

Consumer Behaviour
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Lecture - 24
Consumer Perception, Risk and Imagery

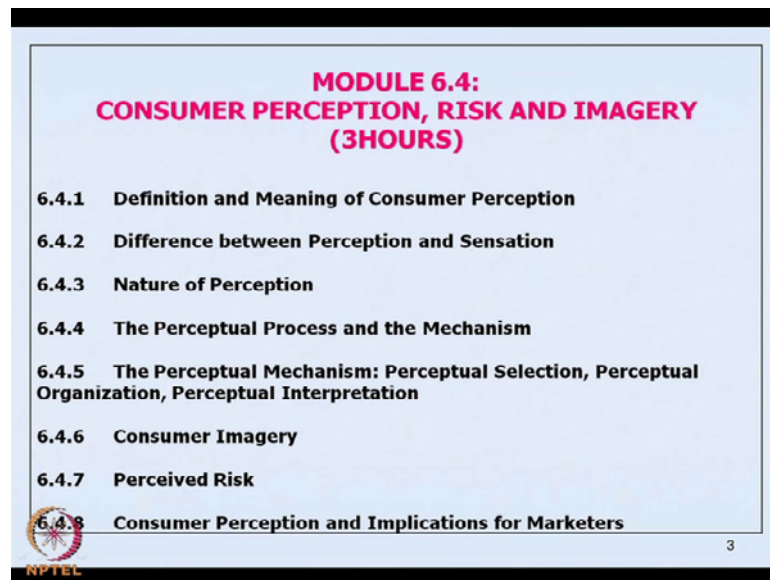
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MODULE 6:	
PSYCHOLOGICAL INFLUENCES ON CONSUMER	
DECISION MAKING (19 hours)	
6.1	Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement
6.2	Consumer Learning
6.3	Personality, Self-concept and Self-image
6.4	Consumer Perception, Risk and Imagery
6.5	Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change
6.6	Consumer Communication

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Continuing with our module on psychological influences on consumer decision making, we shall today be moving to module six point four, where we shall be talking about consumer perception, risk and imagery.

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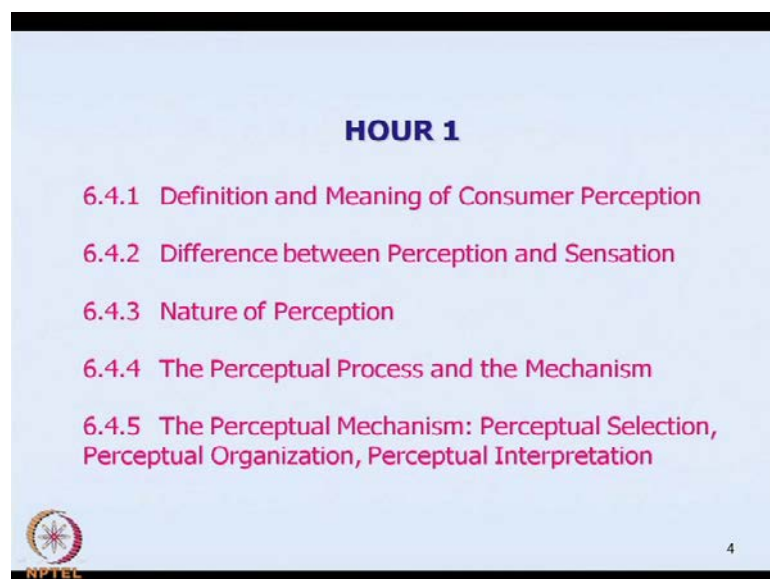
MODULE 6.4:
CONSUMER PERCEPTION, RISK AND IMAGERY
(3HOURS)

- 6.4.1 Definition and Meaning of Consumer Perception
- 6.4.2 Difference between Perception and Sensation
- 6.4.3 Nature of Perception
- 6.4.4 The Perceptual Process and the Mechanism
- 6.4.5 The Perceptual Mechanism: Perceptual Selection, Perceptual Organization, Perceptual Interpretation
- 6.4.6 Consumer Imagery
- 6.4.7 Perceived Risk
- 6.4.8 Consumer Perception and Implications for Marketers

NPTEL 3

In this particular module six point four, we shall be speaking about definition and meaning of consumer perception, the difference between perception and sensation, the nature of perception, the perceptual process and the mechanism, the perceptual mechanism in terms of perceptual selection or perceptual organization and perceptual interpretation, consumer imagery, perceived risk and consumer perception and implications for the marketers. We shall be completing this module in total of three hours.

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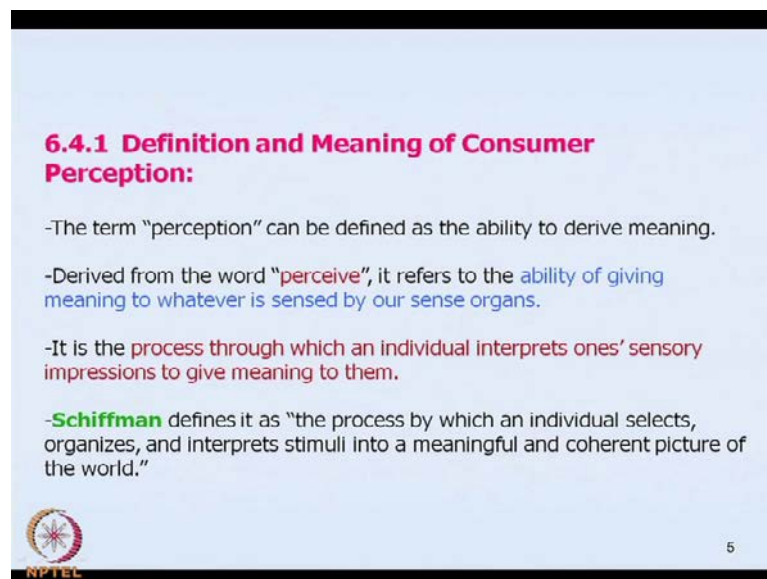
HOURL 1

- 6.4.1 Definition and Meaning of Consumer Perception
- 6.4.2 Difference between Perception and Sensation
- 6.4.3 Nature of Perception
- 6.4.4 The Perceptual Process and the Mechanism
- 6.4.5 The Perceptual Mechanism: Perceptual Selection, Perceptual Organization, Perceptual Interpretation

NPTEL 4


In today's session, we shall be talking about the definition and meaning of consumer perception and the difference between perception and sensation, the nature of perception, the perceptual process and mechanism. And we shall be talking about the perceptual mechanism, where we will speak of selection, organization, interpretation, as three different processes. But for today's class we will confine ourselves to perceptual selection. Perceptual organization and perceptual interpretation, we shall be doing in the next session or in the next classes.

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6.4.1 Definition and Meaning of Consumer Perception:

- The term "perception" can be defined as the ability to derive meaning.
- Derived from the word "perceive", it refers to the ability of giving meaning to whatever is sensed by our sense organs.
- It is the process through which an individual interprets ones' sensory impressions to give meaning to them.
- Schiffman** defines it as "the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world."

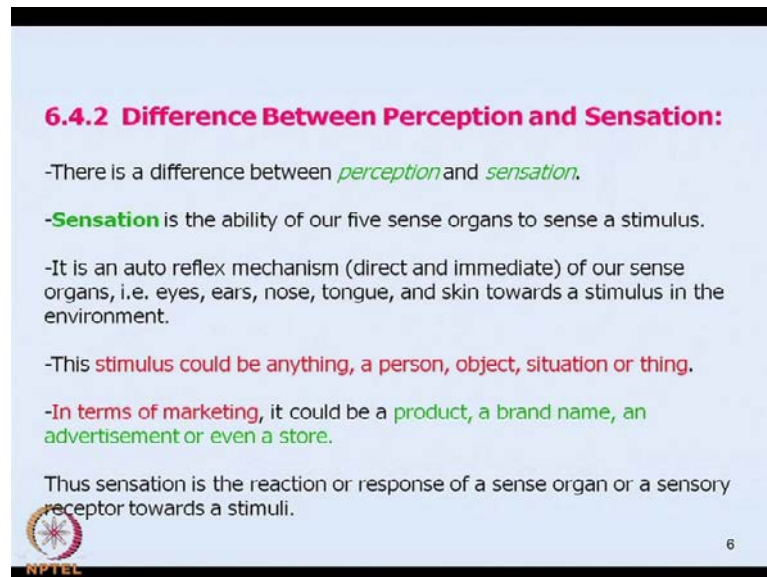
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So, starting with consumer perception; the term "perception" has been variedly defined. But it actually relates to ability. It is one's ability to derive meaning. So, it is actually derived from the word "perceive", which means the ability to give meaning to whatever has been sensed by our sense organs, to whatever whatever these stimuli has been received by the sensory organs to give meaning the to the stimuli is what the perception is. It is the percept; it is the process by which individual interprets one's sensory impressions to give meaning to them. So, whatever impressions or whatever stimuli is derived is actually tentative by our by our sense organs. The meaning to that interpretation to it is, actually provided by what we call as perception.

Schiffman defines perception as "the process by which individuals organize; they select, organize and interpret stimuli into a meaningful and coherent picture of the world". So, we have Schiffman, who says that is this is the process how individuals the individual

select a stimuli, organize and interpret them and in order to provide a meaningful picture and coherent picture of the world around them. So, this is what we mean by perception. But we... It is important actually here to differentiate between a sensation and perception.

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6.4.2 Difference Between Perception and Sensation:

- There is a difference between *perception* and *sensation*.
- Sensation** is the ability of our five sense organs to sense a stimulus.
- It is an auto reflex mechanism (direct and immediate) of our sense organs, i.e. eyes, ears, nose, tongue, and skin towards a stimulus in the environment.
- This **stimulus could be anything, a person, object, situation or thing.**
- In terms of marketing**, it could be a **product, a brand name, an advertisement or even a store.**

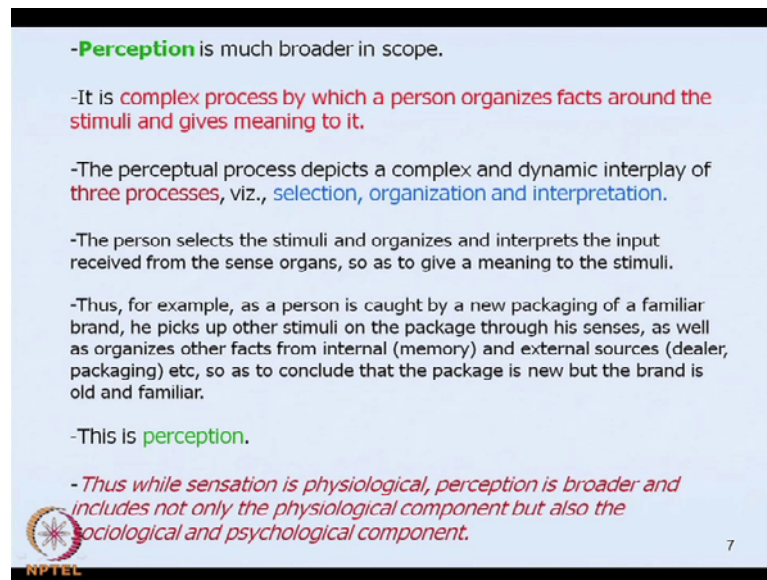
Thus sensation is the reaction or response of a sense organ or a sensory receptor towards a stimuli.

