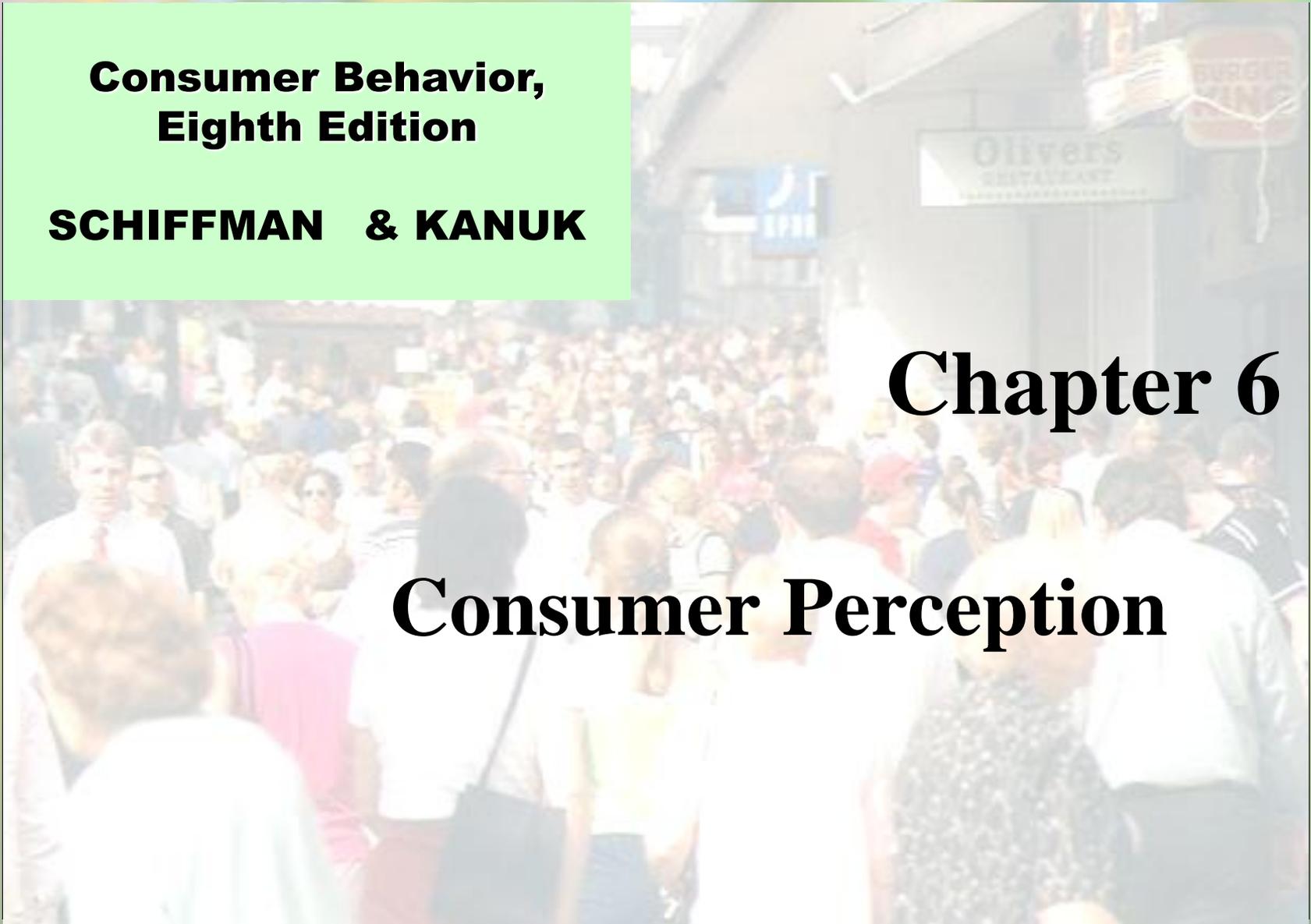


**Consumer Behavior,
Eighth Edition**

SCHIFFMAN & KANUK



Chapter 6

Consumer Perception

Perception

- The process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world
- How we see the world around us

Elements of Perception

- Sensation
- Absolute threshold
- Differential threshold
- Subliminal perception

Sensation

The immediate and direct response of the sensory organs to stimuli.

