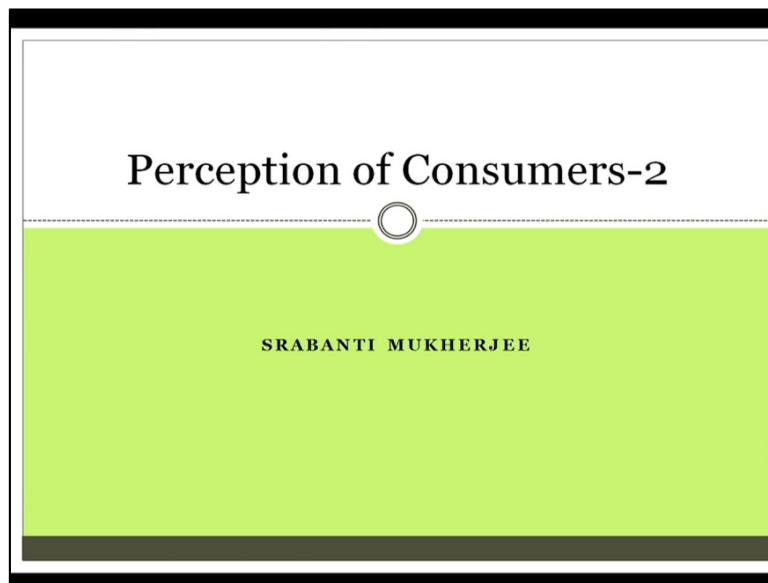


Consumer Behaviour
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Module No. #02
Lecture No. #10
Process of Perception

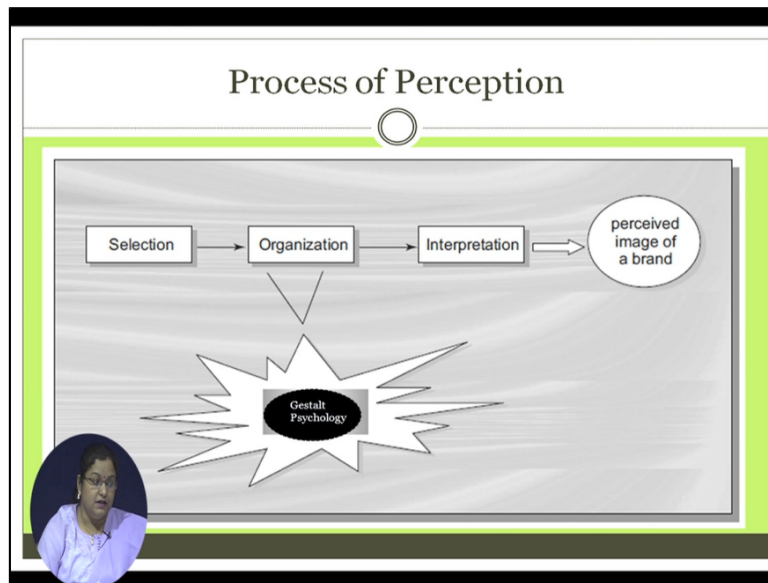
So, Welcome back. And, this is the Second Lecture, for Perception. The First part of Perception, was related to the Levels of Perception, and Perceptual Thresholds. And, this particular Lecture is about, Process of Perception.

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So, the Basic Premises of this Chapter, is the Process of Perception Formation, an Interrelation between the Perception, and the Consumer's Imagery.

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So, we first look at the, Process of Perception. As, we can see here, it is comprising of three major stages, Selection, Organization, and Interpretation. While Organization, there is one interpreting Variable, or interpreting Psychology, which intervening Psychology, rather I will say, is the Gestalt Psychology. So now, I explain the Process.

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• Selection

Selection is the first stage in the perception process. Selection rests on the verity that the consumers opt for a small portion of the stimulus to which they are exposed for conscious processing; it is alternatively termed as focal attention. To obtain the consumer's focal interest, an intensification of the sensory impulses is necessary.

The first one, is the Selection. Selection, is the first stage, of the Perception Process. Selection rests on the verity, that the Customers opt for a small portion of the Stimulus, to which they are exposed to, for conscious processing; it is alternatively termed as Focal Attention. And, to obtain the Customer's Focal Interest, an intensification of the Sensory Impulses, is necessary.

As I told, in the Previous Module, that the thresholds of the Sensory Receptors, when the Customers actually start looking at it, looking at one particular message provided by the

Advertiser. Either, when the form of Television Advertisement, or in the form of Billboard, in which way, it is noticed. For example, right now, in Times of India, in say, our Anandabazar Patrika, in the first half page, is coming as Promotion Null Thing.

