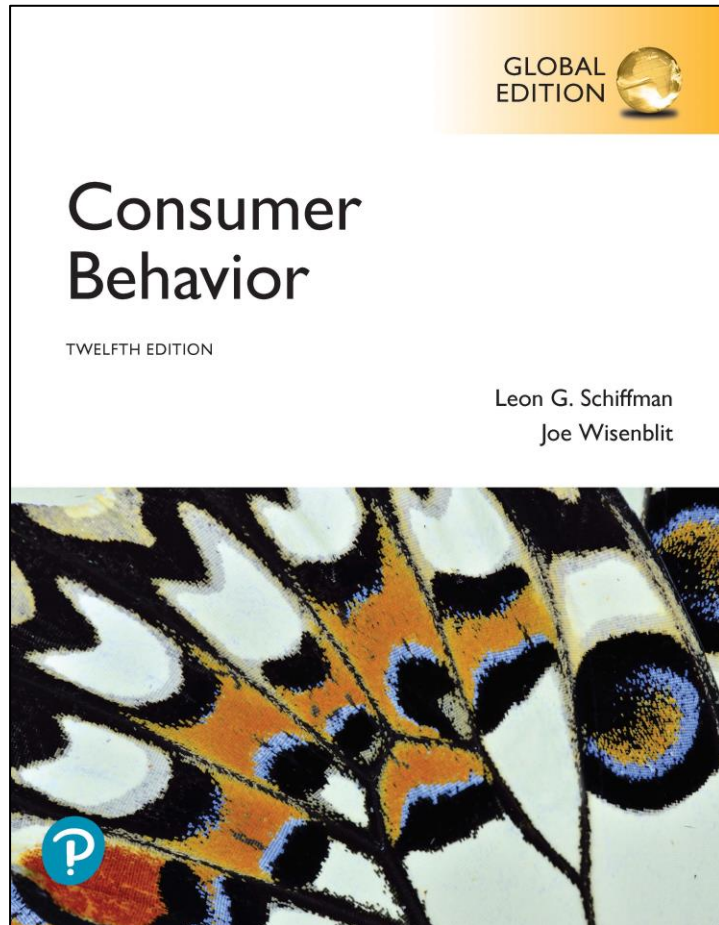


# Consumer Behavior

Twelfth Edition, Global Edition



## Chapter 4

### Consumer Perception and Positioning

# Learning Objectives (1 of 2)

- 4.1** To understand how perception shapes sensory input and subsequent consumer behavior.
- 4.2** To understand the distinction between the sensory absolute and differential thresholds.
- 4.3** To understand why consumers notice some stimuli but not others.
- 4.4** To understand how people organize stimuli.
- 4.5** To understand how consumers use integral and external factors to evaluate products.

# Learning Objectives (2 of 2)

**4.6** To understand the elements of consumer imagery.

**4.7** To understand consumers' perceived risks and how to lower them.

**4.8** To understand the process of positioning and repositioning.

# Perception

## Defined

The process by which individuals select, organize, and interpret stimuli into a meaningful and coherent picture of the world. It can be described as “how we see the world around us.”

# Example: Visual Identity



**Source:** The Kraft Heinz Company

# Learning Objective 4.1

**4.1** To understand how perception shapes sensory input and subsequent consumer behavior.

# Sensation

## Defined

The immediate and direct response of the sensory organs to **stimuli** (units of input to the senses, as captured by the **sensory receptors**).

# Sensory Input

- Sight
- Scent
- Touch
- Sound
- Taste
- Impact on Culture



# Audio Sensory Input

**Table 4.1** Sensory Audio Input and Product Perceptions

Product	Sound and Its Consumer Meaning
Snapple	Consumers perceive the sound of the “pop” as an indicator of product safety. When the company came up with the right snap sound, it was able to eliminate the plastic seal around the bottle’s cap.
VW Jetta	The car door’s “thump” is an indication of quality. The company played and mentioned the door thump in ads for a new model.
Mascara	Consumers perceive the sound and duration of the “click” heard when taking the cover off as indicators of quality.
Eye shadow	A more pronounced “click” heard when opening the compact case symbolizes higher quality.
Tip markers	Consumers like the “screech” because it represents “boldness.”
Tampons	Realizing that women dislike opening tampon packages that omit sound, P & G redesigned the product’s packaging. The plastic’s “crinkle” was carefully balanced and the new adhesive strip makes no sound when opened.
Spray bottle	Method made the nozzle of its spray bottle almost indistinguishable because consumers perceive a quiet nozzle as an indicator of quality.

