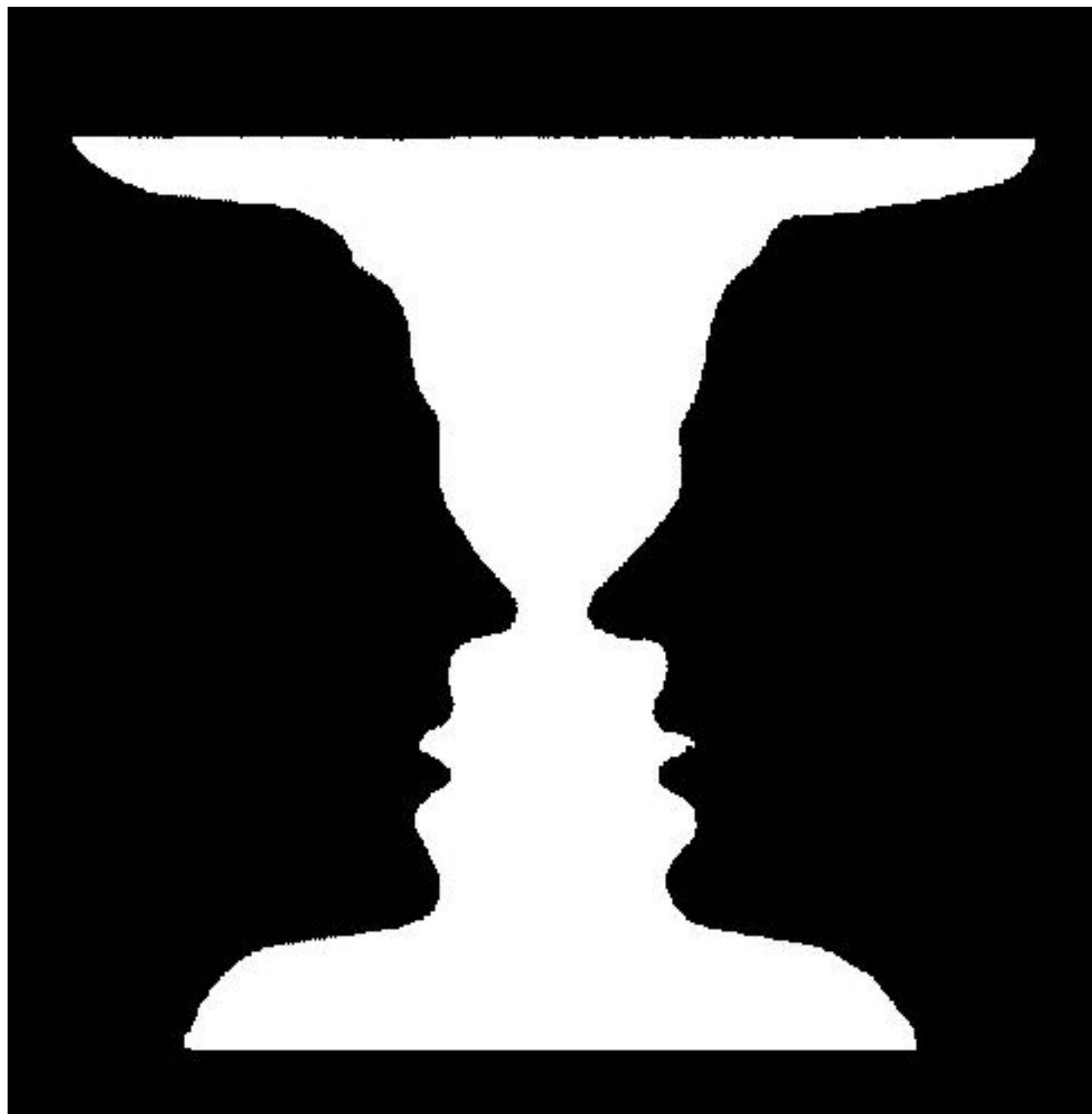












HOW FAST YOU CAN GUESS THE WORDS?