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What is a sensation and what is perception? Now, the sensation is actually the ability of our five sense organs to actually sense a stimulus. So, whenever anything, you know, it gets sensed by our five sense organs, it actually restricts itself to within the purview of what we call as sensation. It is an auto reflex mechanism, which is very direct, very immediate of five sense organs be it eyes, ears, nose, tongue and skin, towards any stimulus in the environment. So, it is an auto reflexive auto reflexive mechanism; a very direct and immediate, you know sense, some senses by our sense organs towards a particular stimulus in the environment.

Now in terms of marketing, you know the stimulus here could be a product or brand name or advertisement or even a store. Other general terms of stimulus is anything; an object, a person or a product or a situation or a thing. But specific to marketing, when we talk of a stimulus we are actually talking of a product, a brand, a store or an advertisement. So, a sensory reaction or a response to sensory receptor is actually in the form of what we call as perception.

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-**Perception** is much broader in scope.

-It is **complex process by which a person organizes facts around the stimuli and gives meaning to it.**


-The perceptual process depicts a complex and dynamic interplay of **three processes**, viz., **selection, organization and interpretation.**

-The person selects the stimuli and organizes and interprets the input received from the sense organs, so as to give a meaning to the stimuli.

-Thus, for example, as a person is caught by a new packaging of a familiar brand, he picks up other stimuli on the package through his senses, as well as organizes other facts from internal (memory) and external sources (dealer, packaging) etc, so as to conclude that the package is new but the brand is old and familiar.

-This is **perception.**

- *Thus while sensation is physiological, perception is broader and includes not only the physiological component but also the sociological and psychological component.*



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So, sensation is the reaction or response of the sense organ and to give meaning to it actually is perception. As I said, where we just said a perception is giving meaning to the sensory impressions which have been obtained from the environment. So, perception is much broader in scope, it is much more wider in scope. It is a complex process by which people organize facts around the stimuli and give them meaning. Now, when we talk of a perception, we actually speak in terms of three components in the perceptual process. We speak of them as the complex and dynamic interplay of these three processes, which is sensation, organization and interpretation; so which is selection, organization and interpretation.

So, whatever is sensed by our sense organs, some of it is selected in the part of a stimuli. It is organized in view of or in through a wider picture in the form of other vital clues around it. And it is interpreted by our by the brain. So, this entire process is referred to as perception. So, while perception sensation restricts itself to obtaining sensory impressions via our sense organs from the environment, perception is much broader. It is a process by which people organize facts around the stimuli and give meaning to it. It involves... the complex processes and the dynamic interplay between these complex interpreters of sensation, sorry, of selection organization and interpretation.

So, a person selects a stimuli, he organizes, you know and interprets the stimuli; so as to give meaning to it. For example, if a person is certainly caught unawares by a new

packaging of a familiar brand, he picks up the stimuli on the package through his senses, as well as he organizes other facts from his memory and from other external sources like the dealer or the advertisement or the packaging, so as to conclude that the packaging is new, but the brand name is old and familiar. So, this is what is perception? So, sensation is more of a physiological process, so but the perception is much broader, much wider, which does not only include these physiological processes, but also includes the impact of sociological and psychological components.

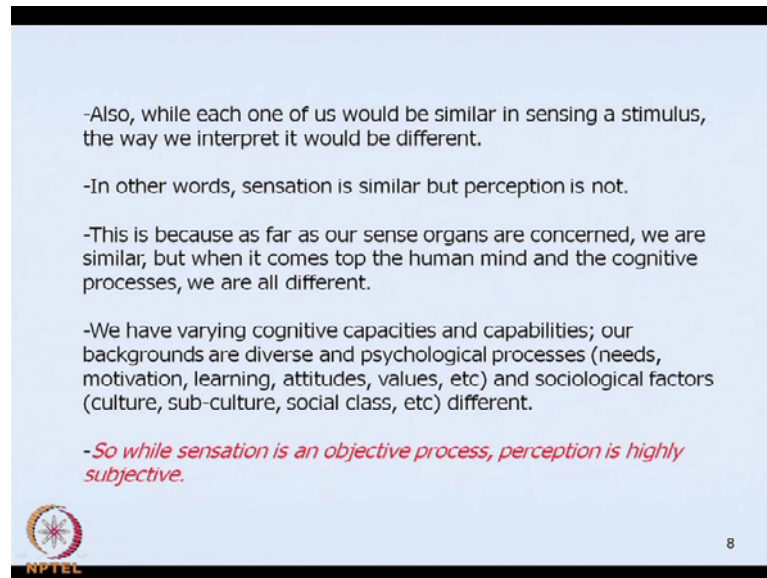
So, when we talk about perception, we are actually discussing the complex mechanism or the dynamic interplay between a selection, organization and interpretation. Sensation is physiological in nature depending upon our five sense organs. But perception is much broader, much wider, much complex; because apart from the physiological component, it also has sociological and psychological components, which impact the manner in which the meaning is given to a sensory impression.

Stimuli, as we said it could be in the form of a product or a brand or a store or an advertisement or a packaging. Any and all of these could act as stimuli. A many more stimuli which we would find in the marketing environment, but these are just to mention a few.

So, let us take just a recent, a very recent example. You know, “Surf” has come up with new brand. “Surf excel blue” has now become “Surf easy wash”. So, though if the person goes to the store and finds the new package, a change in the package of the Surf detergent which is no longer “Excel blue”, but it is a “Easy wash”, he or she... Sensory impressions would immediately notice a change in stimuli in terms of the packaging and he or she will feel that there are certain change certain change in the packaging itself. He would relate it to his existing; you know database or existing knowledge in his memory, which is more to do with internal. He could also relate it to the, you know, external external pieces of information or the external sources that he has in the form of the advertisement or the package itself or the point to purchase stimuli or the hoardings or the banners in the store itself. And he would conclude that the package is different the, while the, and the brand name is changed, while the product itself is the same or he would notice the change that the “Surf excel blue” has become “Surf easy wash”.

So, a person is caught suddenly by changes in the environment and he suddenly identifies the changes and he concludes that there is a change. So, all this is actually the meaning to it, the interpretation to it; is all provided by what we call as perception.

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-Also, while each one of us would be similar in sensing a stimulus, the way we interpret it would be different.

-In other words, sensation is similar but perception is not.

-This is because as far as our sense organs are concerned, we are similar, but when it comes to the human mind and the cognitive processes, we are all different.

-We have varying cognitive capacities and capabilities; our backgrounds are diverse and psychological processes (needs, motivation, learning, attitudes, values, etc) and sociological factors (culture, sub-culture, social class, etc) different.

-So while sensation is an objective process, perception is highly subjective.



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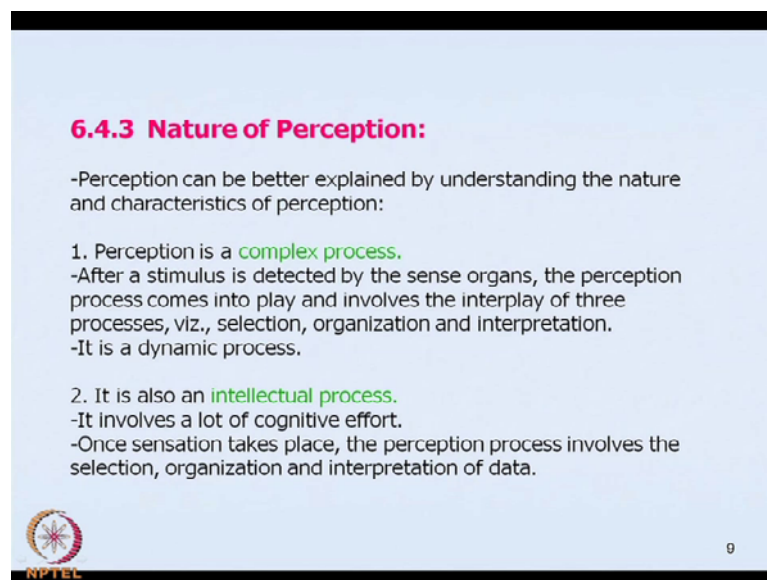
Now moving beyond, if you see that we... Our sense organs are similar; we, as human beings all of us have, you know our eyes, ears, nose, tongue and skin. We are similar as far as our sense organs are concerned. So are, we will also be very similar in sensing our stimuli. But the way we are going to process it and the way we are going to organize fact and the way we are going to interpret the stimuli is going to be very very different. So, while “sensation” is something which is similar across all people, “perception” is something which is different, which is unique.

So, this is because while our sense organs are similar and you know we are same... as far as our sense organs are considered, we are similar, but when it comes to our psychological setup or the sociological setup or when comes to a human mind and the cognitive processes, we are all very different. We have different cognitive capacities and capabilities. We come from different backgrounds with different sociological influences, different psychological processes, be it you know either in terms. So, so because we are different in terms of cognition, in terms of cognitive abilities and capacities, in terms of psychological influences like motivation, needs, personality, learning, attitude, etcetera,

and also in case of sociological forces and factors like family or culture, sub-culture, social class; because of such differences our perception is also going to get impacted.


So, while sense organs are same and we are similar, we have, we may have the same sensation, but the manner in which we will interpret the stimuli will be very different. One: because of our cognitive capacities and capabilities; two: because of the psychological influences and three: because of psychological factors which have an impact on the perceptual processes. So, while sensation is an objective process, perception is something which will be highly subjective. It will vary from person to person. It will be unique and the people will think differently and the people will interpret things very differently.

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6.4.3 Nature of Perception:

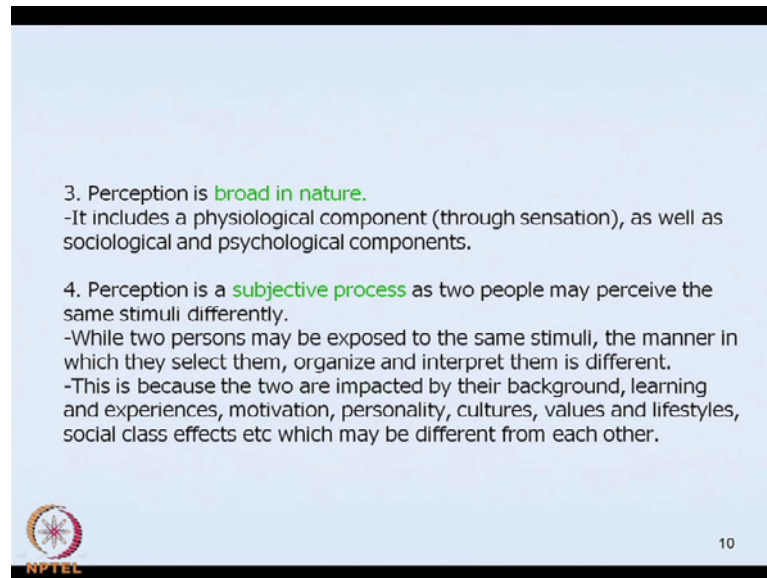
- Perception can be better explained by understanding the nature and characteristics of perception:
- 1. Perception is a **complex process**.
 - After a stimulus is detected by the sense organs, the perception process comes into play and involves the interplay of three processes, viz., selection, organization and interpretation.
 - It is a dynamic process.
- 2. It is also an **intellectual process**.
 - It involves a lot of cognitive effort.
 - Once sensation takes place, the perception process involves the selection, organization and interpretation of data.