# Learning Objective 4.2

**4.2** To understand the distinction between the sensory absolute and differential thresholds.

# Discussion Questions (1 of 2)

What is the difference between the absolute threshold and the differential threshold (JND)?

Why do marketers care about sensory adaptation?



## Discussion Question (1 of 2)

How might a cereal manufacturer such as Kellogg's use the j.n.d. for Frosted Flakes in terms of:

- Product decisions
- Packaging decisions
- Advertising decisions
- Sales promotion decisions

# Subliminal Perception

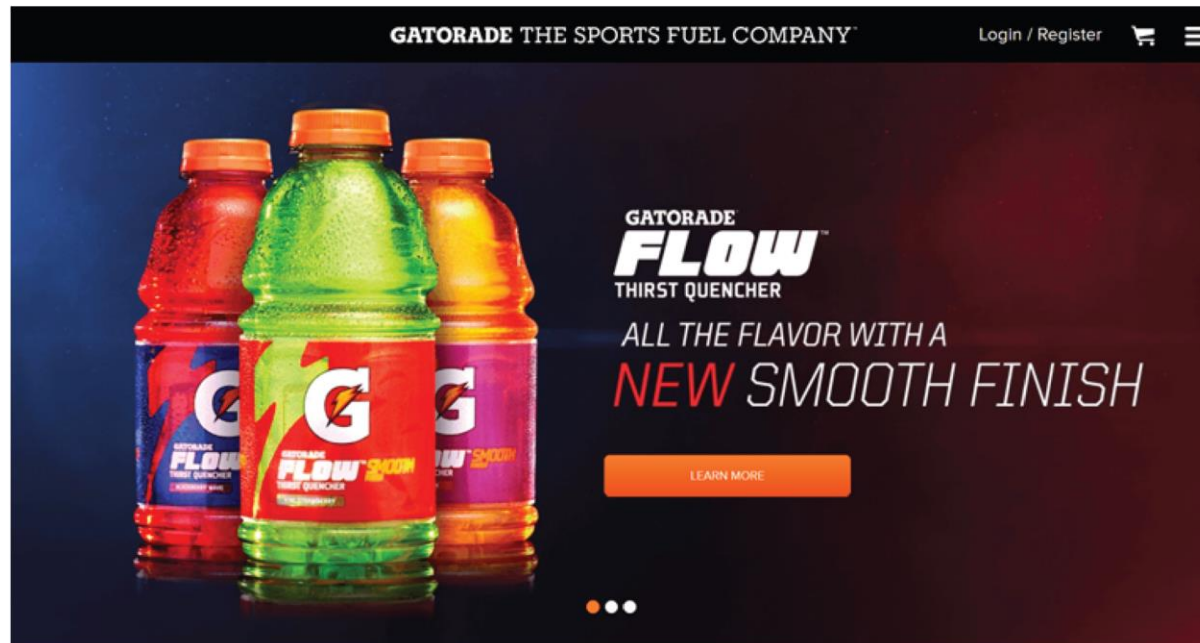
- What is subliminal perception?
- Is it effective?

# Learning Objective 4.3

**4.3** To understand why consumers notice some stimuli but not others.

# The Stimulus

- Contrast
- Shocking or unrealistic images



**Source:** Stokely-Van Camp, Inc.

## Discussion Questions (2 of 2)

- What marketing stimuli do you remember from your day so far?
- Why do you think you selected these stimuli to perceive and remember?



# Perceptions Are Affected by...

- Expectations
- Motives
- Selective Perception
  - Selective Exposure
  - Selective Attention
  - Perceptual Defense
  - Perceptual Blocking

# Learning Objective 4.4

**4.4** To understand how people organize stimuli.

# Perceptual Organization

- Gestalt psychology
- Figure and ground
- Grouping
- Closure



**Source:** Boring, E. (1930). A New Ambiguous Figure. *The American Journal of Psychology*, 42(3), 444-445. doi:10.2307/1415447. From *American Journal of Psychology*. Copyright 1930 by the Board of Trustees of the University of Illinois. Used with permission of the University of Illinois Press.