1. BOO_S
2. __NDOM
3. F__K
4. P_N_S
5. PU_S_
6. S_X

VIA 9GAG.COM

Interpretational Biases

- “Seeing what you want to see”
- Determine the meaning based on our past experiences, expectations, and needs.



**INTERPRETATION COULD BE
LEARNED.... SO.....**

Marketer can teach consumer.

Semiotics: The symbols around us

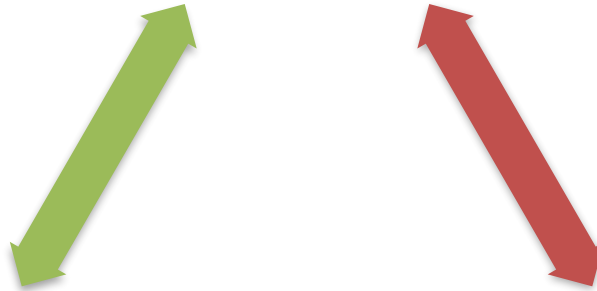
- semiotics helps us to understand how marketers use **symbols to create product meaning.**
- the relationship between signs and symbols and their roles in how we assign meanings.



Semiotics

The product that is focus of the message

Object (Product)



Sign
(Image)

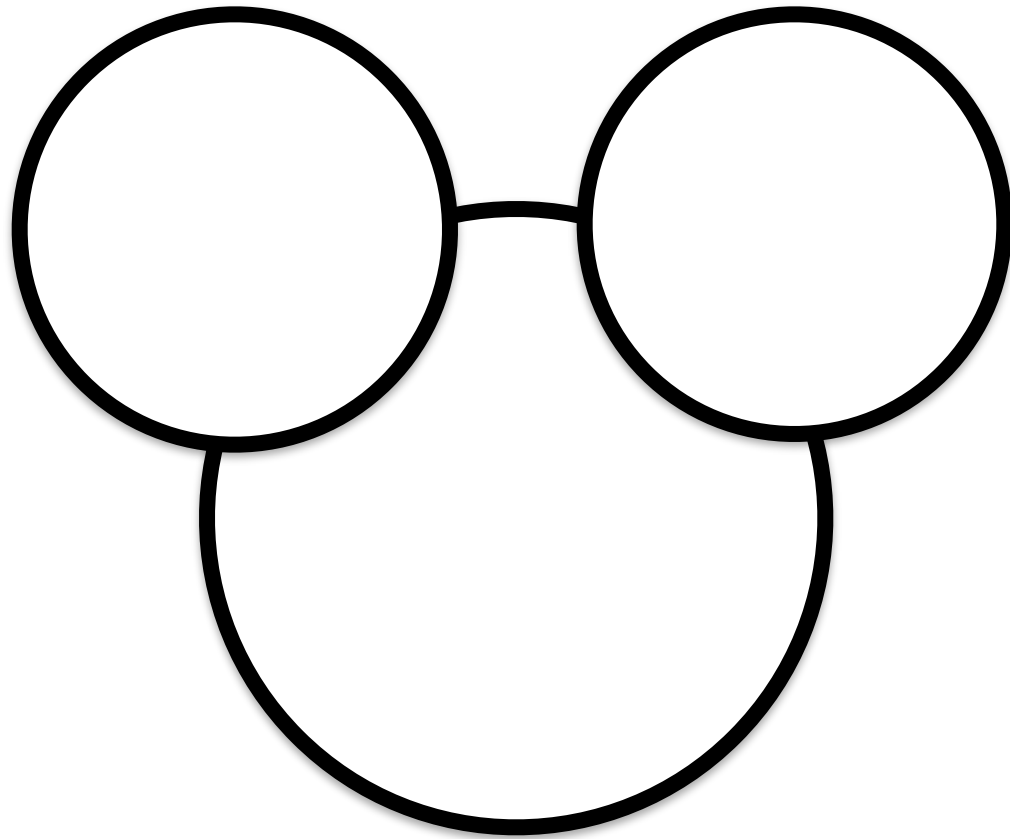
Interpretant
(Meaning)