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Now, let us come to discussing the nature of perception. So we can be basically in a better position to understand what perception is, and specially we will be able to understand the perceptual mechanism well if you first have a proper understanding of the nature of perception. First is perception is a very complex process. Stimuli is detect by the sense organs; the perceptual mechanism comes into play, the perceptual processes come into play. So, there is a complex and dynamic interplay between the three processes which is selection, organization and interpretation. It is a very dynamic process continuingly interacting process. And finally, interpretation of the stimuli takes place and meaning is given to our sensory impressions.


So, perceptual is a very very complex process. It is also an intellectual process. It is very cognitive in nature. As we just said, much of the perceptions depend upon our cognitive abilities and our cognitive capacities. Also, once selection sensation takes place, the perceptual process involves organization of data, it involves interpretation of datas. So, it is the process which is very very intellectual in nature.

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3. Perception is **broad in nature**.
-It includes a physiological component (through sensation), as well as sociological and psychological components.

4. Perception is a **subjective process** as two people may perceive the same stimuli differently.
-While two persons may be exposed to the same stimuli, the manner in which they select them, organize and interpret them is different.
-This is because the two are impacted by their background, learning and experiences, motivation, personality, cultures, values and lifestyles, social class effects etc which may be different from each other.

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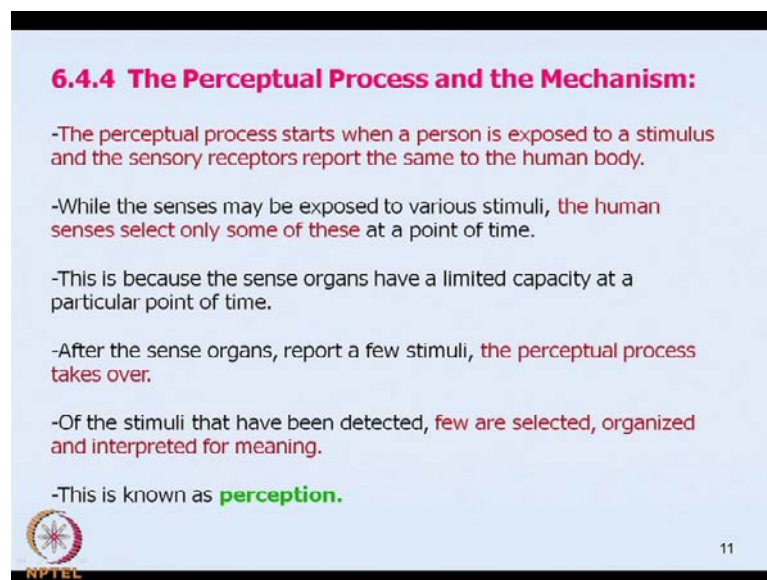
It is much broader, while, you know we see that sensation includes just the physiological component. And you know that the perception includes not only the physiological component, but it also includes others components in the form of the sociological component and the psychological component; so something which is very very broad in nature. And finally, something which is very subjective as two people will receive the same stimuli; sense it in a similar manner; but they perceive it differently. They may exposed to the same stimuli, but the manner in which they will actually select the stimuli, organize the facts around and then interpreting this stimuli will be very, very different.

It will be based on the cognitive capacities, abilities on their psychological influences, on their sociological influences; because you know the perception actually is impacted in by a, through totality of a person's being whether it is a sociological influences and psychological influences or cognition. People come from different backgrounds, different learning patterns, different experiences, motivations, personality levels,

cultures, sub-cultures, family, social class, etcetera. Their values will be very different from each other.


And, so perception is something which is a very, very subjective process. So, while two people receive or expose to the same stimulus, the manner in which they will the manner in which they will select the stimuli and organize the facts around it and interpret the stimuli will be very, very different. So while sensation is same, it is something which is objective in nature; perception is something which is very subjective. It differs from person to person. So, this is how, this is what we talk about the nature of perception.

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6.4.4 The Perceptual Process and the Mechanism:

- The perceptual process starts when a person is exposed to a stimulus and the sensory receptors report the same to the human body.
- While the senses may be exposed to various stimuli, the human senses select only some of these at a point of time.
- This is because the sense organs have a limited capacity at a particular point of time.
- After the sense organs, report a few stimuli, the perceptual process takes over.
- Of the stimuli that have been detected, few are selected, organized and interpreted for meaning.
- This is known as **perception**.

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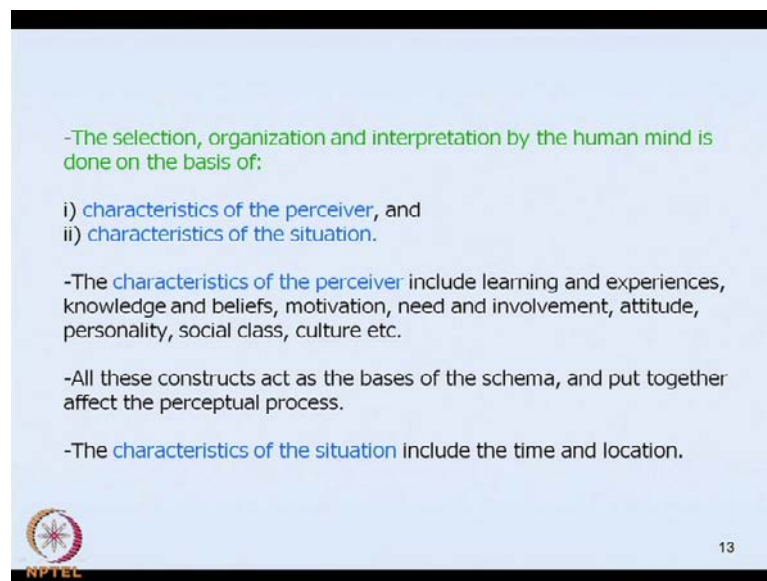
Now, let us come to the perceptual process and the mechanism. Now, the perceptual process starts when a person is exposed to stimuli. Okay. Now, the sensory organs or the sensory receptors report a stimuli to the human body. So, now the sense organs may at a particular point of time be exposed to a number of stimuli. But it is the human capacity, the human ability or the human senses are able to give attention to only some of these. And at a particular point of time they will not be able to give attention to all of the various stimuli that they are been exposed to. They will give attention to very few of them.

This is because as human beings and as living organisms or you know organisms, we basically you know not in the position to do many things at the same time. We have a limited capacity at vary in terms of our cognitive capacities or in terms of a intellectual

capabilities and capacities. We have a limited capacity to select, to organize and to interpret things. So, while the senses may be exposed to a number of stimuli, we will, the human senses will select only one of few of them. And after the sense organs basically report these stimuli, you know to the brain, the perceptual process will take place.

So, of the various stimuli that are selected, you know very few stimuli has been detected. Some of them will be selected, organized and interpreted for meaning. So, we will call this as perception. Now, during this process of selection, organization and interpretation, the human mind is also assisted by the brain in the form of the memory bank or the information that is stored in his memory. So, this is called the schema. The human mind is assisted; you know the process, during the process of perceptual mechanism the human being is assisted by the memory bank or the information that is stored in one's long term memory. And we call this as schema, where schema acts as a filtering mechanism that will help to select some of the stimuli and further enable organization and interpretation of such stimuli.

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-The selection, organization and interpretation by the human mind is done on the basis of:

- i) characteristics of the perceiver, and
- ii) characteristics of the situation.

-The characteristics of the perceiver include learning and experiences, knowledge and beliefs, motivation, need and involvement, attitude, personality, social class, culture etc.

-All these constructs act as the bases of the schema, and put together affect the perceptual process.

-The characteristics of the situation include the time and location.



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Now, when we talk of the selection, the organization and the interpretation of the human mind, basically you know when we talk this selection of stimuli and organization of facts and the interpretation of the human mind, we actually say that this actually depends upon two things. So, the selection, the organization and the interpretation of stimuli will

basically be done on the basis of one: the characteristics of the perceiver and two: the characteristics of the situation.

Talking about the characteristics of the perceiver, it includes the sociographic components as well as the psychological influences. It include impact by, you know, the influences, by the influences, by the culture, sub-culture, social class, family, friends, peers, colleagues and in terms of sociographic influences and in terms of psychographic influences, it comes in the form of learning experiences, knowledge, values, beliefs, motivation, need, involvement, learning, attitudes, personality, self-concept, self-image and the like... So, all these constructs basically acts as the bases of the schema. In that you know, you have impact on the perceptual process.

Talking of the characteristics of the situation and they basically include the timing and the location. So, when it comes to giving meaning to the sensory impressions or when it comes to selection of a stimuli, organization of facts and interpretation of stimuli; the two broad factors which will have a impact on the final perception. One is the, one is in terms of the characteristics of the perceiver and second is the characteristics of the situation.

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-People perceive things differently because of their characteristics and backgrounds, and because of the different perceptual mechanisms that take place.

-Although we may differ in such processes, universally speaking, the perceptual process comprises four components, viz.,

- input
- perceptual mechanism
- output and
- behavior.

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Now, people will perceive things differently, because of these characteristics and because of different perceptual mechanism that take place. Although we will differ in the processes, perceptual mechanism basically comprises four components, the perceptual

process, I am sorry, comprises four components. We have the input, the perceptual mechanism, the output and the behavior. So, we have these four components in the perceptual process. The input basically refers to the various stimuli that is around an individual and exists in his environment. So, it is the input which is selected or given attention to by our senses.

So, the input to the stimuli, to the perceptual process involves various stimuli; person's surrounding or in his environment. It could assume various forms. It could be a person, an object, a situation, a thing. In the case of marketing or in the context of marketing as we said earlier, it would be a product, a brand, an advertisement and the store or any of these. And the perceptual process begins when the sensory receptors detect a stimulus in the environment or they detect an input in the environment. And this act as a input to the perceptual process.

So, the process will start when our sensory receptors or our sense organs detect the stimuli in the form of product or a brand or a store or an advertisement in a person's environment. And this acts as an input to the perceptual process. Talking of the second, you know, component of the perceptual process, which is perceptual mechanism. The perceptual mechanism basically comprises three sub processes which are selection, organization and interpretation. So, once our sense organs have detected stimulus in the environment, a person will select and organize and interpret it through perceptual selectivity, perceptual organization and perceptual interpretation. Put together, these three components are referred to as the perceptual mechanism.

So, what do we mean by perceptual selection? Perceptual selection or the perceptual selectivity basically refers to a tendency within a person to select one or few of the stimuli in the environment. This selectivity is based on the person's demographic profile, sociocultural influences and the various psychographic factors. And a person would generally tend to, you know relate to such stimuli or select those stimuli which he feels as attractive to him. Now, this attractiveness could be in terms of need, in terms of motivation, in terms of interest, in terms of values, in terms of attitudes or in terms of personalities.

So, anything and everything which, you know, consumer feels something which is attractive to him as a stimuli, you know he holds attention and is selected as a stimuli to

be processed further in the form of perceptual organization. So, it is a perceptual selectivity is a tendency of the person to select one of few of the stimuli based on the demographic factors based on sociographic components, sociocultural components or the psychographic components. He would select; once he selected the stimuli, the next phase comes in which is perceptual organization. It is the process of organizing the various stimuli or the various cues around the you know, so that the whole picture can be formed with respect to stimuli.