# Product Placement

## Defined

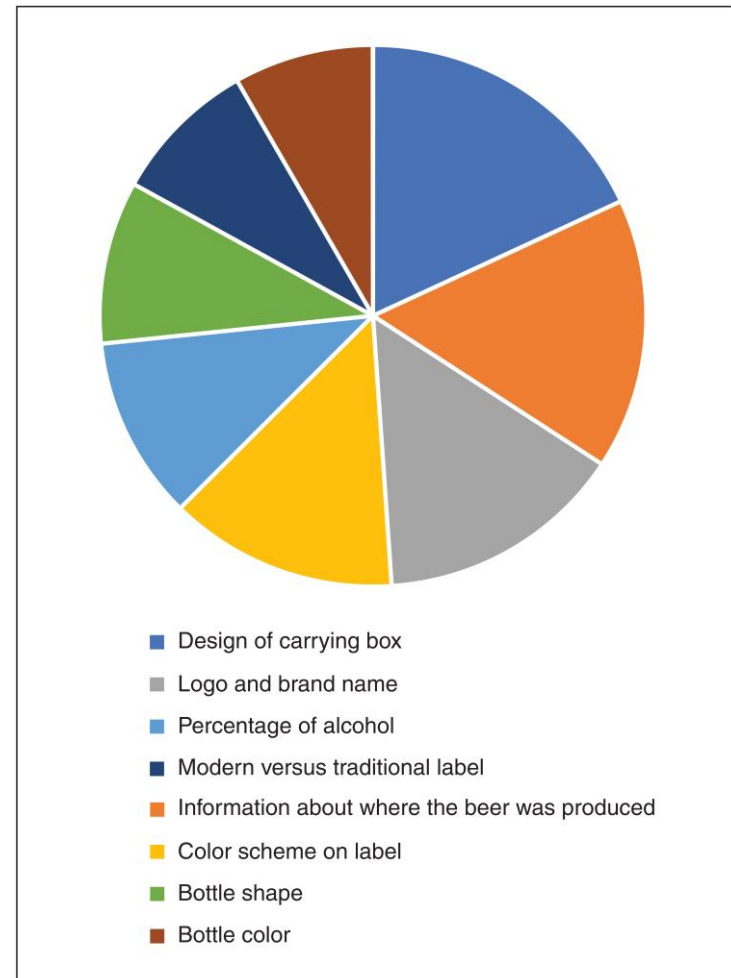
A form of promotion where marketers “disguise” promotional cues by integrating products (i.e., “figures”) into TV shows films, or other entertainment content (i.e., “grounds”) or building entertainment content around products

# Learning Objective 4.5

**4.5** To understand how consumers use integral and external factors to evaluate products.

# Intrinsic and Extrinsic Cues

- Intrinsic – physical characteristics of the product
- Extrinsic – not inherent in the product



# Perceptual Interpretation

- Stereotyping
- Triggers
  - Physical appearance
  - Descriptive terms
  - First impressions
  - Halo Effect

# How Does This Ad Depict Perceptual Interpretation?



**Source:** Mothers Against Drunk Driving (MADD), USA



# Learning Objective 4.6

**4.6** To understand the elements of consumer imagery.

# Perceived Value

- Reference price
- Price-quality relationship
- Positioning
- Image and quality



**Source:** Cumberland Packing Corp.

# Learning Objective 4.7

**4.7** To understand consumers perceived risks and how to lower them.

# Elements of Perceived Risk

**Table 4.2** The Elements of Perceived Risk

Type of Perceived Risk	Definition	Example
Functional risk	Product will not perform as expected.	Can the e-book reader operate a whole day without having to be recharged? Will the electric engine perform as promised?
Physical risk	Product can harm self and others; risk to self and others.	Is organic unpasteurized milk safe to drink? (Many states do not permit unpasteurized milk, but many greenmarkets carry it because it is organic.) The electric car's breaks are excellent.
Financial risk	Product will not be worth its cost.	Will a new and cheaper model of an LED TV monitor become available six months from now? Will I save money on gas if I buy an electric car?
Psychological and social risk	Poor product choice will bruise the consumer's ego.	Will I be embarrassed when my friends see me with a mobile phone that is not a smartphone? If I buy an electric car, I will not be polluting the environment.
Time risk	Time spent in product search may be wasted if the product does not perform as expected.	Will I be forced to compare all the different carriers' calling plans again if I experience a lot of dropped calls with the one I selected? I will save time by not having to buy gas if I but the electric car.

# How Consumers Handle Risk

- Information
- Brand loyalty
- Store image
- Price-quality relationship

## Discussion Question (2 of 2)

Think of a recent purchase that you considered risky. What type(s) of risk was (were) involved? How did you handle the risk? Explain.