A perfectly unchanging environment provides little to no sensation at all!

Figure 6.1 Increased Sensory Input



*On your own, you can see Australia.
But if you'd also like to use your other four senses,
you'll have to go with us.*



Only with Globus can you truly experience all that Australia has to offer. We take you beyond the expected, touching each of your five senses with our vacations. Our Tour Directors and hosts will give you a deeper understanding of the history and wonders of the land Down Under, so your vacation will be more rewarding and enriching.

To find out more about Globus escorted and independent vacations to Australia and the South Pacific, or any of our 150 worldwide vacations, call your preferred travel agent, visit globusjourneys.com, or call toll-free 1-866-285-9119.

CALL FOR A FREE
GLOBUS VACATION
BROCHURE

2 FREE DAYS
AND \$100 OFF
AIRFARE
*in U.S. when you book
"Down Under Discovery"
or "South Pacific Sampler"
2005 vacation from
August 14-November 30, 2002.
Some restrictions apply.



Weber's Law

A theory concerning the perceived differentiation between similar stimuli of varying intensities (i.e., the stronger the initial stimulus, the greater the additional intensity needed for the second stimulus to be perceived as different).

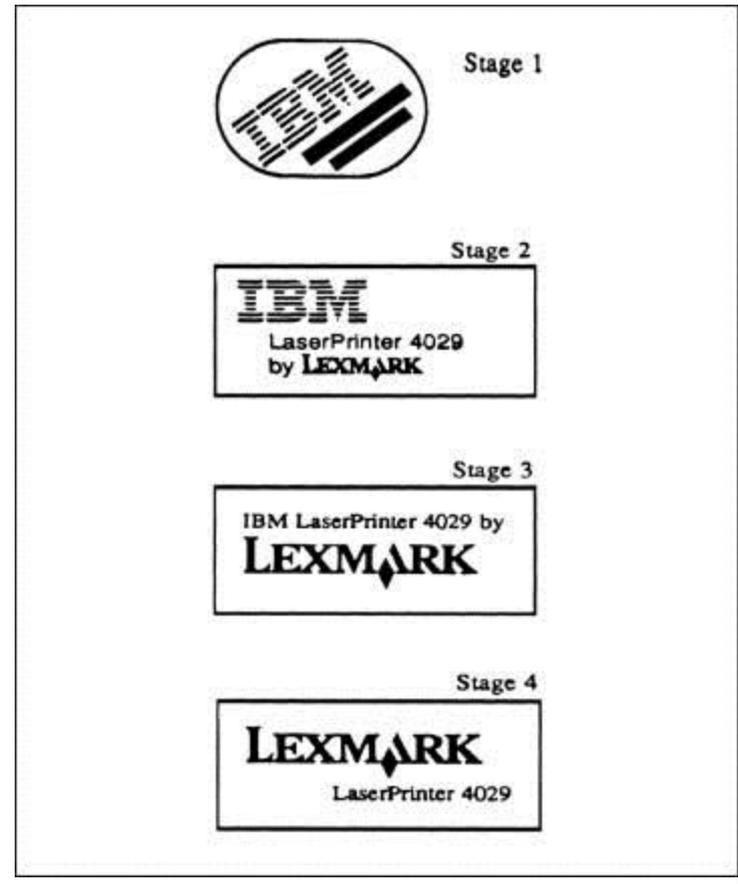
Marketing Applications of the JND (just noticeable difference)

- Need to determine the relevant j.n.d. for their products
 - so that negative changes are not readily discernible to the public
 - so that product improvements are very apparent to consumers

Figure 6.2 Betty Crocker Changes Fall Below the J.N.D.



Figure 6.3 Gradual Changes in Brand Name Fall Below the J.N.D. (Just Noticeable Difference)



Subliminal Perception

Perception of very weak or rapid stimuli received below the level of conscious awareness.



Subliminal Perception

- 1957: Drive-In Movie Theater
- 1974: Publication of Subliminal Seduction
- 1990s: Allegations against Disney



Is Subliminal Persuasion Effective?