In other words, the various stimuli or the various cues are organized to give meaning. You know, it is organized to give it a form or it is organized to give it a whole. And it is the process of organizing these different inputs into a definite, well defined interpretable structure or into trend to organize a different cues or different stimuli around the major stimuli and giving it a form, making it a whole, making it more defined, more definite, more coherent and interpretable; So that, the next phase or the next component of the mechanism can take over. So, he is trying to give a coherent form to the stimuli which has been selected by our senses and give an attention to during the stage of perceptual selectivity.

The third is perceptual organized interpretation. It refers to drawing inferences or drawing conclusions out of this whole or out of this definite or a coherent form. So, ultimately the meaning to this coherent form or this well defined structure are giving or drawing out the inferences from the coherent form of the structure is referred to as perceptual interpretation.

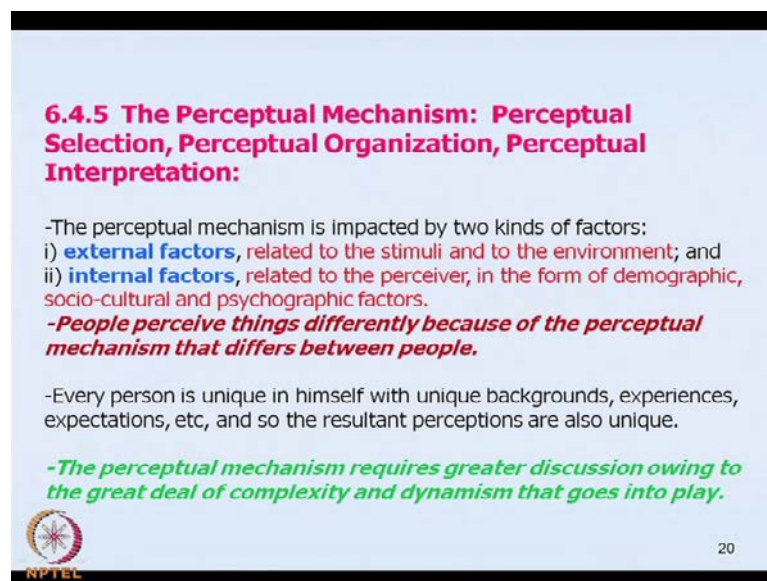
So, we have these three processes which put together, comprise what we call as the perceptual mechanism. So, once an input is selected in a form of a stimuli, it is handed over or it is passed on to the perceptual processes; where selection, organization and interpretation takes place. Now after this is done, it results into something as what we will call as an output. So, this output towards the stimulus assumes various forms. For example, it could lead to formation of attitudes; it could lead to formation of opinions, beliefs, values, even feelings and emotion.

So the output here, towards the stimuli will be in the form of attitudes, beliefs, values or formation of moods, emotions and feelings. So, this is what we call it as the third component, which is output. And finally, we have behaviour which is the resultant, you

know of the outcome is the behavior; the resultant is the outcome. Basically, the behaviour is the outcome of the output. Based on the person's attitudes, beliefs, values based on his emotions, moods, feelings as well, a person will act out of behavior. This attitude or they will act out of behavior.


This behavior will be the function of... and be reflective on person's moods, emotions, feelings, values, attitudes, beliefs. In most cases, it would result; in terms of consumer behavior, it would result in the act of purchase or in the intention to purchase or act of purchase. So, this whole process basically to act or not to act, to buy or not to buy, is basically going to be the response of the output. So, based on our feelings, based on our emotions, based on our, you know, attitudes, values, beliefs. We will finally reflect it in the form of behaviour; yes to buy or not to buy, to buy now or to buy it later. That becomes a part of our behavior; whether to buy brand x or brand y. All of these will be a part of what you mean by the fourth component, which is behaviour.

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6.4.5 The Perceptual Mechanism: Perceptual Selection, Perceptual Organization, Perceptual Interpretation:

- The perceptual mechanism is impacted by two kinds of factors:
 - i) **external factors**, related to the stimuli and to the environment; and
 - ii) **internal factors**, related to the perceiver, in the form of demographic, socio-cultural and psychographic factors.
- People perceive things differently because of the perceptual mechanism that differs between people.*
- Every person is unique in himself with unique backgrounds, experiences, expectations, etc, and so the resultant perceptions are also unique.
- The perceptual mechanism requires greater discussion owing to the great deal of complexity and dynamism that goes into play.*

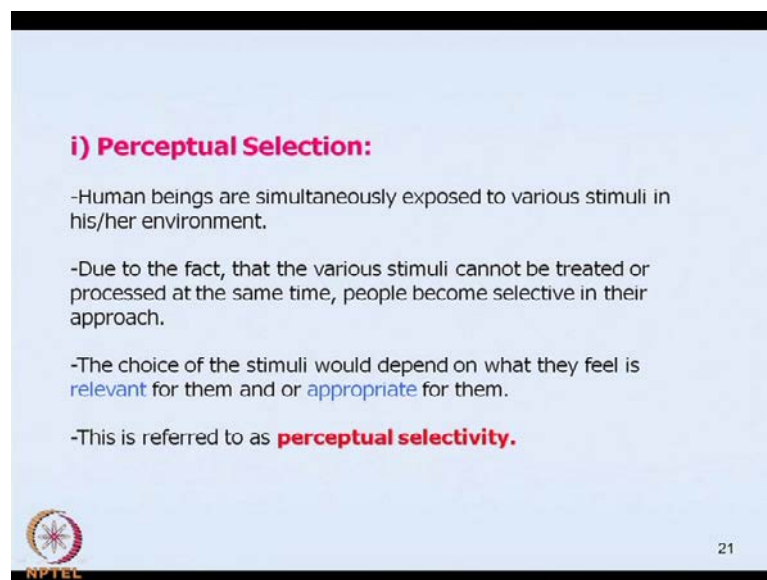
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Now let us move further into discussing more about the perceptual mechanism, where we will speak about the three elements in a little more of detail. Today's session we will be concentrating on selection. And the subsequent session, we will be speaking about the perceptual organization, perceptual interpretation. Now to start with we will see that, we will talk about the perceptual mechanism and we will concentrate on perceptual selection.

So, the perceptual mechanism basically is impacted by two kinds of factors; internal and external. So, internal factors are those which are related to a perceiver. You know it could be in the form of demographic or socio-cultural or psychographic factors. On the other hand, we have external factors which are related to the stimuli and to the environment. Now, as we have seen earlier we have the same sense organs, but the perceptual mechanism is very different and in the manner which we select stimuli, organize them and interpret them will be very different across people.


So, why do people interpret things differently? People interpret things differently because of this mechanism; because of this perceptual mechanism, it is this perceptual mechanism which actually leads to differences in terms of perception between people. Every person is unique in himself with different background, different expectation, different experience and different personality types. So, naturally the perception is also to be unique. And the perceptual mechanism here, you know we should be discussing in detail to understand the complexity of the interplay between the three components; which is selection, organization and interpretation.

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i) Perceptual Selection:

- Human beings are simultaneously exposed to various stimuli in his/her environment.
- Due to the fact, that the various stimuli cannot be treated or processed at the same time, people become selective in their approach.
- The choice of the stimuli would depend on what they feel is **relevant** for them and or **appropriate** for them.
- This is referred to as **perceptual selectivity**.

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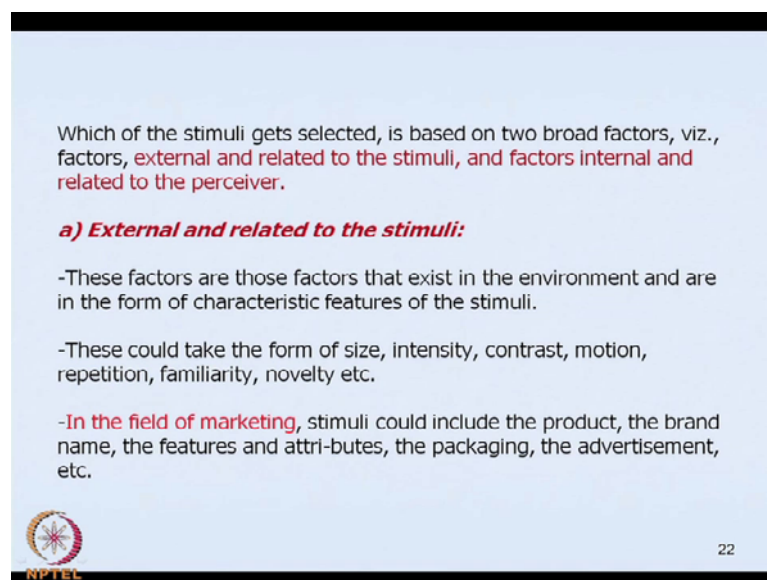
So, let us start with perceptual selection. Now as we said above a little earlier, as we said previously, you know the human beings are basically exposed to large number of stimuli at the same time; and because of you know because of our limitations in the aspect of human capacities or in terms of, you know capacity of the brain, we cannot give attention

to all of the stimuli at the same time. Various stimuli cannot be treated, cannot be selected or processed or given meaning to, you know, at the same time. So, people becomes very selective in their approach towards what kind of stimuli they would be, you know, giving attention to and what kind of stimuli they would be ignoring.

In fact, all of these stimuli will come as a sensory impression. But whether they go and you know they get going to the short term memory and later into the longer memory, etcetera, will all depend on how much of relevance, how much of importance we give to them. So, while person is exposed to many stimuli at the same time, he cannot basically process them or cannot treat them at the same time. They become very selective in their approach.

Now, which of the stimuli they will select and which of the stimuli they will ignore will depend upon what they feel is relevant for them or what they feel is appropriate for them. So, the choice of the stimuli will basically depend upon how much of importance they give to the stimuli in terms of relevance, in terms of significance, in terms of importance, in terms of appropriateness. So, we call this as perceptual selectivity.


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Which of the stimuli gets selected, is based on two broad factors, viz., factors, external and related to the stimuli, and factors internal and related to the perceiver.

a) External and related to the stimuli:

- These factors are those factors that exist in the environment and are in the form of characteristic features of the stimuli.
- These could take the form of size, intensity, contrast, motion, repetition, familiarity, novelty etc.
- In the field of marketing, stimuli could include the product, the brand name, the features and attributes, the packaging, the advertisement, etc.



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Now as we just mentioned above, the perceptual mechanism is affected by two kinds of factors; factor internal is related to the perceiver and factors external is related to the stimuli. Similarly, perceptual selectivity is also affected by two kinds of factors; which factor external to the stimuli, internal to the perceiver. So, which of the stimuli will get

selected will be basically based on two factors; factor internal and related to the perceiver and factor external and related to the stimulus.

So, let us discuss these. We will first discuss factors external and related to the stimuli. Now, these factors are those characteristics that exist in the environment. And they exist in the environment in the form of characteristic features of the stimuli. So, they basically relate to the stimuli; they are characteristic features of the stimuli. And that is the reason why they are referred to as external factors; because they are related to the stimulus, because they are characteristic features of the stimulus, we call them as factors external and related to the stimuli.

Now, these factors could be in the form of the size, motion, intensity, contrast, repetition, novelty, familiarity and any and all of these. Now these stimuli as we said, it could include the product or the brand or the features or the attributes or the packaging or the advertisements. Now any and all of these stimuli would not be chosen at the same time. What will be actually chosen will depend upon the characteristics of the stimuli in terms of you know form, in terms of shape, in terms of motion, color, contrast, familiarity novelty and so forth.