And, maybe the first, the features of the thing, or the USP of the Product, is explaining the, first side. And, when you turn this side, then the details of the Product, and the Brand name, and everything else, is being displayed. So, this is somewhat, a change in the Advertising pattern, in the Newspaper, and might be, that may catch the, attention of the Customer.

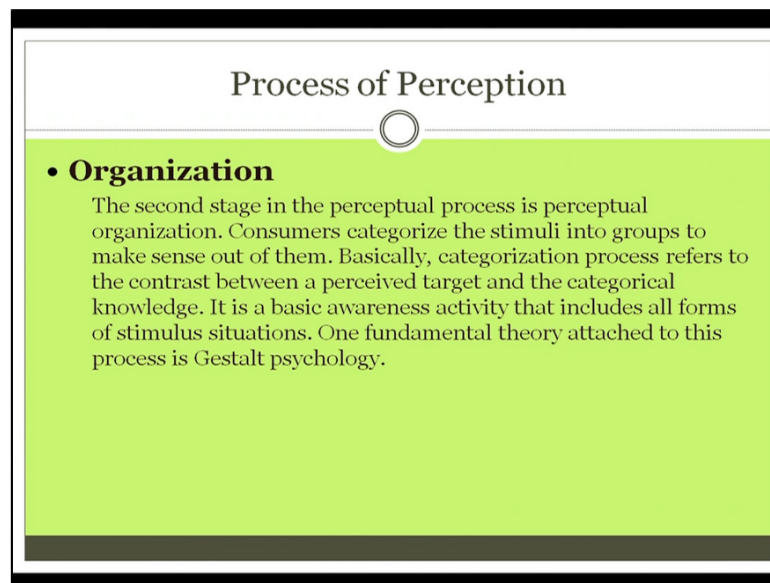
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So, as I discussed, in the previous module also, Anando Milk Union, this was one of the very, very, creative Advertisement, which was done so far, was to increase the Milk consumption, amongst the Children. And, this Ad was created by, McCann Erickson Agency, in Mumbai. And, it came up with, amazingly creative Ad, placed on one of the Mumbai's Buildings. Where, you can see, a Child is strong enough, that is the benefit of the Milk, of course, to move the part of the building, itself.

So, it looks like, the Child is moving the Building, but it is actually not. It is actually a Banner, or a Billboard, which has been placed in that way, which gives a Perception, that the Child is, moving the Building block. So, this is something very innovative, which catches the attention of the Customer.

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Now comes, after something catches the attention of the Customer, then we start Organising, whatever we have seen. We started feeling, something good about it, something bad about it. Once, we have got the Stimuli, and we already have a Predisposed Consumption, or we have some kind of Predisposed understanding about, certain activities. So, we try to match this to, and try to find out. For example, even any Ad, a Person say John Abraham, is been projected.

Then, the kind of portrayal, he is having, probably show some kind of Macho image, of the Person. And, if he is attached to a particular Brand, say a Motorbike, then probably, I will attach the Personality of the Motorbike, with the Personality of the Celebrity. So, it perceives the brand, based on the, about the Celebrity, the way I am perceiving. So, this may happen. So, that is what, is the Process of Organization.

So, it is the Second Stage. And, Customers categorize the Stimuli into Groups, to make sense out of them. Basically, Categorisation Process refers to the, contrast between the Perceived Target, and the Categorical Knowledge. It is the basic Awareness Activity, that includes all form of Stimulus situation. And, one of the Fundamental Theory for Perceptual Organization, is known as, Gestalt psychology.

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Process of Perception

- **Gestalt Psychology**
 - ✓ *Gestalt* is a German word that means pattern or configuration. Gestalt psychology is a school of psychology that was initially developed on the fundamental principles of perceptual organization.
 - ✓ It relates to our understanding of how and why we perceive things.
 - ✓ One of the most distinguished Gestalt principles is the **phi phenomenon**. It is the optical illusion that allows us to perceive constant movement instead of a sequence of images.

Gestalt, is not any person. Gestalt is a German word, that means, the Pattern, or Configuration. And, Gestalt Psychology, is a School of Psychology, that was initially developed, on the Fundamental Principles, of Perceptual Organization. Once, we receive the information's through our Sensory Organs, how do we organize that information, in our mind. So first, it relates to our understanding of how and why, we perceive things.

And, one of the very interesting Gestalt principle, is the Phi Phenomenon. It is the Optical Illusion, that allows us to perceive constant movement, instead of a sequence of images. Like, Christmas light. We feel that, it is continuously moving, but it is not. It is actually a Perception; the way it has been created.