- Extensive research has shown no evidence that subliminal advertising can cause behavior changes
- Some evidence that subliminal stimuli may influence affective reactions





Subliminal Perception



Figure 6.5 Subliminal Embedding



PEOPLE HAVE BEEN TRYING TO FIND THE BREASTS IN THESE ICE CUBES SINCE 1957.

The advertising industry is sometimes charged with sneaking seductive little pictures into ads.

Supposedly, these pictures can get you to buy a product without your even seeing them.

Consider the photograph above. According to some people, there's a pair of female breasts

hidden in the patterns of light refracted by the ice cubes.

Well, if you really searched you probably could see the breasts. For that matter, you could also see Millard Fillmore, a stuffed pork chop and a 1946 Dodge.

The point is that so-called "subliminal advertising" simply

doesn't exist. Overactive imaginations, however, most certainly do.

So if anyone claims to see breasts in that drink up there, they aren't in the ice cubes.

They're in the eye of the beholder.

ADVERTISING

ANOTHER WORD FOR FREEDOM OF CHOICE.

American Association of Advertising Agencies

Aspects of Perception

Selection

Organization

Interpretation

Perceptual Selection

- Depends on two major factors
 - Consumers' previous experience
 - Consumers' motives



Figure 6.7 The Unexpected Attracts Attention

Principles of Perceptual Organization

- Figure and ground
- Grouping
- Closure



Influences of Perceptual Distortion

- Physical Appearances
 - Stereotypes
 - First Impressions
- Jumping to Conclusions
 - Halo Effect

Figure 6.10 Ads Depicting Stereotypes

AKTEO
DESIGN JC MARESCHAL

the best gift...

gardener

fireman

police man

plumber

financial

anytime!

architect

AKTEO.COM

The advertisement features six watches with unique faces. The largest watch, labeled 'gardener', has a green leather strap and a dial with a sun, flowers, and a watering can. The 'fireman' watch has a black dial with a fire truck. The 'police man' watch has a white dial with a police car. The 'plumber' watch has a silver dial with a wrench and pipe. The 'financial' watch has a dark dial with a calculator and coins. The 'architect' watch has a white dial with a drafting compass and ruler. The text 'anytime!' is written in red at the bottom, and 'AKTEO.COM' is at the very bottom.

Issues In Consumer Imagery

- Product Positioning and Repositioning
- Positioning of Services
- Perceived Price
- Perceived Quality
- Retail Store Image
- Manufacturer Image
- Perceived Risk

WWW.NOVASOL.COM



AS WE AGE SOME OF US MAINTAIN OUR POSTURE BETTER THAN OTHERS.

Look for the
Nowasol leaf[®]
on the label of your
dietary supplement.



Today, we know that taking a calcium supplement may reduce the risk of developing osteoporosis. Soy isoflavones may also help maintain bone health.

Now there's a natural solution for those concerned about their posture: Nowasol[®] soy isoflavone concentrate, an ingredient in dietary supplements.

To maintain your natural posture, make sure your calcium supplement contains Nowasol. For more information on supplements containing Nowasol soy isoflavones, visit our Web site or call 1-877-NOVASOL.

NOVASOL + CALCIUM = A COMBINATION YOU CAN COUNT ON.

Some of the claims herein have not been evaluated by the Food and Drug Administration. The product is not intended to diagnose, treat, cure, or prevent any disease or condition. ©2004

Figure 6.12 Using Imagery

Positioning

Establishing a specific image for a brand in relation to competing brands.

comfortable

Figure 6.13 Repositioning



RED BATH & BEYOND


Berkshire Blanket
Premium Quality
www.berkshireblanket.com

Positioning Techniques

- **Umbrella Positioning**
- **Positioning Against Competition**
- **Positioning Based on a Specific Benefit**
- **Conveying a Product Benefit**
- **Taking an Unowned Position**
- **Positioning for Several Positions**
- **Repositioning**

Apple's 1984 Ad Positions Against the Competition



Click icon to reach ad

Perceptual Mapping

A research technique that enables marketers to plot graphically consumers' perceptions concerning product attributes of specific brands.