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Factors affecting perceptual selectivity: Factors external and related to the stimuli		
No.	Characteristic	Example
1	Size	The larger the size of the stimuli, the more likely it is to be perceived; eg., headlines in the newspaper; brand name on the packaging of a product.
2	Intensity	The larger the force or power of a stimuli, the greater the chances of it getting perceived; eg., strong smell or a loud noise; flashy colours on the packaging or in the advertisement; strong aroma of food.
3	Contrast	Any stimuli that stands out from the rest of the environment is more likely to be noticed; eg., capital and bold letters; a black and white advertisement amongst coloured ads on TV; or a coloured advertisement in the black and white newspaper.
4	Motion	Anything that moves has greater chances of being perceived; eg., a scroll advertisement.
5	Repetition	A repeated stimuli is more likely to be noticed; eg., advertisements in audio-visual media are more likely to be noticed than in the print media.
6	Familiarity and Novelty	A new stimuli in a familiar setting or a familiar stimuli in a new setting increase the chances of perceptual selectivity; eg., substantive variation in advertisements, where the message content changes, while the background or the models or the jingle remains the same; or, cosmetic variation, where the model changes, but the message remains the same.

We have here. We can see, for example, size; the larger the size of the stimuli the more likely to be perceived. You have headlines in the newspapers which are in larger font or you have the brand name on the packaging of the product, which is again in a larger font.


Intensity; The larger the force of the stimuli or the larger the power of the stimuli, the greater chances have been received. So, a strong smell or a loud noise or very flashy colors on the packaging or in the advertisements or a very strong aroma of food; these are again the characteristics which would draw an attention. So these are... You know they have, they reflex the force or power of the stimuli.

The third characteristic is contrast. Any stimuli that stands out from the rest of the environment is more likely to be noticed. It acts as a figure against a background. So, you have here capital and bold letters, against smaller font letter or you have a black and white advertisement in a colored advertisement; generally a black and white advertisement amongst the colored advertisement on TV or you have a colored advertisement in the black and white newspaper. And, other characteristic which draws attention, which helps to draw attention is motion. Anything that moves has a greater chance of being observed or has a greater chance of being perceived or has a greater chance of perceptual selectivity; for example, a scrolling advertisement.

Repetition; A repeated stimuli is more likely to be noticed. For example, an audio-visual media, you know, you have these advertisements which are low likely to be noticed, then in the print media the advertisements in the audio-visual media are being repeated again and again. So, there are greater chances of they being observed as against the print media; where the advertisements may be placed just in one corner or in one page for a day or may be in a week.

Familiarity and novelty; a new stimuli in a familiar setting or familiar stimuli in a new settings increases a chance of, you know, perceptual selectivity. For example, you know you have substantive variations in the advertisements where the message content changes, while the background remains the same or you know the jingle or the model remains the same or you have cosmetic variation where the model changes, but the message remains the same. So, any and all of these characteristics affect perceptual selectivity. These are the factors which are external and related to the stimuli. Stimuli could be a product, a brand, a package, an advertisement and any and all of these. And all of these characteristics basically have an impact or basically have a role to play on perceptual selectivity.

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b) Internal and related to the perceiver:

- These factors are those factors that are related to an individual and would differ from person to person, viz., factors like motivation, learning, personality and self-image, etc.
- Perceptual selectivity of a person would depend upon what he considers relevant and appropriate as per these psychological variables.

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Apart from that, we have factors which are internal and related to the perceiver. And you know we just mentioned a little while ago that, certain factors internal to the perceiver, which will affect the perceptual mechanism entirely. Similarly in case of perceptual selectivity or selection also, there are factors which will affect, which are internal to the perceiver and affect the perceptual selectivity process. So, these factors are internal and related to the individual. You know, it would be based on its demographic or based on its socio-cultural or socio-graphic or psychographic components. You know, person would have certain characteristics which will impact the selectivity of stimuli. It could be in terms of motivation, personality and self-image, learning, etcetera. So, a perceptual selectivity will depend upon what a person considers relevant, what a person considers appropriate as per these psychological and socio-cultural variables. So, we can here discuss some of these.

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Needs and Motivation:

- Selection of a stimulus depends upon our needs, wants and motivation.
- We would be receptive to a stimulus which we feel is relevant for us, as based on our needs.
- For example, if a person wants to buy a flat (safety and security need), and he is high on the esteem need too, he would prefer looking at advertisements for availability of flats in the posh areas of the city. He would be receptive to such stimuli that support this need.
- The stronger the need is, the greater would be the tendency to select related stimuli and ignore unrelated stimuli in the environment.

Learning:

- As individuals, we learn from our experiences, and store such learning in our memory bank.
- We tend to form attitudes and beliefs about product and service offerings, and would be receptive to stimuli that confirm to such attitudes and beliefs and would reject stimuli that does not support such attitudes and beliefs.

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Let us start with need and motivation. Selection of stimulus depends upon our needs and our wants. We would be very receptive to a, you know, certain kinds of stimulus which we feel are relevant for us or you know based on our needs we require such products. So, we will be more receptive to such stimuli. For example, you know if the person wants to buy a flat; it is a safety and security need. And he is high on the esteem needs too, he would prefer looking up for advertisements for availability of flats in posh areas. So, he would be receptive to such stimuli which supports his need or which is more relevant to his need. Or, for example, if a person is wanting to buy a car, so he will be more receptive to looking at the information, either in the print media or through websites or through brochures, which are more relevant to you know purchase of a car.

So, the more we relate ourselves to a stimuli in terms of our need, the more receptive we would be. The stronger the need is; the greater would be the tendency to select the stimuli, which is related and to select the stimuli, and to reject the stimuli which are unrelated. So, the stronger the need is, the greater would be our tendency to select related and relevant stimuli and ignore unrelated and irrelevant stimuli in the environment. So selection of the stimulus thus depends upon our needs and our motives.

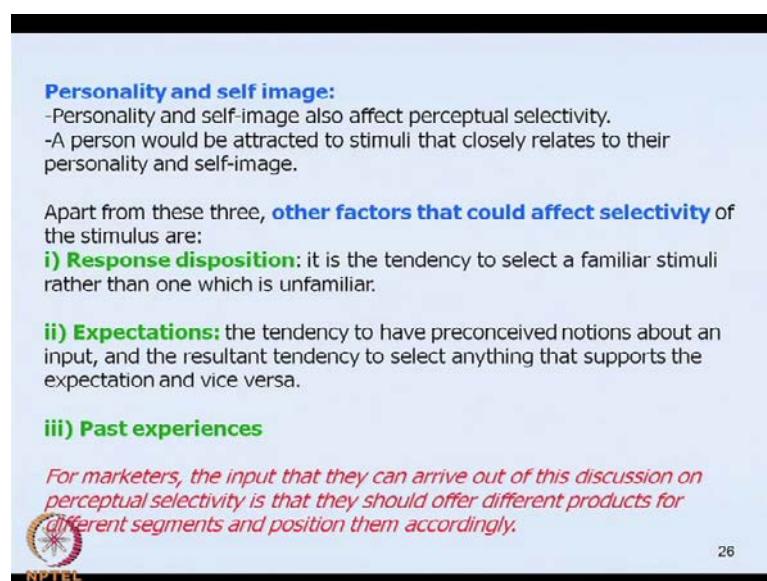
Similarly, the selection of the stimuli also depends upon patterns and a memory bank. Whatever, you know, we obtain as knowledge on a day to day basis from our own experiences and from the other experiences or from you know readings, or from

learnings, day to day learnings, we store all that in a memory bank. We tend to form our attitudes or values or beliefs and make judgments about such attitudes or make judgments about such products and services based on our memory bank. So, we will be more receptive to such kind of products and services or such kind of stimuli that confirm to our attitudes or beliefs or values or judgments. And we will reject other kind of stimuli which do not support it.

So in these terms, learning also has an impact on the selectivity of the stimuli. What we consider is appropriate and what we consider is right. We will be selective to such stimuli. What stimuli we consider as inappropriate because they either do not, you know, they are poor in quality or higher in price or do not good after sales services, etcetera. We would just ignore.

So based on our learnings, based on our knowledge gathered, either of self or through interpersonal communication in word of mouth; based on our experiences, either of self or others. We would keep storing all this in our memory bank and as and when we require we retrieve such information. And based on the information we go in for selectivity of stimuli. As I repeat, we will be more selective for stimuli which we feel... right kind of the product, right quality, right dealer, good after sales service, good price, good quality and so forth. So, this is how learning will have an impact on selectivity of stimuli.

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Personality and self image:
-Personality and self-image also affect perceptual selectivity.
-A person would be attracted to stimuli that closely relates to their personality and self-image.

Apart from these three, **other factors that could affect selectivity** of the stimulus are:

- i) Response disposition:** it is the tendency to select a familiar stimuli rather than one which is unfamiliar.
- ii) Expectations:** the tendency to have preconceived notions about an input, and the resultant tendency to select anything that supports the expectation and vice versa.
- iii) Past experiences**

For marketers, the input that they can arrive out of this discussion on perceptual selectivity is that they should offer different products for different segments and position them accordingly.

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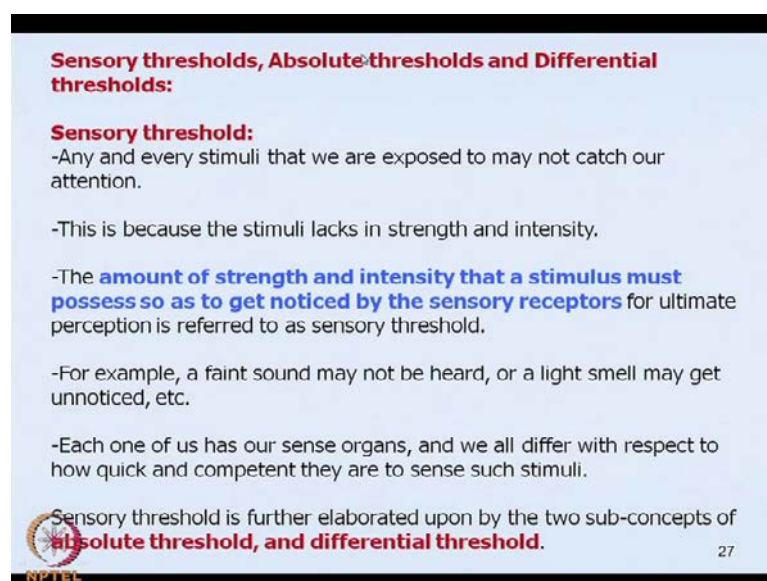
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We also have personality and self-image which affect perceptual selectivity. As we discussed in the previous session, the person is more attracted to such a stimuli, such brand which actually relates closely to one's personality style or one's self-image. Apart from these factors, other factors also could affect selectivity of stimulus. For example, response disposition; which is the tendency, you know, to select stimuli which we are familiar and reject those which we are unfamiliar or ignore those which we are unfamiliar. So, we always tend to select stimuli which we are more familiar. So, we call this response disposition.

And, other factor which affects our selectivity of stimuli is expectation. So, the tendency to have preconceived beliefs or notions about an input and output, and the resultant tendency to select to anything that supports our expectation is going to be, you know, selected. And those which do not meet or do not support our expectations will not be selected towards such stimuli.

Also our past experiences, past learnings of self, of others, through interpersonal communication in word of mouth will also help, will also impact the selectivity of stimuli. So, any and all of these factors will affect the selectivity of a stimuli. So, for marketers the input that they arrive out of this, out of our discussion here is that they should offer different products for different segments and position them the products differently.