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Process of Perception

- **Gestalt Psychology**

Some principles of Gestalt psychology of perceptual organization are as follows:

 1. *Figure-ground*
 2. *Simplicity/prägnanz (good form)*
 3. *Proximity*
 4. *Grouping*
 5. *Closure*



Some very interesting, Gestalt principles are many. For the shortage of time, we are actually

selecting, four, five, Basic Gestalt principles. So, one is Figure-ground, in which, it is embedded. In 2005, there was an Ad of Raymond's, the Ad of Complete Man. Where, the Father is in the, may be a Fancy Dress Competition of the School, of his Child. And there, all the Parents, at every moment, when the Kid is getting ready, when the Stage Show is on, everybody is taking Photographs, in their respective Mobile Phones.

Now, this shows the kind of Technology Driven Era, we are in. But, it also shows, that the one particular Person, who is wearing the Raymond, this thing, he stands out of this Crowd. He cherishes the moment of Love, Pride, and Joy, for his Children. He is not taking any Photo, rather he is paying attention. At the song, the Jingle, which was there in this particular Ad, is also like, all what I want, is look at me.

So, this is what, is the jingle. And, the Concept was, that you are paying more attention, on the Social Need of the Child, rather than, you are just on your Individualistic Need of, taking Photos. So, how the Person stands out. So, that was the Figure-ground, which was shown, that the consent part. There could be many, like, how do we. For example, Hyundai. Hyundai, when it had a Car called, Accent, long back. Now, Accent, they have already removed, from their portfolio.

So, when Accent was there, there was an Ad of a Suitable Boy. So, we choose to show, that when the Boy, you know, there was a projection of this Hyundai Accent Car, behind the Boy, the Father of the Girl, is interested to get his Daughter married, to that particular Boy, and feels him suitable. While, that Car, somebody else takes away, he feels that, okay, this Boy is not good. So, the suitability of the Bridegroom depends on, whether he have a Hyundai Accent or not.

So, which means, that shows the kind of Esteem Need of the Customer, or which they were trying to portray, a suitability of the particular Person, which shows his Elegance, or his Social Status. Social Status means, need of the Customer, which they were projecting. Now, Hyundai, when they came with the Ad of Hyundai Accent, which is a very recent one. Hyundai Accent, which shows, the kind of Car, you know, Compact Family Sedan, with all Comfort and Joy of riding.

Here, the Concept of Family has been used. Because, the Father is taking the Child to the

airport, to receive their Grand Parents. And, also in another slide it shows, the Husband and Wife are travelling in that Car. So, the Comfort, the Relaxation, the Car is having, and although, it is a low price Sedan. Most of the Sedans, cost more than 10 lakhs ideally, if it is a good Sedan. But, in Accent, it is within a range of 5 to 6 lakhs rupees, it is coming.

So anyway, it is a Concept of Sedan, which is the middle classes aspiration. Indians are very fond of Sedan Cars. So, it is an aspiration of the middle class person. But, at the same time, it is also showing, that it is a family Sedan. So, this is how, you know, it could be. That is how, we have the sequel, which the Ad has shown, that the Family is going to bring, the Grandfather and the Grandmother.

And, the other one, that when the Husband is travelling with the Wife on Accent, or when the suitability of the Bridegroom, and his status need is being shown with Accent, all this are actually, embraced on the Indian philosophy and the culture, by which we are interpreting it, as it is a family Sedan, or we are interpreting something, as a product of status need. So, that is how, we are interpreting it. Because, that is how, we are grounded.

Then is, it could be another one, that is Simplicity and Pragnanz: this is a Good Form. Like, Gujarat Tourism, uses the Photo of the Lion. Gujarat is having a Gir Forest. And, this Gir Forest, as we know that, Lions are in. Amongst all Indian Forest, only in Gir Forest, we can see the Lion. So, they are portraying, that wildlife there. Sometimes, it may be Proximity with the Brand. Proximity, like Dabur, if we see the Logo of Dabur itself, it shows the Plant. And then, below that, Dabur is written.

So, which shows, that you are very Proximity to the Herbal, or Natural things, which Dabur actually wants to portray. So, the understanding about Dabur, comes from the Proximity, it is showing, with the Trees, Plants, Herbs, with in its Logo. It may be Grouping also. Sometimes, we may feel that, you know, in the Superstore, sometimes the 2 Litre Jar of Coca Cola, is placed beside its Mineral water. It is also, some edibles are also in and around, in the Food rack.

So, it could be understood by the Customer, that okay, Coca-Cola could be, you know, consumed with this kind of Food items. Because, this is a kind of understanding, because of the Grouping of the product, has been done. Many times, this kind of Retail Supermarkets

and all, come up with different Combo Deals, starts giving lot of Freebies also. So then also, we start associating, the Freebies with the Product, in many cases. And, obviously, the Closure.