Figure 6.14 Perceptual Mapping

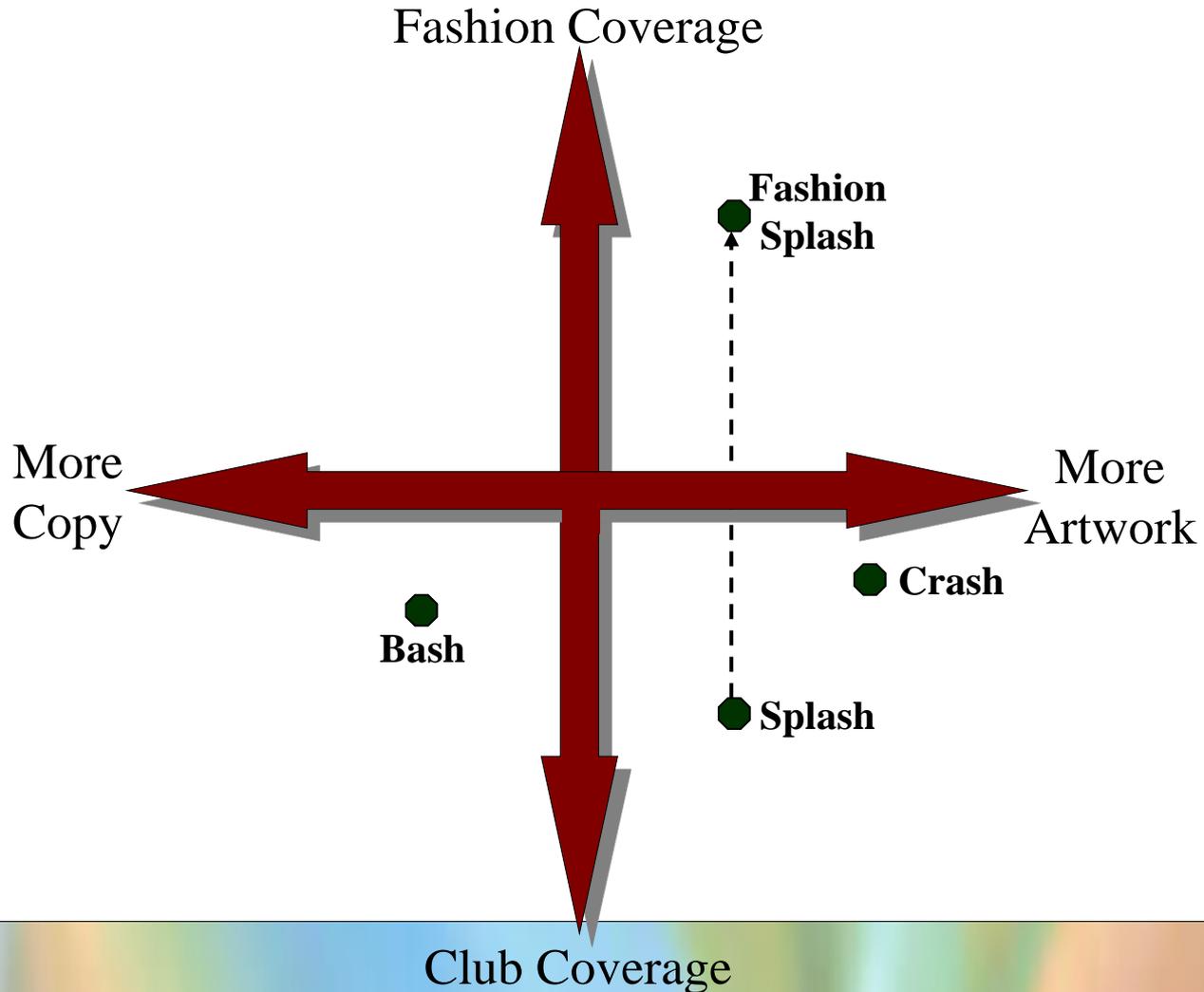


Table 6.2 Pricing Strategies Focused on Perceived Value

- Satisfaction-based Pricing
- Relationship Pricing
- Efficiency Pricing

Issues in Perceived Price

- Reference prices
 - Internal
 - External
- Tensile and objective price claims

20% to 70% Off!

