**Marketing Perceptions**

1) The process by which stimuli are selected, organized, and interpreted is called:

a. free response.

b. perception.

c. sensation.

d. stream of consciousness.

Answer: b

2) Daily we are bombarded by a symphony of colours, sounds, and odours. The immediate response of our receptors to such basic stimuli is called:

a. stream of consciousness.

b. subjectivity.

c. sensation.

d. perception.

Answer: c

3) According to neuromarketing research, our ultimate preferences for a brand such as Coke over Pepsi are not only shaped by the taste of the product, they are also influenced by:

a. exposure.

b. sensation.

c. consumption.

d. perception.

Answer: d

4) According to neuromarketing research, when consumers know the brand name of the beverages,:

a. they prefer Pepsi over Coke.

b. they prefer Coke over Pepsi.

c. they cannot distinguish between different brands of cola.

d. they equally prefer Pepsi and Coke.

Answer: b

5) Vasi, a product manager at Kraft Foods, is reading a focus group report on tests regarding new ads for Kraft Peanut Butter. He has found that the messages consumers received are different from what Kraft intended. This is most likely due to:

a. exposure.

b. perception.

c. consumption.

d. hedonism.

Answer: b

6) Sensory inputs is another term for:

a. the perceptual process.

b. psychological factors.

c. jingles.

d. external stimuli.

Answer: d

7) When marketers pay extra attention to the impact of sensation on consumer product experiences, this is called:

a. experiential purchasing.

b. relationship marketing.

c. product positioning.

d. sensory marketing.

Answer: d

8) Upon entering the lobby, guests at Omni Hotels are greeted with the scent of lemongrass and green tea and view elaborate floral displays. In their rooms they will find eucalyptus bath salts and Sensation Bars—mini-bars stocked with items such as mojito-flavoured jelly beans and miniature Zen gardens. This is an example of:

a. experiential purchasing.

b. relationship marketing.

c. product positioning.

d. sensory marketing.

Answer: d

9) Cross-cultural research has shown that consumers’ favourite colour is:

a. red.

b. yellow.

c. green.

d. blue.

Answer: d

Page Reference: 37

10) A blue chair has the ability to stimulate which feeling?

a. relaxation

b. hunger

c. envy

d. arousal

Answer: a

Page Reference: 37

11) Rameed had an important meeting in New York to negotiate a big order for his company. He chose to wear his black suit because he knew black represented:

a. excitement.

b. good luck.

c. intelligence.

d. power.

Answer: d

Page Reference: 38

12) In a Sears department store, Katrina noticed that colours in the women's clothing area were brighter than in the men's clothing area. This would be attributed to:

a. biological differences.

b. hedonistic consumption.

c. demographic deviation.

d. sensory adaptation.

Answer: a

Page Reference: 38

13) The colour \_\_\_\_\_\_\_\_\_\_ has been shown to increase attention.

a. yellow

b. blue

c. purple

d. red

Answer: a

Page Reference: 38

14) Some colour combinations for packages become so well-known that marketers have successfully sought legal protection for their right to exclusive use, e.g., Eastman Kodak for its yellow, black, and red film packages. This colour combination becomes known as the company's:

a. patent.

b. copyright.

c. colour code.

d. trade dress.

Answer: d

Page Reference: 38

15) The Bank of Montreal’s specific wavelength of blue is so well recognized that consumers can recognize the brand just by the colour alone. When a colour combination becomes this strongly associated with the brand, this is called:

a. patent.

b. copyright.

c. colour code.

d. trade dress.

Answer: d

Page Reference: 38

16) Research on visual cues and consumption suggests that:

a. consumers will eat less popcorn from larger containers.

b. consumers will judge a taller glass as holding more fluid than a wider glass.

c. consumers eat less when food is served in multiple smaller serving size packages.

d. consumers will eat fewer M&Ms when they are given a greater variety of colours.

Answer: b

Page Reference: 39

17) Gillette markets their men's face balm (after shave) lotion to many countries. They know that from culture to culture there are vast differences in how people want to smell, and that this should be reflected in their advertising. If they depicted men "layering it on," they most likely would be from:

a. Canada.

b. Germany.

c. France.

d. Japan.