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Process of Perception

- **Interpretation**
 - The last stage in the perceptual process is interpretation. In this stage we attach meaning to the stimuli.
 - The interpretation of perceptual stimuli involves the application of learned correlation between perceptual cues or signs, and meanings to narrative stimuli.
 - These associations are based on individual's expectations, motivations, and knowledge about any product. Hence, interpretations are largely influenced by the consumers' prior knowledge and experiences.

However,

There are two different types of knowledge: schemas and scripts. *Schemas* consist of structured collections of beliefs and sensations that a person possesses about objects, ideas, people, or situations. The second type of knowledge structures are named as *scripts*, which include sequences of actions associated with objects, ideas, people, or situations.

Then, the next phase of Perception, is the stage of Interpretation. Now, Interpretation is the last stage of the Perceptual Process. In this stage, we attach a meaning to that Stimuli. If the Family is going to bring, the Grandparents to the House, in Accent Car, Accent Sedan, we assume it as a Family Sedan. So, this is what, we are assuming. We are giving some, the way we have actually organize the information, group the information, that is how, we are actually interpreting it.

So, the Interpretation of Perceptual Stimuli, involves the Application of Learned Correlation, between the Perceptual Cues or Signs, and meanings to Narrative Stimuli. So, these associations are basically based on, Individual's Expectations, Motivations, and Knowledge, about the Product. Which, I have already told. That, what is the expectation of a Customer, from the Product. Am I buying it, as a Family Car. Am I buying it, for my own Individual consumption.

So, am I buying a Raymond's Garment, just for my Comfort. Or, am I buying it to project me, as a better Social Person, or a Complete Man. What is the Motivation? What is my Expectation, from this Product? And, what do I know about it? How much do I know? How much do I know about the Fabric? So, that is how, the Interpretations are largely influenced, by the Customer's prior Knowledge and Experiences.

So, a proper Interpretation, you know, if there is any wrong Perception amongst the Customer, because the way you have projected the Product, then that may lead to a Product failure. Whereas, a successful creation of a Perception, may lead to the proper, you know, acceptability of the Product. And, the Knowledge, by the term we said knowledge, that knowledge about the product. What this knowledge means.

There are two different kinds of Knowledges. What we say is, Schema, and the other one is, Script. Schema is the structured collection of Believes and Sensations, that a person possess, about Objects, Idea, People, or Situations. For example, Lux. For years together, Lux is being promoted by, all leading Heroines of the Country, of Bollywood mainly. So, they claim also, Sitaron Ka Soudarya Sabun. And, we also assume it, in the same way.

So, that is how, this Concept of Lux has been built up, in our mind. Now, the challenge would be in this case, when Lux is coming with its Sandal variation. So, for Lux was for, all Chemical Aromas were there. Now, with Sandal variation, with Rose variation, when it is coming, it is very closely linked to, some kind of Natural, or Herbal kind of image. So again, they are leading the very famous Film Stars, for this. Rose is being portrayed by Kareena Kapoor, who is one of the leading Heroine, at this moment.

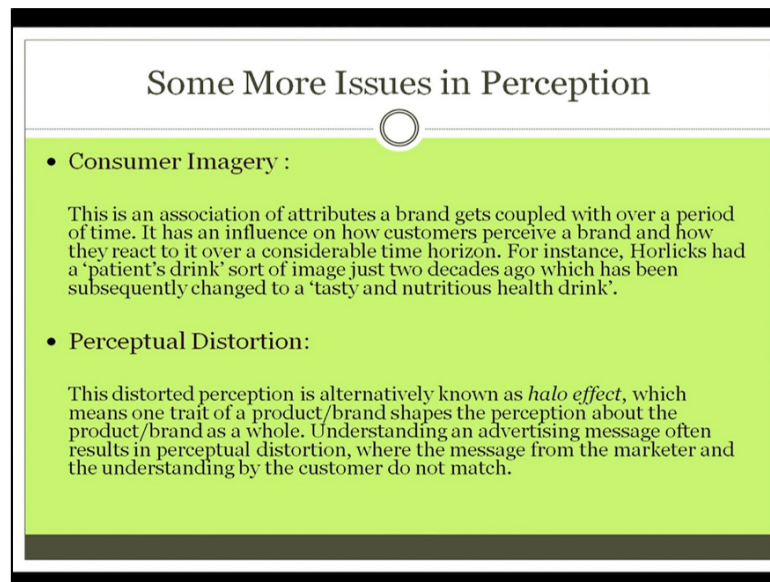
So, but still, how it would be perceived by the Customer, is yet to be noted. Because, how they could be able to see it, in that way. Whether, they still perceive it as, Sitaron Ka Soudarya Sabun only. Or, they perceived it as, in the context of Natural Advantage of Sandal, Natural Benefit of Sandal, that has to be noted. The Second type, is the Knowledge Structure, about the Script, that is the Action, a Chronology may be.