Was \$199
Now \$99



Acquisition-Transaction Utility

- **Acquisition utility** represents the consumer's perceived economic gain or loss associated with the purchase
- **Transaction utility** concerns the perceived pleasure or displeasure associated with the financial aspect of the purchase
- **Function of product utility and purchase price**
- **Determined by the difference between the internal reference price and the purchase price**

Tensile and Objective Price Claims

- Evaluations least favorable for ads stating the minimum discount level
- Ads stating maximum discount levels are better than stating a range



Sale 10% or more

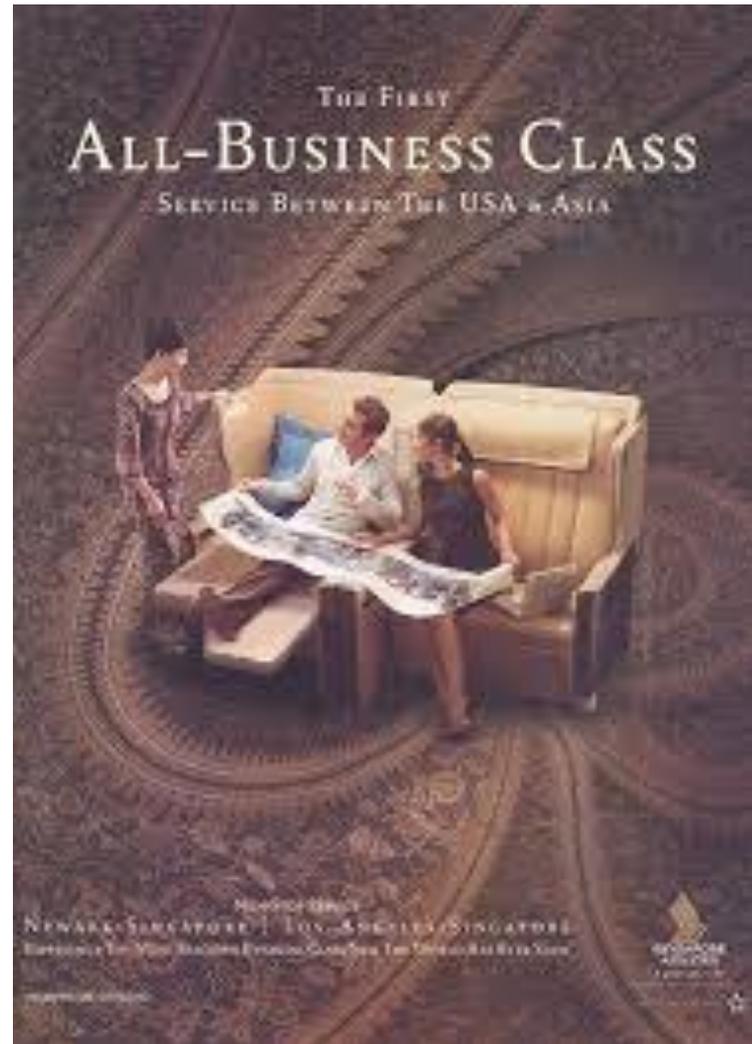


Sale up to 50%

Perceived Quality

- Perceived Quality of Products
 - Intrinsic vs. Extrinsic Cues
- Perceived Quality of Services
- Price/Quality Relationship

How can this ad affect the service's perceived quality?



Characteristics of Services

- **Intangible**
- **Variable**
- **Perishable**
- **Simultaneously Produced and Consumed**

Table 6.3 SERVQUAL Dimensions for Measuring Service Quality

DIMENSION	DESCRIPTION
•Tangibles	Appearance of physical facilities, equipment, personnel, and communication materials
•Reliability	Ability to perform the promised service dependably and accurately
•Responsiveness	Willingness to help customers and provide prompt service
•Assurance	Knowledge and courtesy of employees and their ability to convey trust and confidence
•Empathy	Caring, individualized attention the firm provides its customers

Figure 6.15

Ad

Emphasizing

Tangible

Cues

"Guest expectations were met or exceeded more often at Country Inns & Suites By Carlson® than at any other mid-price hotel,"