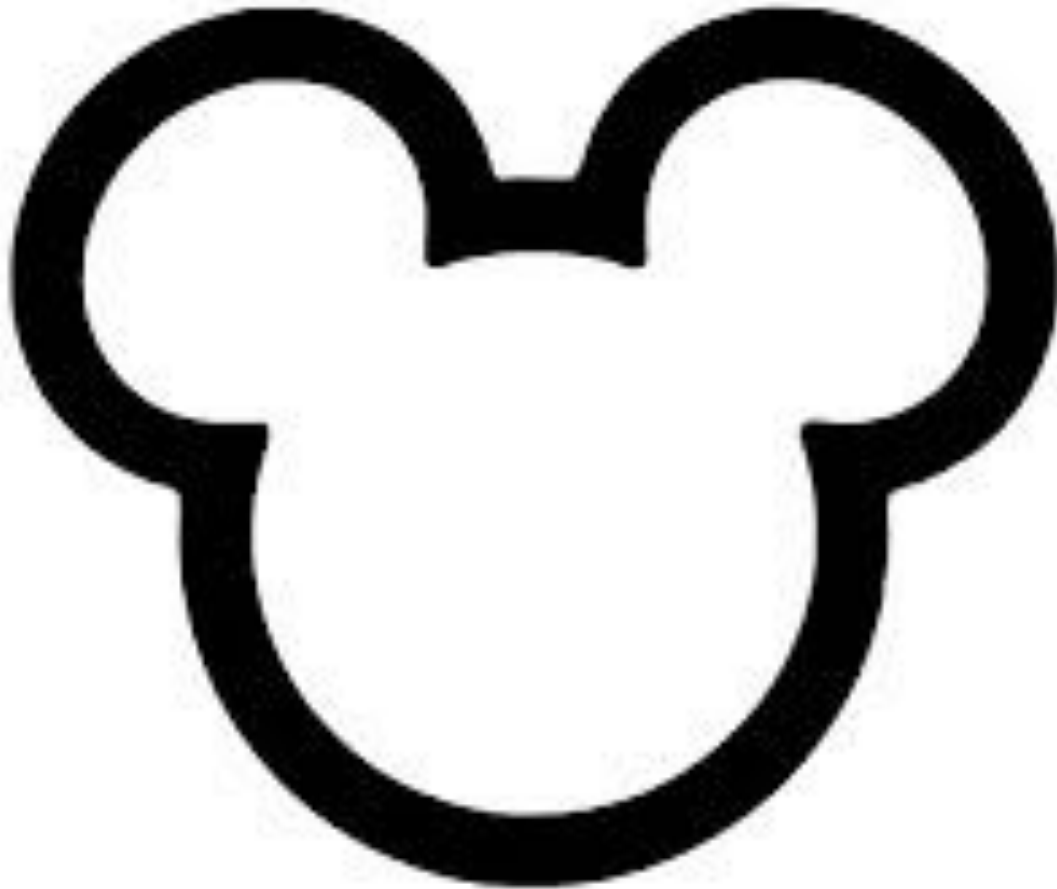
The sensory image that represents
the intended meaning of the object

The meaning we interpret from the sign

Semiotics



Semiotics

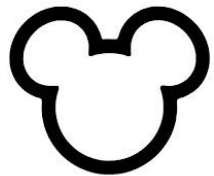
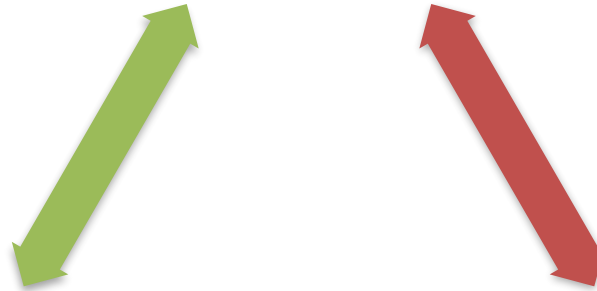


Semiotics



Object (Product)