Answer: b

Page Reference: 40

18) One implication of the sense of smell is that:

a. pleasant scents lead consumers to be more forgetful.

b. women evaluate men who are wearing scented deodorant more negatively.

c. the scent of fresh cinnamon buns induced sexual arousal in a sample of male students.

d. there are no cross-cultural differences in consumer reactions to scents.

Answer: c

Page Reference: 40

19) Which company got creative by releasing the scent of chocolate chip cookies in tandem with their ads on bus shelters?

a. Got Milk?

b. Oreo.

c. Cadbury.

d. Nabisco.

Answer: a

Page Reference: 41

20) Muzak Corporation reaches millions of people every day with its music in malls, factories, and elevators. Their music has been linked to:

a. employee complaints.

b. reductions in absenteeism.

c. subliminal advertising.

d. performance decreases.

Answer: b

21) The Muzak Corporation increases the tempo of background music it pipes into offices and factories during the "slump" periods of the day when workers tend to slow down. They call this practice:

a. time compression.

b. subliminal suggestion.

c. stimulus-response training.

d. stimulus progression.

Answer: d

22) Mary does not like to buy things online. Which of the following is a good explanation for this?

a. Mary has a poor differential threshold.

b. Mary has a weak absolute threshold.

c. Mary has a high need for touch.

d. Mary has a utilitarian view of the world.

Answer: c

Page Reference: 43

Skill: Understanding

23) The Coca-Cola bottle was designed specifically to appeal to consumers’ sense of:

a. taste.

b. smell.

c. sight.

d. touch.

Answer: d

Page Reference: 43

24) The Japanese are tuned to using sensory mechanisms and stimulations in the construction of their cars. The Japanese usage of what they call Kansei engineering is associated with which of the following sensory elements?

a. smell

b. sight

c. touch

d. sound

Answer: c

Page Reference: 44

25) \_\_\_\_\_\_\_\_ is the science that focuses on how the physical environment is integrated into the consumer's subjective experience.

a. Absolute theory

b. Differential theory

c. Psychophysics

d. Psychotherapeutics

Answer: c

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

26) One of the principles of psychophysics is that changes in the physical environment are not always matched by equal changes perceptually. If Madison Wilson were changing an old drink by making it sweeter, what would psychophysics tell her?

a. She could make the drink twice as sweet by adding twice the amount of sugar.

b. She would need to research how the perception of "sweetness" changed by the amount of sugar added.

c. She would need to create promotions to tell customers how "sweet" the new drink is.

d. She would need to understand how people interpret the word "sweet."

Answer: b

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

27) Erica drives by a compelling billboard while driving on the 401 highway in Ontario. As she goes by, she finds that the print is too small to read. This demonstrates the principle of:

a. differentiated advertising.

b. sensory adaptation.

c. absolute threshold.

d. visual orientation.

Answer: c

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

28) Ben Perez is driving along a mountain road. In the distance, he sees a road crew working on a fallen tree that has blocked the highway. When Ben first sees the road crew, which of the following perceptual processes has been engaged?

a. attention

b. comprehension

c. exposure

d. interpretation

Answer: c

Page Reference: 45

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

29) A billboard is positioned correctly beside a busy highway. However, the merchant that purchased the billboard is complaining that no response is being generated by his advertising message. Upon closer inspection, the billboard company determines that the typeface used is too small to be effectively read by a motorist going 100+ kmh on the highway. Which of the following sensory thresholds would be most appropriate to explain the failure of this advertisement to connect with motorists?

a. the differential threshold

b. the absolute threshold

c. the intensity threshold

d. the relative threshold

Answer: b

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

30) The ability of a sensory system to detect changes or differences between two stimuli refers to the:

a. minimum threshold.

b. maximum threshold.

c. absolute threshold.

d. differential threshold.