-2001 Market Metrix Hotel Index (MMHI)

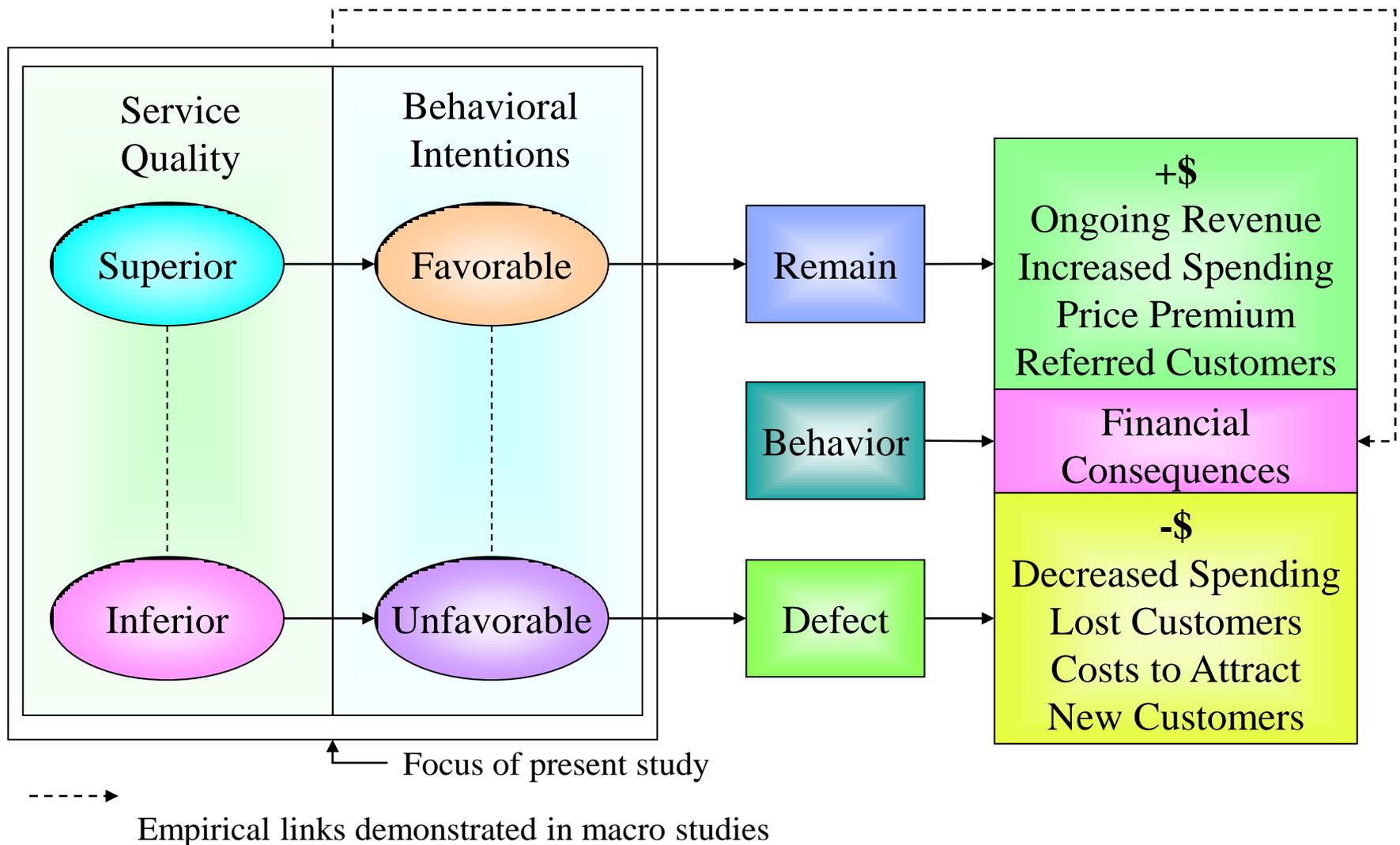


A recent Market Metrix consumer survey awarded Country Inns & Suites the highest rating for providing a comfortable, relaxing and secure environment. They also rated us best in guest satisfaction among all mid-price hotels. But at the end of the day, it's not about awards or ratings. It's about you. So discover for yourself our special brand of country hospitality at over 200 locations worldwide. 800-456-4000 www.countryinns.com



"A nice way to start your day."