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Sensory thresholds, Absolute thresholds and Differential thresholds:

Sensory threshold:

- Any and every stimuli that we are exposed to may not catch our attention.
- This is because the stimuli lacks in strength and intensity.
- The **amount of strength and intensity that a stimulus must possess so as to get noticed by the sensory receptors** for ultimate perception is referred to as sensory threshold.
- For example, a faint sound may not be heard, or a light smell may get unnoticed, etc.
- Each one of us has our sense organs, and we all differ with respect to how quick and competent they are to sense such stimuli.

Sensory threshold is further elaborated upon by the two sub-concepts of **absolute threshold, and differential threshold.**

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Now moving beyond, let us talk something about sensory thresholds, absolute thresholds and differential thresholds. We will first start with sensory threshold. Any as just we said, any and every stimuli that we receive, may not receive our attention. This will be primarily be because of factors which are internal and related to the perceiver. But this could also be because of factors which are external and related to the stimuli. So, a particular stimuli may not be selected, because it lacks the strength, it lacks the power and it lacks the intensity. So, here the selectivity of stimuli is based not on the factor which is internal to the perceiver, but it is based on the factor which is external and related to the stimuli itself; which is not so strong, not so powerful and not so intense that it should be noticed or it should be selected. It is low in intensity, it is low in strength.

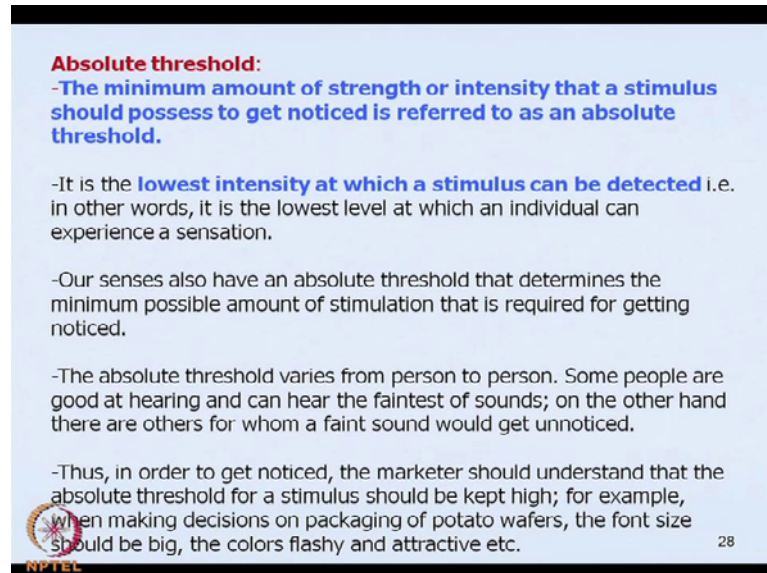
So, the amount of strength and amount of intensity that a stimulus must possessed to be noticed by the sensory receptors, ok, for ultimate perception is referred to as sensory threshold. Now, any and every stimuli we are exposed to does not catch our attention. As we just said primarily because low in strength, low in intensity and low in power; because of which the sensory receptors failed to give attention to it; they failed to even realize it.

So, the minimum amount of strength and you know, intensity that the stimulus must possess to be noticed by our sense organs is actually referred to as the sensory threshold. For example, you know a faint sound or a very light smell. They may totally go absolutely unnoticed. Our sensory receptors may not give any attention to them at all. Not because of our internal factors related us, but because of external factors related to the smell or to the sound; which was so faint, that they failed to get noticed at all.

So, each one of us has our sense organs. We are very different. Although the sense organs are the same, but we are very different with respect to the capacities, capabilities of our sense organs. So, some of us are very quick and very competent that we sense a stimuli, others do not. So, so keeping that in mind, we all differ with respect to how quick and competent we are. So, we keep that in mind, but we also want to keep other thing in mind that the stimuli should be strong enough, should be powerful enough for, should be intense enough for, to grab our attention. This particular minimum amount of strength or you know intensity, they must possessed in order to get noticed, in order to get attracted is referred to as sensory threshold. Now, the two other concepts which are

related to sensory threshold; one is in terms of the absolute threshold and other is differential threshold.

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Absolute threshold:

- The minimum amount of strength or intensity that a stimulus should possess to get noticed is referred to as an absolute threshold.
- It is the **lowest intensity at which a stimulus can be detected** i.e. in other words, it is the lowest level at which an individual can experience a sensation.
- Our senses also have an absolute threshold that determines the minimum possible amount of stimulation that is required for getting noticed.
- The absolute threshold varies from person to person. Some people are good at hearing and can hear the faintest of sounds; on the other hand there are others for whom a faint sound would get unnoticed.
- Thus, in order to get noticed, the marketer should understand that the absolute threshold for a stimulus should be kept high; for example, when making decisions on packaging of potato wafers, the font size should be big, the colors flashy and attractive etc.

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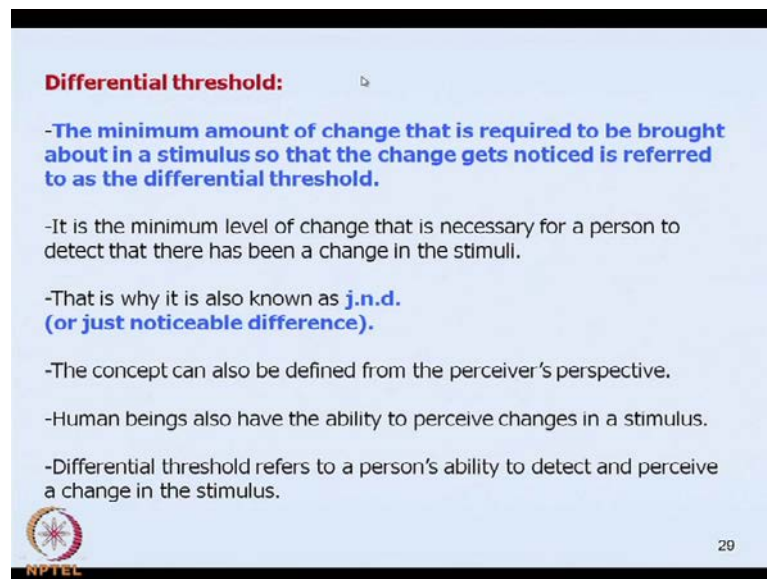
So, let us see what absolute threshold is. Absolute is the minimum amount of strength or intensity that the stimulus should possess. As we just said, sensory threshold is the minimum amount, sorry, the amount of strength it should possess. But absolute is the minimum amount; ... the level at which it will begin to get noticed. Sensory is the amount of strength or intensity that the stimulus must possess. But absolute is the minimum amount it should possess to be get noticed. So, it is the lowest intensity at which stimulus can be detected. Lowest level at which an individual can experience a sensation.

So, our senses have an absolute threshold. And that will determine the minimum possible amount of stimulation that is required. The absolute threshold will vary from person to person. Some people are very good at seeing; some people are very good at hearing. Thus in order to get noticed, a marketer must understand that there has to be a sensory threshold and along with that there has to be a absolute threshold, which is the minimum possible strength, minimum possible intensity which a stimulus should have in order to get noticed.

In order to get noticed, the marketer should understand that absolute threshold should be kept high. For example, when they are making decisions, with respect to an

advertisement they must use very bold colors or when they are making a packaging of a you know product; maybe a wafer or chips, the font size should be very big and color should be very flashy and very, very attractive. So, again we repeat. Sensory is the amount of strength a particular stimulus must possess to be noticed; absolute is the minimum amount you should have for an average for every individual to sense that kind of a stimulus.

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Differential threshold:

- The minimum amount of change that is required to be brought about in a stimulus so that the change gets noticed is referred to as the differential threshold.
- It is the minimum level of change that is necessary for a person to detect that there has been a change in the stimuli.
- That is why it is also known as **j.n.d.** (or just noticeable difference).
- The concept can also be defined from the perceiver's perspective.
- Human beings also have the ability to perceive changes in a stimulus.
- Differential threshold refers to a person's ability to detect and perceive a change in the stimulus.

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Now, there is something else which we call as differential threshold. Ok. Now, changes are brought about in products, changes are brought about in product packaging. Sometimes we are able to notice such changes; sometimes we are not able to notice those changes. This ability to notice a change or inability to not to notice a change is actually based on what we call as a differential threshold.

So, the minimum amount of change that is required, to be brought about in the product or in the package or in the stimulus to be noticed is referred to as differential threshold. Any change; minimum amount of change that you require to put into your stimulus, so that it get noticed, so that the change gets noticed is called differential threshold. It is the minimum amount of change which is required for a person to realize, yes there has been a change in the product or in the brand name or in the taste of the product or in the smell of the product or in the quantity of the product or there has been a change in the price of the product, so... Or you know there has been a change in the packaging of the product.

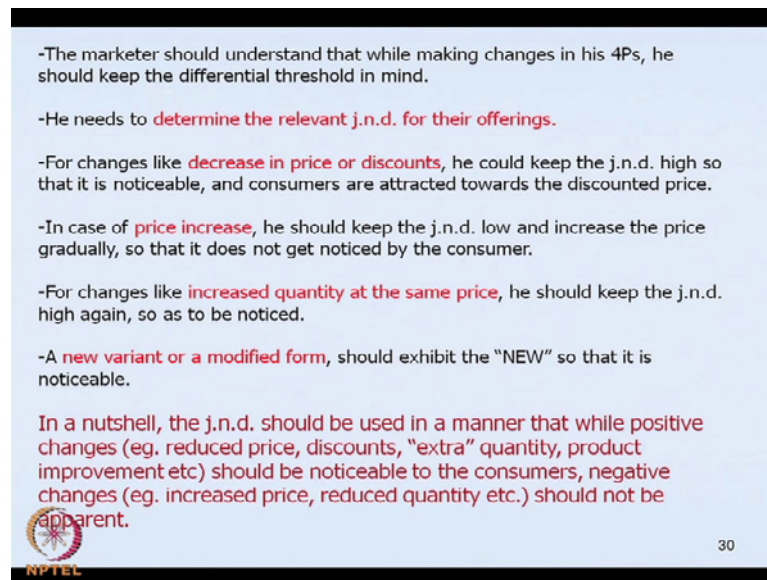
So, any any change which you bring about in the stimuli, in marketing product in the brand or price or the attribute or benefits or features, you have to bring this change into the notice of the people. We call it the differential threshold.

So, the minimum level of change that is necessary for a person to detect that a change has taken can place is called differential threshold. Now, this is also called as just noticeable difference or j.n.d. So, differential threshold may be defined in terms of ability of an individual to perceive a change in a stimulus.

And, differential threshold also refer to the person's ability to detect a change in the stimulus. Now it is..., it is very relevant basically to discuss that, as a marketer you would want certain changes to be noticed and you also want certain changes not to be noticed. So, when you want changes to be noticed, try and increase the... you know try and make the difference large enough, so that it is noticed; like changes in the product, improvisations in the product or changes in the packaging.