Disney



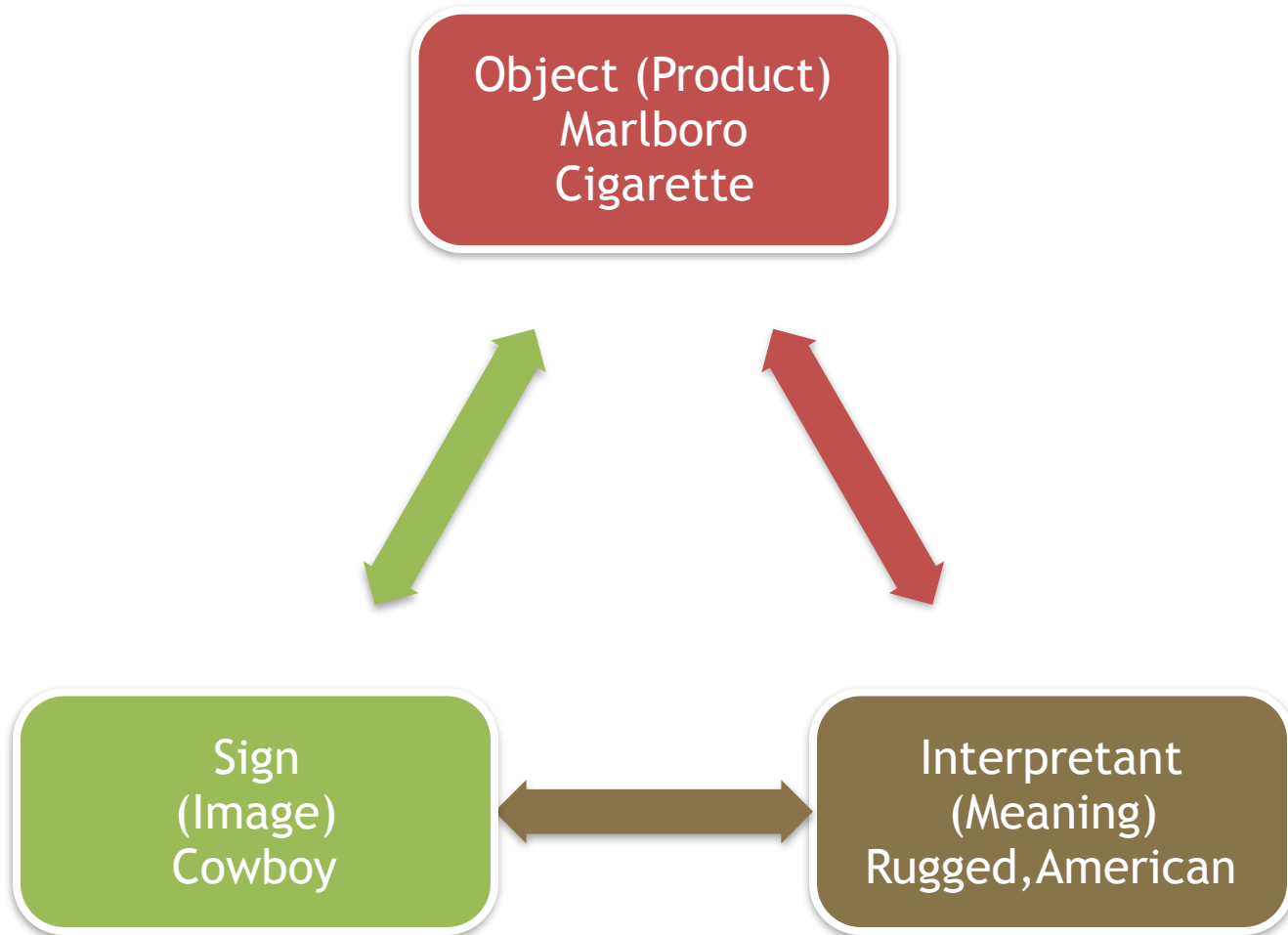
Sign
(Image)



Interpretant
(Meaning)



Semiotics



Perceptual Positioning

- Perception of a brand consist of both its functional attributes and its symbolic attributes

Perceptual Map: represents what it means rather than what it did



Any
Questions