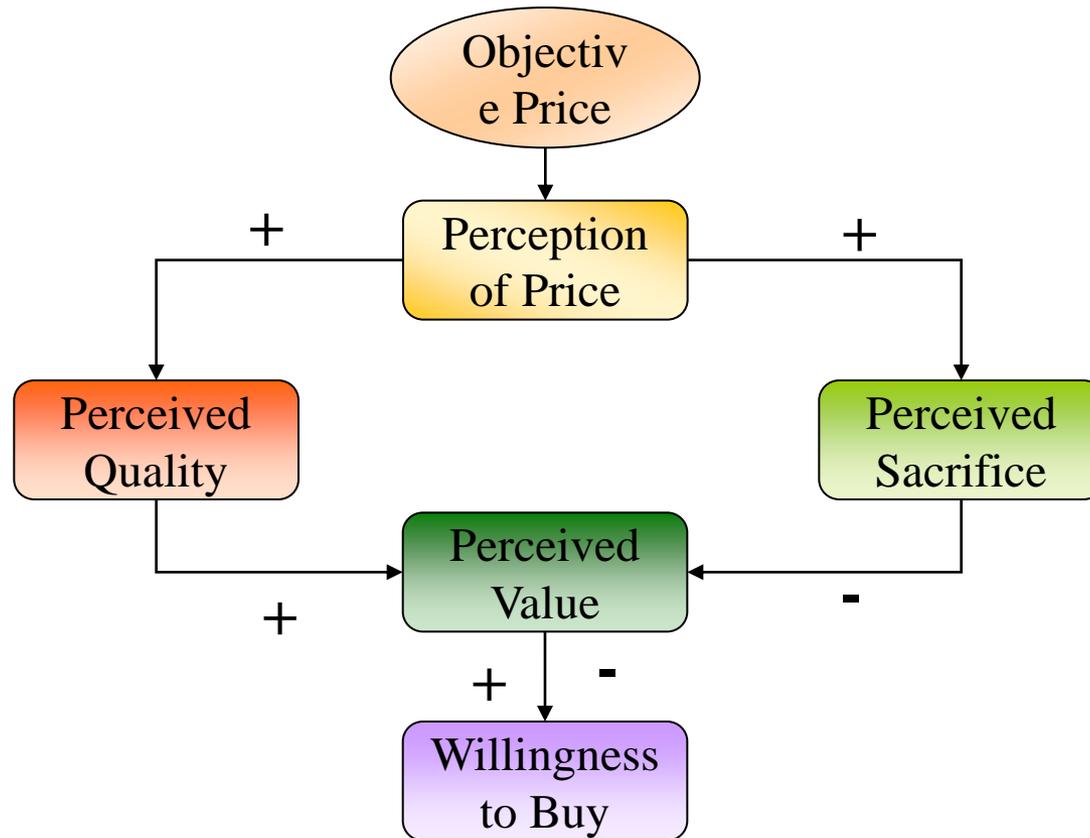
Figure 6.16 Conceptual Model of the Consequences of Service Quality



