

MKTG 6007 – Consumer Behaviour (Mid-term Exam Notes)

Exam:

65 MCS

1.5 hours

15 points

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Chapter 8 Perception

1. Perception: the process by which we notice, attend to and interpret the stimuli – objects, messages and events – that we encounter in the world around us. Such as, perception is the process by which consumers make sense of the myriad product information and marketing communications messages with which they are confronted on a daily basis.
2. Information processing: a series of interlinked activities by which stimuli are transformed into information and stored.
3. Four main steps of information processing:
 - 1) *Exposure*: occurs when a stimulus comes within range of a person's sensory receptors
 - Absolute threshold: the lowest level of stimulation necessary for detection by a person's sensory receptors.
 - Selective exposure: the process by which individuals deliberately seek out exposure to certain stimuli and avoid exposure to others.
 - 2) *Attention*: occurs when a stimulus activates one or more sensory receptor nerves and the resulting sensations go to the brain for processing
 - Attention is determined by three factors:
 - Stimulus factors: the physical characteristics of a stimulus itself (e.g. an advertisement)
 - Size & intensity
 - Colour & movement
 - Position: the location of a stimulus (e.g. an advertisement) within a medium or at the point of sale
 - Isolation: the separation of a stimulus object from other objects
 - Format: the manner in which the message is presented
 - Contrast: refers to consumers' tendency to attend more closely to stimuli that contrast with their background than to stimuli that blend with it.
 - Adaptation level theory: the theory that people adjust to the level and type of stimulus to which they are accustomed – for example, an advertisement that stands out when new will eventually lose its contrast effect.
 - Differential threshold: a consumer's ability to notice changes or differences in levels of stimulation.
 - Just-noticeable difference (JND): the minimum amount of change in a stimulus that needs to occur for consumers to notice the difference
 - Weber's law: a law stating that the stronger or larger the initial stimulus (e.g. an item's original price), the bigger the just-noticeable difference needs to be (e.g. an item's sale price) in order to be noticed.
 - Compressed message: a message that has been sped up to increase attention (e.g. a 30-second commercial reduced to 24 seconds)
 - Information quantity
 - Information overload: when a consumer is confronted with so much information that they cannot or will not attend to all of it.
 - Individual factors: personal characteristics likely to influence how an individual consumer perceives and processes information.
 - Perceptual vigilance: the tendency for consumers to demonstrate heightened awareness of those stimuli that are relevant to their current needs or interests.
 - Perceptual defence: the tendency for consumers to demonstrate decreased awareness of those stimuli that are not relevant to their current needs or interests, or for consumers to block out unwanted stimuli.
 - Situational factors: elements in the environment other than the focal stimulus that are likely to influence consumer behaviour.