

## WEEK 4 –

### Definition – Exposure

Coming into physical contact with a stimulus – influences consumers' thoughts and feelings

- Marketing stimuli – information about offerings communicated by either the marketer or non-marketing sources

#### Factors influencing exposure:

- Position of an ad within a medium – how to best position ad to enhance exposure
- Product distribution – Intensive v exclusive
- Shelf placement (eye level)

Self exposure: consumers search certain stimuli but avoid/resist others

- Zipping – fast-forwarding through commercials on a program recorded earlier
- Zapping – switching channels during commercial breaks
- 'Cutting the cord' – choosing streaming services over cable or free-to-air

### Definition – Attention

The amount of mental activity a consumer devotes to stimulus

#### Characteristics of attention:

- Attention is limited
- Attention is selective
- Attention can be divided
- Attention can be weakened due to habituation

#### Focal v non-focal attention:

- Focus on a stimulus (focal) while at the same time being exposed to other stimuli (non-focal)
- Pre-attentive processing – non-conscious processing of stimuli, e.g. peripheral vision

#### Strategies to increase attention:

Marketers aim to make the stimulus

- *Personally relevant* – appeals to needs, values, emotions, or goals (e.g. if you are hungry, you will pay more attention to food ads), show 'typical consumers' in an ad
- *Pleasant* – using attractive models, music and humour: arouses positive feelings
- *Surprising* – using novelty (unique stands out more), unexpectedness (arouses curiosity), using a puzzle (rhymes, metaphor, puns)
- *Easy to process* – 4 characteristics: prominent stimuli (noticing larger/longer ads), concrete stimuli (how easily the stimuli is to imagine), limited number of competing stimuli (not competing for attention), contrast with competing stimuli (contrast captures attention)

### Definition – Perception

The process of determining the properties of stimuli using vision, hearing, taste, smell, and touch

- Visual perception: shape, size, image location, colour, new or worn
- Sound perception:

- Sonic identity – use of specific sounds to identify a brand
- Sound symbolism
  - Inference of product attributes and evaluations
  - Using information obtained from hearing a brand's sounds, syllables, and words
- Taste perception:
  - Varying perceptions of food
  - Different cultural backgrounds influence taste preference
  - In-store marketing tactic of tasting or sampling of food
- Smell perception: effects of smells on moods, liking, product trial, buyings
- Touch perception: liking of some products because of their feel

#### When do we perceive stimuli:

- *Absolute threshold* – minimal level of stimulus intensity needed to detect a stimulus
- *Differential threshold* – the intensity difference needed between two stimuli before they are perceived to be different (also known as just noticeable difference)
  - Weber's law – the stronger the initial stimulus greater the additional intensity needed for the second stimulus to be perceived as different
- *Subliminal perception* – activation of sensory receptors by stimuli presented below the perceptual threshold

#### How do consumers perceive stimuli:

- *Perceptual organisation* – process where stimuli are organised into meaningful units
- *Figure and ground* – interpreting stimuli in contrast of a background
- *Closure* – a need to organise perceptions so that they form a meaningful whole
- *Grouping* – tendency to group stimuli to form a unified picture or impression
- *Preference for the whole* – tendency to perceive more value in the whole

#### **Definition – Comprehension**

Process of extracting higher-order meaning from what we have perceived in the context of what we already know

- Identifying the marketing stimulus (source identification) and understanding the message it conveys (message comprehension)

Source identification – determining what perceived stimulus actually is and what category it belongs to

#### Concerns in message comprehension:

- *Objective comprehension* – whether consumers accurately interpret the intended message
- *Subjective comprehension* – what the consumer understands from the message regardless of its accuracy
- *Miscomprehension* – consumers inaccurately interpret the meaning of the message
- *Effects of MAO* – the impact of low motivation, limited opportunity, and message complexity on comprehension

- *Effect of the culture* – impact of low v high context cultures, language, social class on comprehension