

Module 2: Lecture Notes Part I

Overview:

In this module, we will discuss the psychological nucleus of CB. We will explore psychological concepts that impact buying behavior by discussing the internal (psychological) variables that shape the consumer decision process. In addition, we will analyze what motivates customers to purchase one brand or product over another.

Psychological Concepts

Internal influences include perception, emotions, attitudes, and personality. *Self-concept* is the totality of an individual's thoughts and feelings about him- or herself. *Lifestyle* is, quite simply, how one lives, including the products one buys, how one uses them, what one thinks about them, and how one feels about them. These are important constructs that guide us as consumers through the buying decision process.

Connecting Learning and Perception

The awareness and interpretation of reality by a consumer can be referred to as perception. One's subjective reality is primarily represented by perception. Consumers are exposed to stimuli, focus on them, and try to understand them during the perceptual process. Exposure is the process of getting a stimulus close enough to a consumer so that it can be perceived by one of the five senses of the human body. The deliberate application of cognitive power to the task of analyzing a stimulus is known as attention. People respond to stimuli selectively depending on the situation, the individual, and the stimulus. The stimulus's physical attributes, such as contrast, size, intensity, attractiveness, color, movement, position, isolation, format, and information volume, are known as stimulus factors. Individual traits, such as drive and aptitude, are referred to as individual factors. Other environmental cues besides the primary stimulus and transient personality traits brought on by the environment are examples of situational influences. Situational elements that are of relevance to marketers include clutter and program engagement. In today's busy environment, marketers may make better use of all these aspects to create stimuli that draw customer attention.

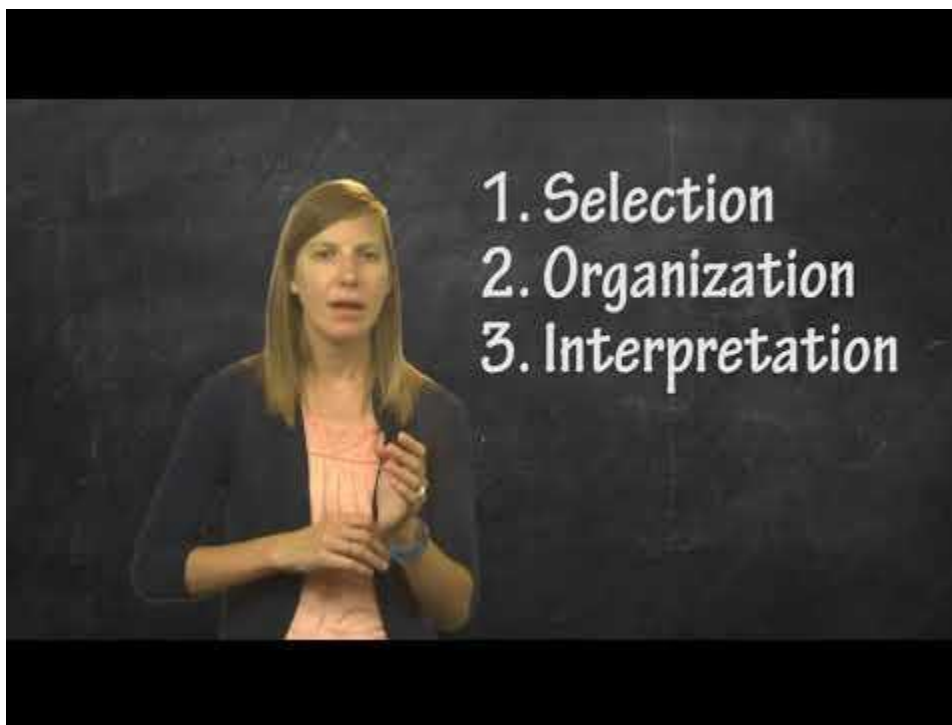
When a consumer tries to make sense of the information they have received, this is interpretation. Interpretation frequently takes on a relative and subjective rather than an objective nature. Cognitive and affective interpretation are two general types. It appears that cognitive interpretation entails a procedure wherein fresh stimuli are categorized into pre-existing meanings. The emotional or mental response brought on by the stimuli is known as affective interpretation.

Consumer inferences are frequently used during interpretation. Beyond what is expressly stated or shown, inferences explain how consumers use quality signals (e.g., a higher price indicates a

higher quality), evaluate visual cues, and deal with missing information. Additionally, inferences aid in the explanation of how even when marketing statements are literally truthful, customers can nevertheless be duped by them.

The main drivers of interpretation are personal characteristics, acquired knowledge, and expectations that are stimulated by the stimulus and constrained by the environment. It's important to consider stimulus properties. These guidelines can be used by marketers to create powerful communication plans. Three steps make up the perceptual process: perceiving some stimuli by our five senses; organizing the information from these senses; and responding because of this organization.

The following video describes the perception process:



A subliminal message is one that is delivered so quickly, softly, or is covered up by other messages that the recipient is not aware that they are hearing or seeing it. Although they have attracted a lot of attention, subliminal messages are typically not believed to have a significant impact on brand preference or other facets of consumer behavior.

How can we use the concepts of perception within our marketing strategies?

Marketing professionals use their understanding of perception to improve their plans in a variety of fields, including as retailing, branding, advertising, and packaging. Issues with store and shelf placement are significant perception-influencing factors in the retail industry. The choice of proper brand names, extensions, and logos can have a significant impact on perception in branding. Factors that increase visibility and attention have a significant impact on

media selection and advertising methods. Products' packaging has a practical purpose, but it also has perceptual value because it can draw customers' attention and affect how they perceive a brand.