Like, I right now told about Accent. This shows the Chronology, that a Child is going to bring the Grandfather, or any Chronology. When a particular way, the event is moving. And, we perceive, based on that. Like, even for Agarbathi, when it is shown, that the Durga Puja is happening. Then, there is all the rituals of Durga Puja. And then, a Bengali Celebrity, for example, Saurav Ganguly is promoting, Cycle Brand Agarbathi, or Incense Sticks.

So, that clearly shows that, it is for this religious occasions. It is also main for the biggest festivals. And, it is actually for, all segments of the society. It is, that is the way, the

information has moved. And, based on our understandings, about our own organising capability, we can perceive it, in this way. But again, Perception varies from, person to person, based on their own knowledge level, their own expectation from the product, their own motivation from the product.

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Some More Issues in Perception

- **Consumer Imagery :**
This is an association of attributes a brand gets coupled with over a period of time. It has an influence on how customers perceive a brand and how they react to it over a considerable time horizon. For instance, Horlicks had a 'patient's drink' sort of image just two decades ago which has been subsequently changed to a 'tasty and nutritious health drink'.
- **Perceptual Distortion:**
This distorted perception is alternatively known as *halo effect*, which means one trait of a product/brand shapes the perception about the product/brand as a whole. Understanding an advertising message often results in perceptual distortion, where the message from the marketer and the understanding by the customer do not match.

So, there are two more Concepts, which I would like to mention here, is A, the Concept of Consumer Imagery. Imagery is association of Attributes, a Brand, gets coupled, with over a period of time. Like Dabur, from a period of time, we assume it, as an Herbal Toothpaste, or any kind of Herbal Product. As we say, Vicco, it is also perceived as a kind of Herbal product. Himalaya is an herbal product.

But, at the same time, when we talk about Colgate sensitive toothpaste, we are not talking about any Herbal product in it. It is a Chemical product. But, it is meant for Sensitive Tooth. So, that is how, the Imageries are formed, from the time immemorial and usual, but that can be changed also. Marketer change obviously, have the right to change the Perception. I have already discussed the case of BMW Roadster, how the Perception, was changed for Roadster. Which was, a Perception about Roadster, was much different than the Bavarian Mystic of BMW.

That is, okay. Chevrolet also has undergone, the similar kind of a Philosophy, which we have done. Then, comes the Perceptual Distortion. There could be, a several kind of the Perceptual Distortion, or Distorted Perception, which may be known as Halo Effect. Halo Effect is one of the way of Perceptual Distortion. Which means, that by one trait of the Product, we are

assuming about the, all attributes of the Product, but in general.

For example, I don't like Amul Milk. So, I think, Amul Ghee is also bad, Amul Yogurt is also bad. So, in that way. Or say, I feel, Amul Milk is very little sweet. If I perceive as, Amul Milk is sweeter, I will perceive as, Amul Yogurt also as sweeter. So, this is by, just one characteristic, I am actually, you know, it is kind of, shadowing the other characteristics, of the product. So, this is known as, Perceptual Distortion. Okay. So, there could be many ways of Perceptual Distortion. But, one of the most important way is, Halo Effect.

So, in this context, for this Perceptual Distortion, there could be like, in case of, when we see that. So therefore, all the Distortion, which we mentioned by in the Perceptual Distortion, one is Halo Effect. There could be, some others, as well, which may be a Distortion, because of my knowledge level is different, because of my understanding might be little different.

For example, Tanishq, when it came in India, as I told you, that it was perceived as an only elegant brand. And, the Indian Customers generally, did not like 18 Carat Gold. So, all 18 Carat Gold Jewellery was, viewed in a very sceptical way, by the Indian Customers. Because, that is not the Jewellery Gold for them. 22 to 24 Carat, is usually a Jewellery Gold for them. So, this kind of thing, can also happen

Though, it is a good Jewellery, but it may not be understood as a good Jewellery, as because the Customers have a very different type of predisposition, in their mind. So, a Perceptual Distortion, may come from Halo Effect, as well as, lot of predisposition by the Customers. So, we stop here, with the Concept of Perception, and the Process of Perception. And, we will meet in the Next Session, with a Case-Study of Perception. Thank you