

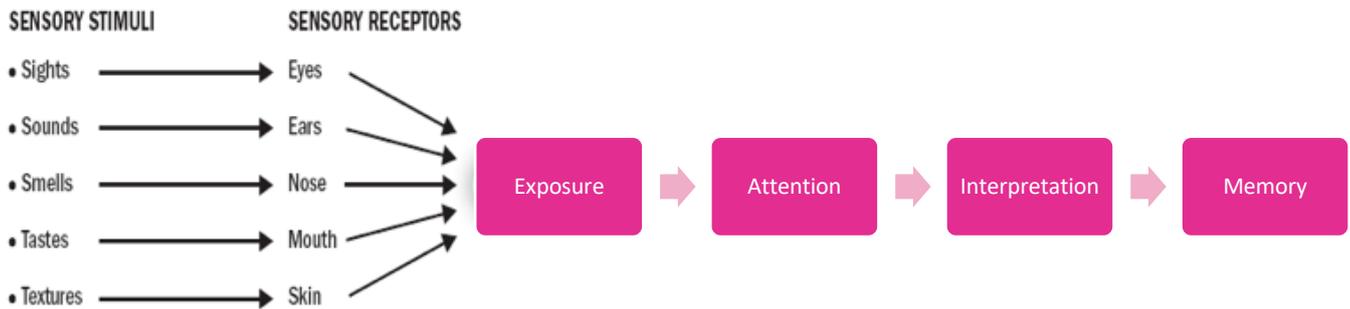
INTERNAL INFLUENCES

PERCEPTION

Perception = the process by which we notice, attend to and interpret the stimuli that we encounter

Note: perception also referred to as information processing

1. **Exposure** = stimulus comes within range of one of the individual’s primary sensory receptors. Consumers are exposed to only a small fraction of the available stimuli which is the result of ‘selective exposure’
2. **Attention** = occurs when the stimulus activates one or more of the sensory receptors and the resulting sensations travel to the brain for processing
3. **Interpretation** = the assignment of meaning to stimuli that have been attended to
4. **Memory** = how this meaning is recorded either for short-term use or longer-term storage



FACTORS THAT INFLUENCE PERCEPTION

	Stimulus Factors	Individual Factors	Situational Factors
<i>Definition</i>	Physical characteristics of the stimulus	Characteristics of the individual	Individual and stimulus factors are influenced by and in turn influence, the situation in which they occur.
<i>Examples</i>	<ul style="list-style-type: none"> Colour Contrast Size Movement Intensity Position 	<ul style="list-style-type: none"> Individuals interests Individuals needs Individuals prior learning Individuals expectations 	<ul style="list-style-type: none"> Temporary characteristics such as mood can influence the perception process. Amount of time available and physical characteristics of a situation can also play a role in determining whether a given stimulus is processed.

Isolation		
Format		
Information quantity		

SUBLIMINAL ADVERTISING

- Subliminal perception occurs when the stimulus is below the level of consumer's awareness

LEARNING

Learning = any change in content or organisation of long-term memory or behaviour

Two types of learning:

1. **Conditioning**
 - Classical
 - Operant/Instrumental
2. **Cognition**

CONDITIONING

- **Classical** Conditioning
 - When a **stimulus that elicits a response is paired with another stimulus** that initially does not elicit a response on its own. Over time, this second stimulus causes a similar response because it is associated with the first stimulus
 - Conditioning effect more likely to occur after **repetition**
 - E.g. see Sprite advertised during exciting sports program finals may result in generating an exciting response for a product
- **Operant / Instrumental** Conditioning
 - Occurs as the individual learns to **perform behaviours that produce positive outcomes and void behaviours that yield negative outcomes**
 - Trial of the product is necessary before the customer is likely to favour this product
 - E.g. scratch and sniff perfumes in magazines, free tastings in supermarkets

COGNITIVE LEARNING

Cognitive learning = the mental activities of humans as they work to solve problems or cope with complex situations and function effectively in their environment. Includes:

- **Iconic rote learning** E.g. Frank Walker from National Tiles
- **Vicarious learning/modelling** (learned by observing others)
 - E.g. celebrity endorsement
- **Reasoning**

CHARACTERISTICS OF LEARNING

- Strength of learning
 - Importance of message
 - Involvement of consumer with message

- Consumer's mood
- Reinforcement/punishment received during process
- Greater number of stimulus repetitions
- More imagery material contains
- Extinction (forgetting) = when reinforcement for a learned response is withdrawn or learned response is no longer in use
- Stimulus generalisation = the rub off effect
 - E.g. kid who likes Milo drink may generalise and want to try Milo cereal
- Stimulus discrimination = learning to respond differently to somewhat similar stimuli
 - E.g. Unilever has portfolio of brands that purport different messages
- Response environment

MEMORY

- Memory = total accumulation of prior learning experiences
- Consists of ST memory and LT memory

STAGES OF MEMORY



1. Encoding: information is entered in a recognisable way
2. Storage: knowledge is integrated
3. Retrieval: accessing the desired information

MOTIVATION

- **Motivation = the process that leads people to behave as they do. It occurs when a need arises that a consumer wishes to satisfy.**
- Goal = end state desired by consumer
- Drive = degree of arousal present due to discrepancy between the consumer's present state and some ideal state
- Want = manifestation of a need created by personal and cultural factors
- Motivation can be described in terms of:
 - Strength = the pull it exerts on the consumer
 - Direction = particular way the consumer attempts to reduce motivational tension

NEEDS V WANTS

- **Want = manifestation of a need created by personal and cultural factors**
- Types of needs:
 - **Utilitarian** need = provides a functional or practical benefit
 - **Hedonic** need = an experiential need involving emotional responses or fantasies
 - **Biogenic** need = needs necessary to maintain life (e.g. food, water)
 - **Psychogenic** need = culture-related needs (e.g. status, power)

MOTIVATION CONFLICT

- **Approach-Approach** Conflict = choice between two desirable alternatives
- **Approach-Avoidance** Conflict = desire something but wish to avoid at same time (e.g. buying chocolate)
- **Avoidance-Avoidance** Conflict = choice between two undesirable alternatives