Price/Quality Relationship

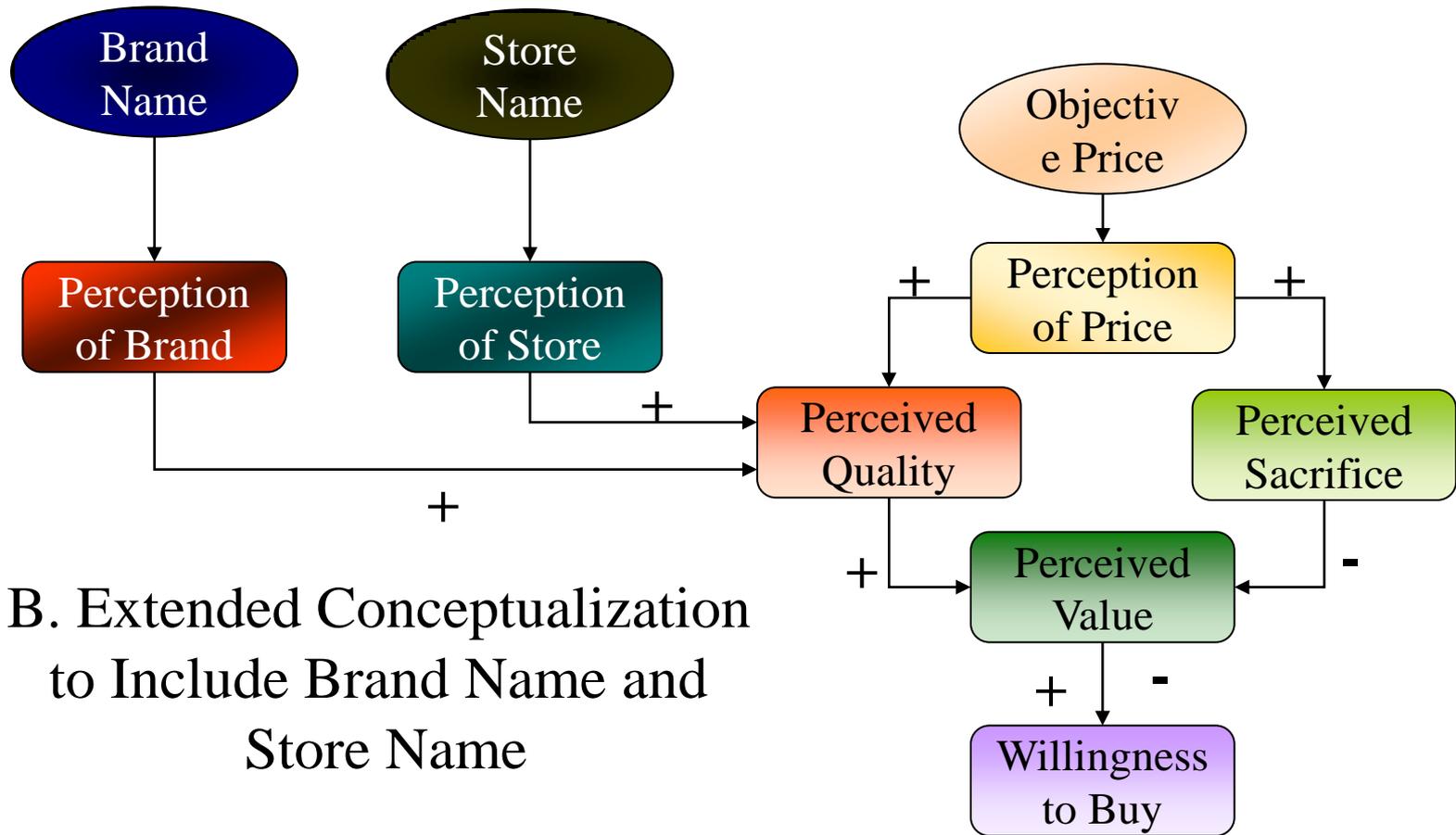
The perception of price as an indicator of product quality (e.g., the higher the price, the higher the perceived quality of the product).

Figure 6.17 Conceptual Model of the Effects of Price, Brand Name, and Store Name on Perceived Value



A. Conceptual Relationship of Price Effect

Figure 6.17 continued



B. Extended Conceptualization to Include Brand Name and Store Name

Perceived Risk

The degree of uncertainty perceived by the consumer as to the consequences (outcome) of a specific purchase decision.

Types

- Functional Risk
- Physical Risk
- Financial Risk
- Psychological Risk
- Time Risk

How Consumers Handle Risk

- Seek Information
- Stay Brand Loyal
- Select by Brand Image
- Rely on Store Image
- Buy the Most Expensive Model
- Seek Reassurance

Pengumuman

- Kamis, 7 April 2016 tidak ada perkuliahan perilaku konsumen
- Kuliah pengganti, Jumat, 8 April 2016, jam 10,30-selesai (setelah kuliah MBI)

- KP Perilaku Konsumen untuk 5 Mei → 19 Mei jam 11:00-13.30