# Learning Objective 4.8

**4.8** To understand the process of positioning and repositioning.

# Positioning

## Defined

The process by which a company creates a distinct image and identity for its products, services, or brands in consumers' minds.



# Positioning Process

1. Define the market, buyers and competition.
2. Identify key attributes and research consumers' perceptions
3. Research consumers' perceptions on competing offerings.
4. Determine preferred combination of attributes.
5. Develop positioning concept that communicates attributes as benefits.
6. Create a positioning statement and use it to communicate with the target audiences.

# Umbrella Positioning

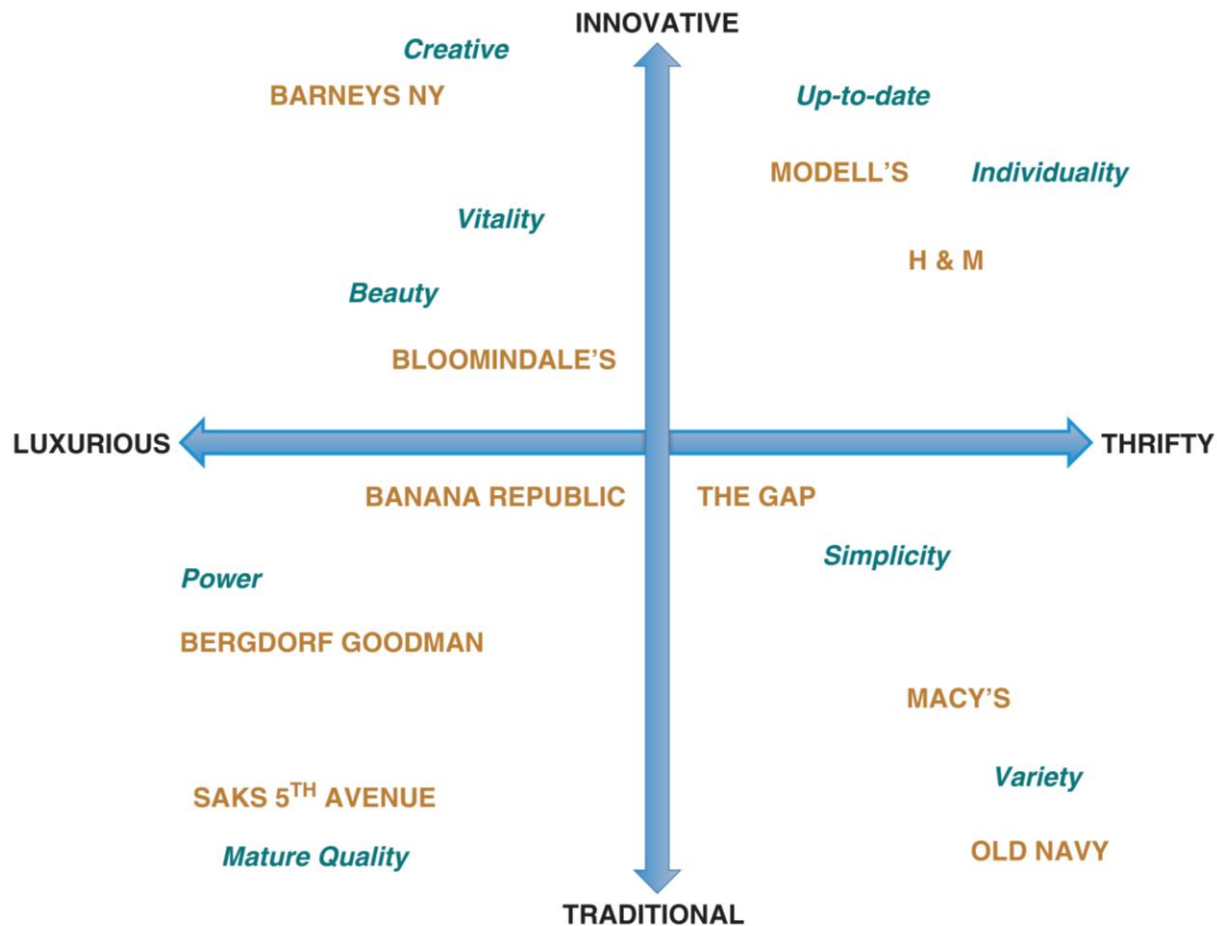


**Source:** Campbell Soup Company

# Other Types of Positioning

- Premier positioning
- Positioning against the competition
- Key attribute
- Un-owned positioning
- Repositioning

# Perceptual Map



# What Type of Positioning is Used?

