

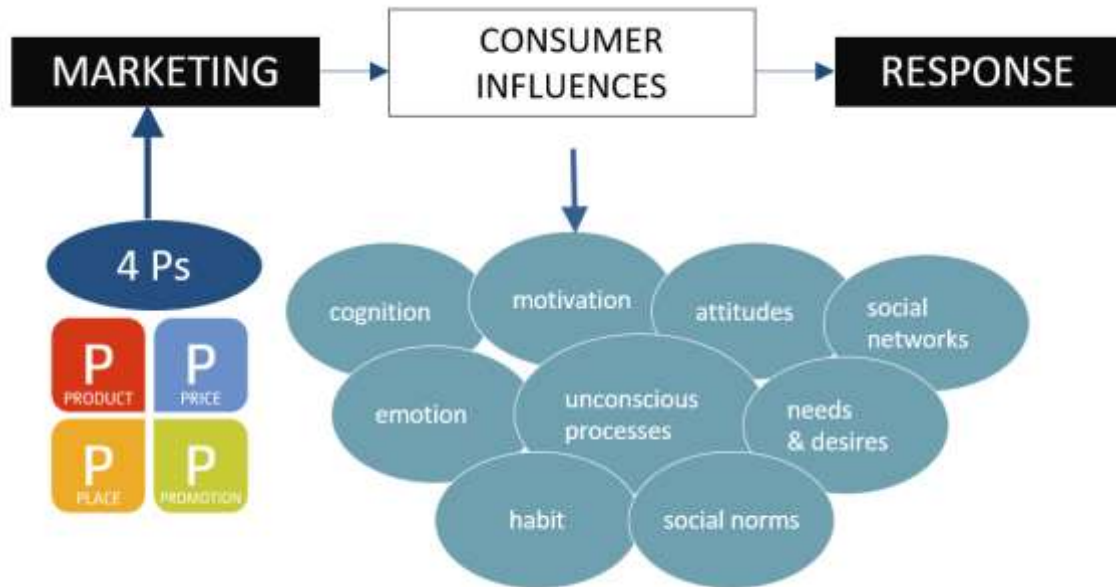
Lecture 7

Concept evaluation

- Primary goals
 - Engage
 - Send a message
 - Make an impact

Consumer behaviour

- The link between marketing and reaction



- Traditional market research cannot always answer our questions
 - Money and happiness example
 - Researchers have people either \$5 or \$20 and told them to either spend it on themselves or others
 - Surveys suggested people would be happier spending \$20 on themselves
 - Those who spent money on others were happier, no difference between \$5 and \$20 condition

Not always aware of what we see

- Exposure
 - Consumer needs to be in contact with product
- Conscious perception
 - Consumer needs to be aware they are in contact with the product
- Non-conscious perception
 - Consumer might have used product without being aware of it
 - Majority of our perception is non-conscious
 - Broader - automatically integrates information across sensory modalities
 - Might be more influential if there is no conscious awareness - filters are down, do not experience reactance

Priming (Bargh, Chen & Burrows, 1996)

- Incidental activation of knowledge structures, such as trait concepts and stereotypes, by the current situational context
- Behaviour is susceptible to influence from priming, as are attributes
- Participant must be unaware of influence
- 2 methods
 - Scrambled sentence task

1. he prestige what want did

2. is expensive item gorgeous that

3. others does impress only she

4. he conscious her image is

5. extravagant total here is everything

Extravagant

Frugal

1. begin you tightfisted will when

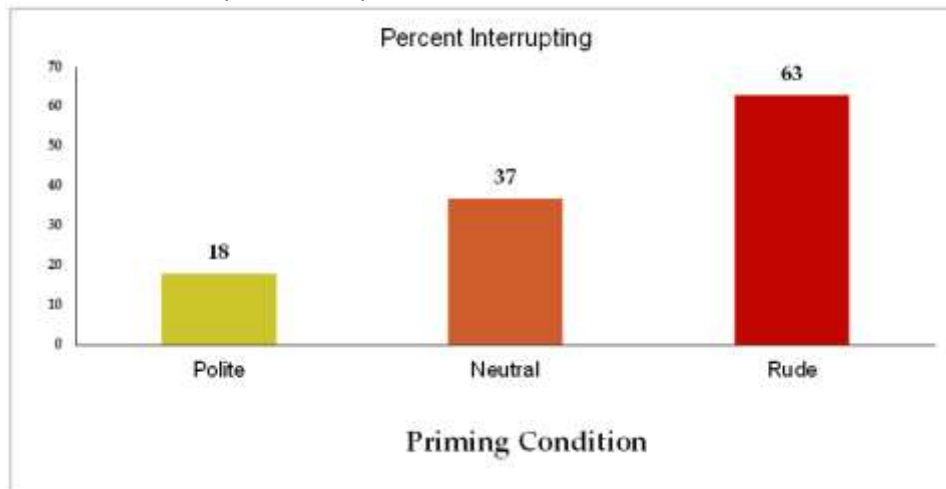
2. grass green prudent is the

3. money does save only she

4. he conscious her price is

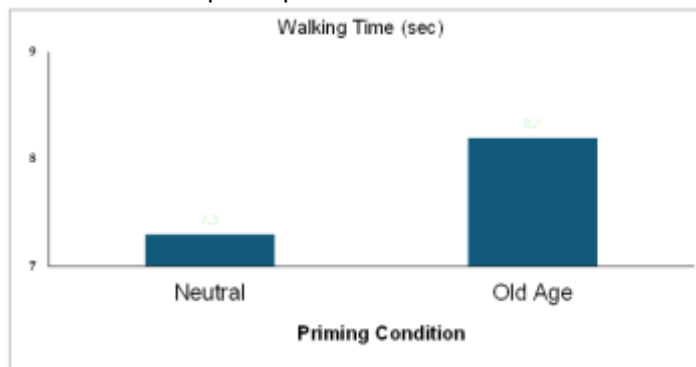
5. everywhere pinchers here are penny

- Subliminal presentation of images
- Study 1 - can people be primed to be rude
 - Scrambled sentence task
 - 3 conditions, rudeness, politeness, neutral
 - On completion of task participants had to interrupt the experimenter to let them know that they're ready for the next part of the study, but, the likelihood of "interruption" is a measure of the impact of the prime



- Rude participants were faster to interrupt
 - Rude: 326s
 - Neutral: 519s
 - Polite: 558s

- Study 2 - can they prime young people to be old
 - Scrambled sentence task
 - 2 conditions: elderly, neutral
 - When dismissed participants were timed on their walk to the elevator



- Brands as primes? (Chatrand et al)
 - Participants were primed with high end or low end stores and then asked to rate their preference on socks
 - Participants were more likely to choose expensive socks when primed with an expensive brand

Elaboration likelihood model (Petty & Cacioppo)

- 2 routes to persuasion
 - Central route - deliberate processing of message
 - Peripheral route - snap judgements based on simple cues
- Which route is taken depends on the ability and motivation to elaborate on the message received
- People differ in terms of how much they enjoy effortful cognitive activities

