

## **Perceptual Organization**

The process by which stimuli are organized into meaningful and coherent units. We do not experience each stimulus from the environment as a discrete and isolated sensation, rather we organized and integrated it in the context of other stimuli around it and perceive it as a unified whole, which makes life easier.

1. **Figure and ground**
2. **Closure** (people like to organize their perceptions so that they form a meaningful whole (or a complete picture)—they look for closure.
3. **Grouping** (people group stimuli automatically to form a unified picture or impression, such as group a series of phone number when you try to remember them. you organize stimuli into “chunks”, rather than discrete bits of information—helps memory and recall. For instance: 0475 622 598
4. **Law of proximity**: stimulus elements that are closed together tend to be perceived as a group.
5. **The law of similarity**. Similar stimuli tend to be grouped, this tendency can even dominate grouping due to proximity.
6. The law of **good continuation**. Stimuli tend to be grouped as to minimize change and discontinuity.
7. The law of **symmetry**: regions bound by symmetrical borders tend to be perceived as coherent figures.
8. The law of **simplicity**: ambiguous stimuli tend to be resolved in favor of the simplest.

## **Characteristics of reference groups:**

- **Degree of contact**: primary (face-to-face contact) and secondary (no direct contact)
- **Formality**: how organised, structured, and formal , expected behaviours and rules)
- **Homophile**: overall similarity among members in the social system.
- **Group attractiveness**: how attractive is the group
- **Density**: how dense group members know each other.
- **Degree of identification**: the extent to which individuals relates to or identifies themselves with the group.
- **Tie-strength**: the extent to which a close, intimate relationship connects people.

**Consumer socialization**: the process by which we learn to become a consumer, learn the value of money, saving and spending, how where and when to purchase things. Meanwhile reference groups, media and marketplace act as socializing agents.

## **Types of influence:**

1. **Normative influence**: social pressure designed to encourage conformity to the expectations of others. Social norms.
2. **Brand-choice-congruence**: the likelihood that consumers will buy what others in the group purchase.

3. **The Stanford prison experiment:** how good people are influenced by the negative environment.
4. **Conformity/ compliance;** doing what the group or social influencer asks.
5. **Psychological reactance:** doing the opposite of what the individual or groups wants us to do. Like the book called: 'never learn English.'

### **Three distinctive types**

**a. *Procedural memory:***

It is part of the long-term memory and is responsible for *knowing how to do things*. Such as memory of how to ride a bicycle;

**b. *Semantic memory:***

Responsible for storing information about the world. This includes knowledge about the meaning of the words, as well as general knowledge. For example, London is the capital city of England. It involves conscious and is declarative.

**c. *Episodic memory:***

Concerning about storing information about events that we have experienced in our lives. For instance, a memory of our first Christmas holiday in England. It is dependent on time and space, and tends to be primarily sensory involving: visual images, sounds, smells, tastes and tactile sensations.