But, there are certain kinds of changes which you would not to like to get noticed. For example, price; if you increase the price, you would not want the people to immediately realize that there is a price change. So, here you keep the difference low, so that the price is not easily, you know, realized or not easily, you know, interpreted by people. Yes, there has been a change. So, if you want to increase the price of a product from five rupees to seven rupees, it will be always more relevant if you it to do it; five, then five rupees twenty five paisa, and other two months later five rupees fifty paisa and the other two months later may be six rupees; rather than increasing the state from five to seven. So, for a certain kind of changes where you want the change to be noticed, you have a different strategy and for certain kinds where you do not want the change to be noticed, you have a different differential threshold.

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- The marketer should understand that while making changes in his 4Ps, he should keep the differential threshold in mind.
- He needs to **determine the relevant j.n.d. for their offerings.**
- For changes like **decrease in price or discounts**, he could keep the j.n.d. high so that it is noticeable, and consumers are attracted towards the discounted price.
- In case of **price increase**, he should keep the j.n.d. low and increase the price gradually, so that it does not get noticed by the consumer.
- For changes like **increased quantity at the same price**, he should keep the j.n.d. high again, so as to be noticed.
- A **new variant or a modified form**, should exhibit the "NEW" so that it is noticeable.

In a nutshell, the j.n.d. should be used in a manner that while positive changes (eg. reduced price, discounts, "extra" quantity, product improvement etc) should be noticeable to the consumers, negative changes (eg. increased price, reduced quantity etc.) should not be apparent.

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So, a marketer basically needs to determine the relevant and just noticeable difference for their offerings. For changes in price or discounts, they should keep; for changes in like decrease in price or discounts, you keep the j.n.d. high. In case of price increase, keep the j.n.d. low. For increases like, you know for changes like increased quality, sorry, increased quantity at the same price, you should keep the j.n.d. again high. So generally, you know marketers have a tendency to have larger packages and to show over twenty five percent free, extra. So, the size of the package is increased, although they were just vacuum inside. But nevertheless, the size of the packet is increased to shine, to tie to show; yes, we are giving you more at the same price.

A new variant or a modified form should exhibit "New"; you know, "New" in big letters... or in big font size, so that the people will notice it. So in a nutshell, so if you want, you know, to use the j.n.d we should use like where, for example, positive changes produce prices or discounts or extras or product improvement should be noticeable. On the other hand, negative changes should not be... The j.n.d should be kept low, so that is... like price increases, the j.n.d. should be kept low, so that it is not noticeable.

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Concepts in Perceptual Selection		
S. No.	Concept	Description with Example
1	Selective exposure	<p>-While people are exposed to various stimuli at the same time, they have a tendency to seek out messages that they find pleasant, are comfortable with, and confirm their beliefs and preconceived notions and expectations.</p> <p>-They avoid messages and block themselves from messages that they find to be unpleasant, are uncomfortable with, and are contrary to their beliefs and expectations.</p> <p>-This is called selective exposure. I</p> <p>-In other words it implies that consumers are selective in their exposure to the various stimuli that they are exposed to, and often block themselves from various stimuli.</p> <p>-For example, a vegetarian will avoid an advertisement like "Sunday ho ya Monday, Roz khaaye ande" from the National Egg Coordination Committee (NECC).</p>

We will talk about a few concepts in perceptual selectivity. We will start with selective exposure. This is one concept which we will talk of in perceptual selection. We... You know, we will also discuss it in terms of example. So, when people are exposed to various stimuli at the same time, the tendency to look out the messages which they feel up are pleasant, are comfortable or which confirm to their preexisting notions and their beliefs. Anything which, you know you know, they define unpleasant or uncomfortable, they will ignore them. So, this is called selective exposure.

In other words, it means that consumers are selective in their exposure to various stimuli. For example, a vegetarian will always avoid an advertisement which say like "Sunday ho ya Monday, Roz khaaye ande". So, people who will they will be more selective to stimuli for things, for the things which they feel or they are comfortable with or they are familiar with, they are pleasant to it, they like to watch, they like to use and things which are according to their preconceived notions and expectations. On the other hand, those stimuli which negate them or which differ from them, people will like to avoid them.

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Concepts in Perceptual Selection		
S. No.	Concept	Description with Example
2	Selective attention	<ul style="list-style-type: none">-Of the many stimuli that people are exposed to, people are attracted to those stimuli that they consider to be relevant in terms of a match with their needs.-They are attentive to those stimuli that match their needs and avoid those that are irrelevant.-People are also selective about the message and the channel through which this information would be transmitted; we could relate this to the split-brain theory, the right side processing and the left side processing.-Some prefer emotions in TV, others prefer logic and facts in print media.-This phenomenon of being selective towards the input based on our needs and desires is called selective attention.-For example, if a person intends buying a refrigerator in the coming 2-3 months, he would be very receptive to any input that comes his way and relates to refrigerators.

Selective attention... concept in perceptual selectivity; people generally exposed to many stimuli, they will be attracted to those stimuli which are relevant in terms of their need. So, they are attentive to such stimuli, which they feel are related to their needs and avoid those which are irrelevant. So you know, for example, if a person intends buying a refrigerator, in the coming two to three months you would be very receptive to any and every advertisements which would come in TV and would relate to refrigerator. So, people who are generally selective about the message and the channel, also through which the information is transmitted. We can also be related to the split brain theory. Some people prefer emotions on TV; other people prefer logic and rationality on print media.


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Concepts in Perceptual Selection		
S. No.	Concept	Description with Example
3	Perceptual defense	<ul style="list-style-type: none">-Sometimes people may select stimuli which they later find as psychologically threatening and uncomfortable.-In such cases, they have a tendency to filter out that stimuli, although initial exposure has taken place.-The threatening stimuli is consciously filtered away. This is called perceptual defense.-Often people may also distort the stimuli as per their desire and give meaning to their advantage.-For example, a smoker is exposed to an advertisement stating the harmful effects of cigarette smoking.-As soon as such an advertisement appears, he would have a tendency to switch to another channel, and watch something else, so that he does not have to continue with the exposure to the stimulus and subsequent processing.

The third concept is perceptual defense. Sometimes people may select stimuli which they find to select stimuli which they feel, which they later feel as psychologically threatening and uncomfortable; so in this case they have a tendency to block off such stimuli to which an exposure has taken place. So, although an exposure would have taken place, they will block themselves of, you know, threatening stimulus is filtered away. So, this is perceptual defense. For example, if there is a smoker, he is exposed to an advertisement which states or you know talks about the harmful effects of cigarette smoking, he immediately... You know, if it is an advertisement in the paper, he will flip off the pages. Or it is audio or visual, whether it is a TV or a FM, he will change the channel; so he wants to be, he wants to actually block away such stimuli from, you know, further exposure to stimuli, we call it as perceptual defense.

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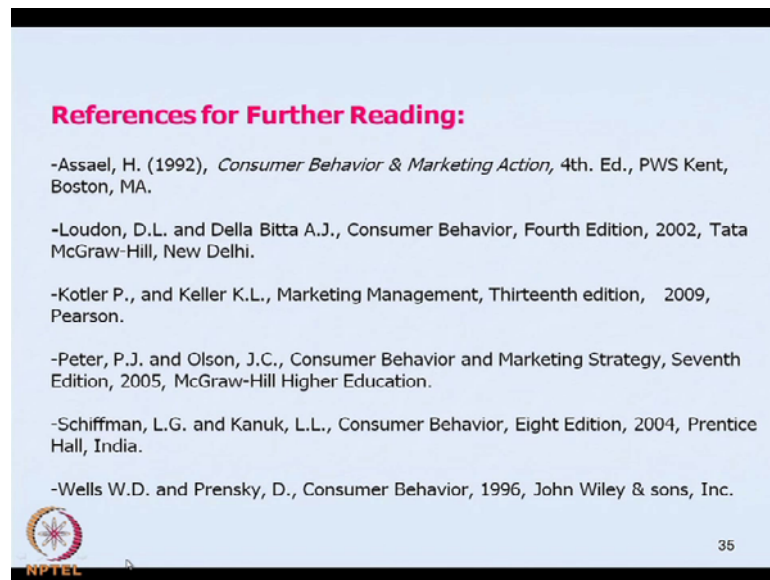
Concepts in Perceptual Selection		
S. No.	Concept	Description with Example
4	Perceptual blocking	<ul style="list-style-type: none">-When exposed to a large number of stimuli simultaneously, people may often block the various stimuli, as they get stressed out.-This is because the body cannot cope up with so many stimuli at the same time.-The people thus, blocks out the various stimuli from their conscious awareness.-This is called perceptual blocking.-For example, we all have a tendency to "mute" the TV when the channels bombard us with so many advertisements, or to "zap" across or switch over channels when an advertisement appears so as to avoid watching the advertisements.



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Then, we have perceptual blocking. When people are exposed to large stimuli, they block themselves. And this is because we as individuals, we as living beings, as living organisms, as human beings, have a limited capacity to process the stimuli. So, people sometimes block out the various stimuli. For example, when we are watching TV and we are very tired of watching too many advertisement coming one after the other, we have a tendency to mute the TV or we mute the TV or we decide to, you know, change the channel, switch over the channel to avoid watching these advertisements. Now, this brings us to the conclusion of the particular session on perception. We will continue with the other components of the perceptual mechanism, that is, organization and interpretation in the next session.

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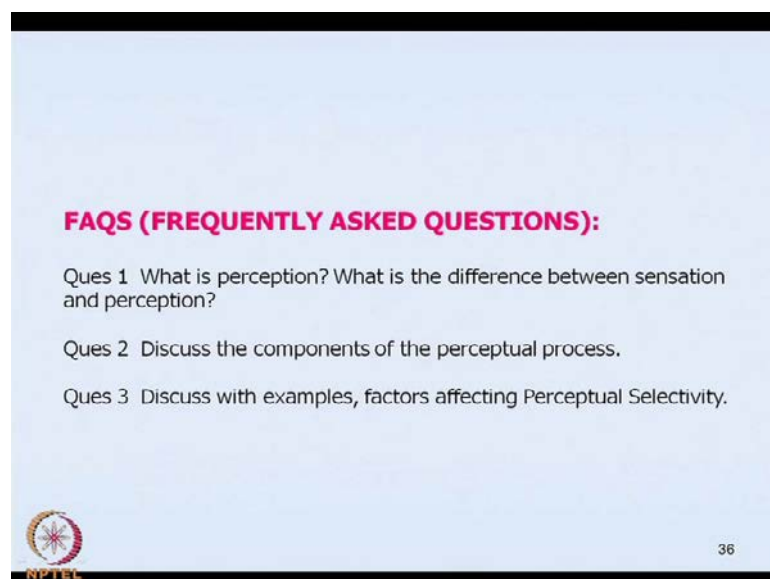
References for Further Reading:

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- Loudon, D.L. and Della Bitta A.J., *Consumer Behavior*, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
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Let us talk about the references. Assael, “Consumer behavior and Marketing action”, 1992; Loudon Della Bitta, “Consumer Behaviour, Tata McGraw hill 2002”; Kotler and Keller, “Marketing management, 2009 edition”, Pearson; Peter and Olson, “Consumer Behaviour and Marketing strategy”, 2005, McGraw-Hill; Schiffman, and Kanuk, “Consumer Behaviour, Prentice Hall 2004” and Wells and Prensky, “Consumer Behaviour, 1996”, John Wiley.

