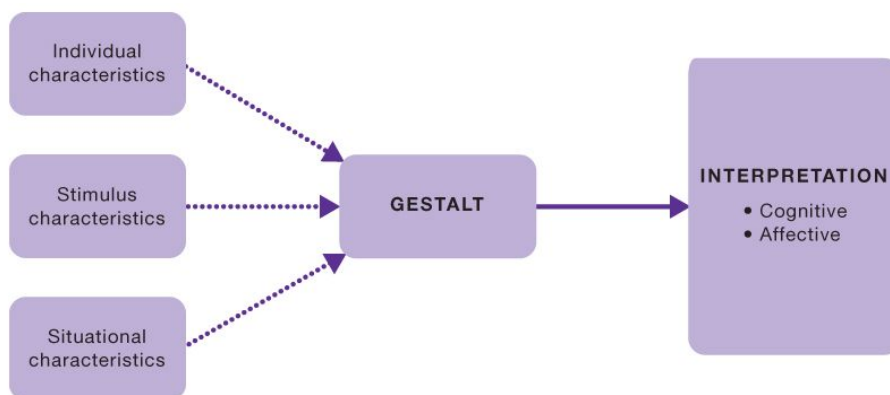


- E.g. Adidas ad for the All Blacks on YouTube, which was 5 seconds
- Information quantity
 - Relates more to the total stimulus field
 - Information overload: consumer confronted with too much info, cannot attend to all
 - Everyone is different, no general rule about how much is too much
- Individual factors
 - Interests, needs etc will likely influence how info is perceived
 - *Perceptual vigilance*: consumers seeking out (exposing themselves) to information related to their needs/ interests
 - *Perceptual defence*: decreased awareness to stimulus not related to needs/ interests
 - *Perceptual blocking*: screening out completely, if it threatens values/ beliefs
- Situational factors
 - Stimuli in the environment other than the focal point, as well as temporary characteristics of consumers that are influenced by the environment
 - E.g. an overcrowded shopping centre will minimise the time consumers wish to spend there
- Non-focused attention (aka automatic monitoring)
 - Stimuli may be attended to without deliberate/ conscious focus
 - *Hemispheric lateralisation*: different activities take place in different parts of the brain
 - *Subliminal messages*: attended to by the consumer without their knowing
 - Might not be effective, ethics are questionable, increasing public awareness/ unrest

Interpretation: stage 3

- The assignment of meaning with stimuli that is attended
- The meaning created is a function of how info is organised/ categorised into patterns in the brain- aka 'Gestalt psychology'



- The entire message, including the context of it, influences perception
- Interpretation influences behaviour the most