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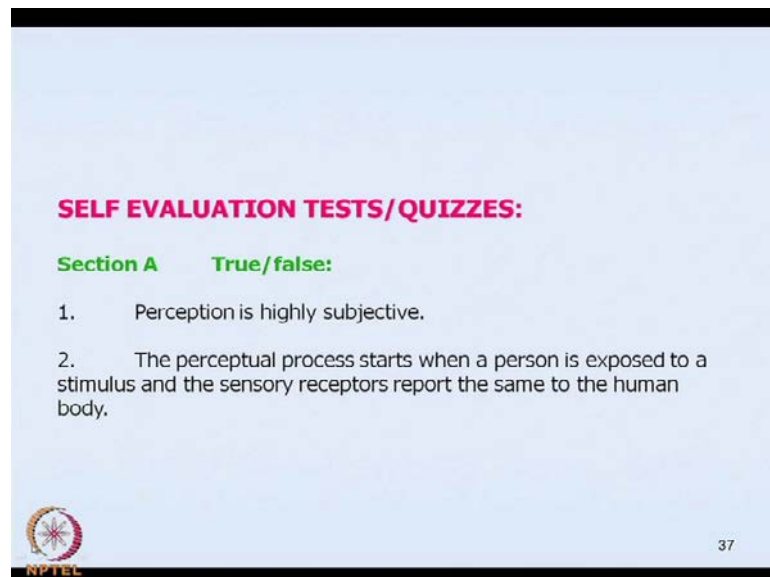
FAQS (FREQUENTLY ASKED QUESTIONS):

- Ques 1 What is perception? What is the difference between sensation and perception?
- Ques 2 Discuss the components of the perceptual process.
- Ques 3 Discuss with examples, factors affecting Perceptual Selectivity.

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Frequently asked questions: What is perception, what is the difference between sensation and perception; Question two: discuss the components of the perceptual process and question three: discuss with examples, the factors affecting perceptual selectivity.


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SELF EVALUATION TESTS/QUIZZES:

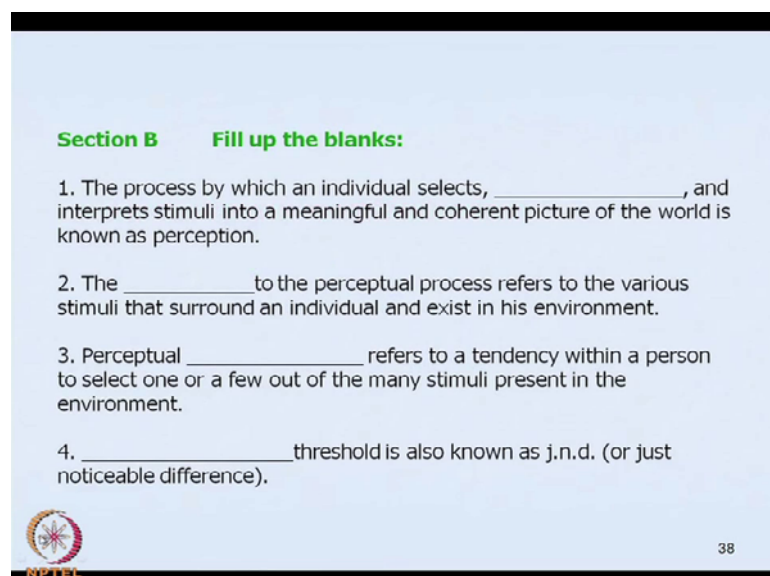
Section A True/false:

1. Perception is highly subjective.
2. The perceptual process starts when a person is exposed to a stimulus and the sensory receptors report the same to the human body.

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Now, coming to a short quiz; section A: true/ false: a perception is a highly subjective process. Is it a true or a false statement? Is it a true statement? the perceptual process starts when a person is exposed to a stimulus and sensory receptors report the same to the human body. So, this is true or false. This is again a true statement.

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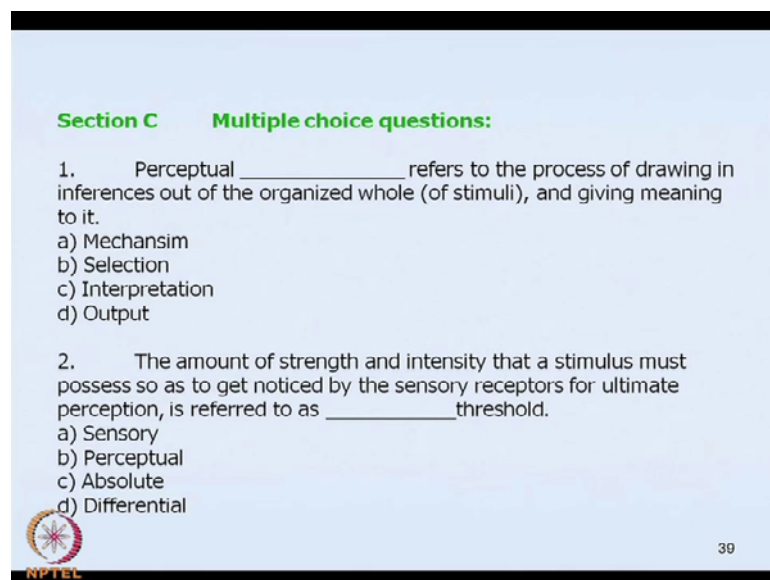
Section B Fill up the blanks:

1. The process by which an individual selects, _____, and interprets stimuli into a meaningful and coherent picture of the world is known as perception.
2. The _____ to the perceptual process refers to the various stimuli that surround an individual and exist in his environment.
3. Perceptual _____ refers to a tendency within a person to select one or a few out of the many stimuli present in the environment.
4. _____ threshold is also known as j.n.d. (or just noticeable difference).

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Fill in the blanks: The process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world is known as perception. So selects, organizes and interprets; answer is organizes. Question two: the input to the perceptual process refers to the various stimuli that surround an individual and exist in his environment. So, the input to the perceptual process; the answer is input. Question three: perceptual selection, refers to tendency within a person to select one or few of the many stimuli present in this environment. So, perceptual selection; answer is selection. Four: differential threshold is also known as j. n. d. or just noticeable difference. differential threshold is also known as j. n. d.

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Section C Multiple choice questions:

1. Perceptual _____ refers to the process of drawing in inferences out of the organized whole (of stimuli), and giving meaning to it.

- a) Mechanism
- b) Selection
- c) Interpretation
- d) Output

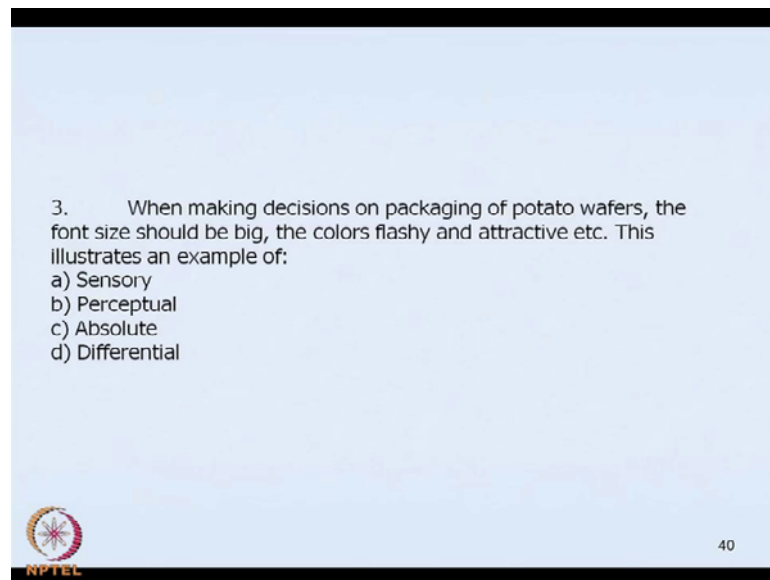
2. The amount of strength and intensity that a stimulus must possess so as to get noticed by the sensory receptors for ultimate perception, is referred to as _____ threshold.

- a) Sensory
- b) Perceptual
- c) Absolute
- d) Differential

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Section C: Multiple choice questions; one: perceptual, dash, refers to the process of drawing in inferences out of the organized whole of stimuli and giving meaning to it. a) Mechanism, b) Selection, c) Interpretation, d) Output. So the answer is c, which is interpretation. Two: the amount of strength and intensity that a stimulus must possess, so as to get noticed by the sensory receptors for ultimate perception is known as, dash, threshold. So, a is Sensory; b is perceptual; c is Absolute; and d is Differential. So, it should be a. answer is a, Sensory.

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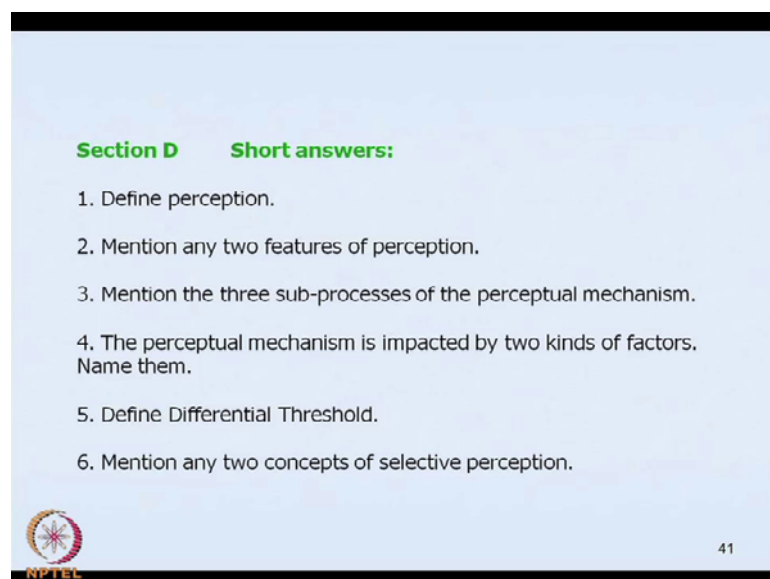
3. When making decisions on packaging of potato wafers, the font size should be big, the colors flashy and attractive etc. This illustrates an example of:

- a) Sensory
- b) Perceptual
- c) Absolute
- d) Differential

NPTEL 40

Third: when making decisions on packaging of potato wafers, the font size should be big, the colors flashy and attractive. This illustrates the example of a) Sensory, b) Perceptual, c) Absolute, d) Differential. So, the answer is c which is absolute.

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Section D Short answers:

1. Define perception.
2. Mention any two features of perception.
3. Mention the three sub-processes of the perceptual mechanism.
4. The perceptual mechanism is impacted by two kinds of factors. Name them.
5. Define Differential Threshold.
6. Mention any two concepts of selective perception.

NPTEL 41

Coming to short answers; define perception. So, we all know it is a process through which individuals interpret one's sensory impressions and give meaning to them. So, give any two features of perception. It is an intellectual process, very broad in nature,

subjective process, two people perceive things differently. It is also impacted by physiological as well as psychological and socio-psychological components.

Question three: mention the sub processes of perceptual mechanism. So, the sub processes are selection, organization and interpretation. Four: the perceptual mechanism is impacted by two kinds of factors, name them. So, factors internal and related to the perceiver and factors external and related to the stimuli. Question five: differential threshold, define differential threshold. So, the minimum amount of change that is required to be brought in to the stimulus, so that the change gets noticed is called differential threshold or just noticeable difference. And question number six: name any two concepts of selective perception. So, there is a selective exposure, selective attention, perceptual defense and perceptual blocking. So, with this we come to a conclusion of our first session on perception and perceptual processes. We shall continue with the next session in the next class.