Answer: d

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

31) Jason and Mark were talking in class, but so was everyone else. As they continued to discuss their day's adventures, it suddenly became clear to them that the teacher was staring at them. They didn't realize that the class had been called to order and what was once only one conversation among many was now disruptive. Jason apologized quickly and the teacher resumed her normal activities. This situation illustrates what important aspect of perception?

a. A person's ability to detect a difference between two stimuli is absolute.

b. A person's ability to detect a difference between two stimuli is relative.

c. Men's perceptual filters are underdeveloped compared to those of women.

d. Adaptation is a common problem among younger people.

Answer: b

Page Reference: 46

Skill: Understanding

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

32) When marketers update their package designs or logos, they do it in small increments of change so the change will not affect consumers' familiarity with the product. This is the principle behind:

a. JIT

b. JND

c. PERT

d. 4 Ps

Answer: b

Page Reference: 46-47

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

33) The main point of \_\_\_\_\_\_\_\_ is that the ratios, not the absolute differences, are important in describing the least perceptible differences in sensory discrimination.

a. Veber's Law

b. Weber's Law

c. rule of ratios

d. psychophysics

Answer: b

Page Reference: 47

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

34) In the nineteenth century, a psychophysicist named Ernst Weber found that:

a. the amount of change that is necessary for a stimulus to be noticed is systematically related to the intensity of the original stimulus itself.

b. for each stimulus there is an equal but opposite reaction.

c. the ratio between stimulus and response is a fixed proportion.

d. Solomon's Law was valid.

Answer: a

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

35) Antonio owns a small menswear store located in downtown Winnipeg. He decides to have a "$10 Off Sale" on every item in his store. When he totals his sales results for the week, he finds that there was the greatest response to items under $50, and the least response to items over $50. This is a demonstration of:

a. Porter's Diamond.

b. Weber's Law.

c. Maslow's Hierarchy.

d. Pavlovian Conditioning.

Answer: b

Page Reference: 46-48

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

36) When the stimulus presented is below the level of the consumer's conscious awareness, the result that occurs is called:

a. oblivescence.

b. stimulus differential.

c. the limen.

d. subliminal perception.

Answer: d

Page Reference: 48

Objective: L2-05 Subliminal advertising is a controversial—but largely ineffective—way to persuade consumers.

37) In 1957, an experiment in a drive-in movie showed that increases in sales of popcorn and Coke were measured after subliminal messages encouraging viewers to use those products had been inserted in the movie *Picnic.* These findings:

a. demonstrated that consumers' minds had been "broken into and entered."

b. were false; research executives admitted they had fabricated the findings.

c. subsequently were supported by a number of other research studies.

d. gave the first irrefutable proof of the power of subliminal persuasion on consumer actions.

Answer: b

Page Reference: 48

Objective: L2-05 Subliminal advertising is a controversial—but largely ineffective—way to persuade consumers.

38) Maria, a graphic artist with the celebrity magazine *Flameworks*, is using airbrushing to insert tiny figures into an ad they will be placing in *Maclean's* magazine. She is using a technique involving:

a. embeds.

b. visual specialization.

c. adaptation.

d. composition.

Answer: a

Page Reference: 48

Objective: L2-05 Subliminal advertising is a controversial—but largely ineffective—way to persuade consumers.

39) Marisa has just sat through three class lectures at school, and now heads to a fourth, due in ten minutes' time. She found that halfway through her third class, she was having a hard time paying attention. This was most probably due to:

a. sleep deficits.

b. active filtering.

c. attention economy.

d. sensory overload.

Answer: d

Page Reference: 49

40) In a beer ad on TV showing a couple going off to a country cottage, Melinda only paid attention to the sports car. This tendency is known as:

a. perceptual selectivity.

b. consumer screening.

c. attention focusing adaptation.

d. stimulus de-escalation.

Answer: a

Page Reference: 49

Objective: L2-06 There are a variety of factors that can influence what stimuli consumers will pay attention to

41) When a local store first changed its window display, Beverly noticed it at once. As she passed it day after day, she no longer paid attention because it had become so familiar. Beverly had:

a. experienced adaptation.

b. formed a stimulus habit.

c. attention dysfunction.

d. stimulus rejection.

Answer: a

Objective: L2-06 There are a variety of factors that can influence what stimuli consumers will pay attention to

42) Jill has been buying most of her clothes from a store that perpetually advertises 30% off. She has come to expect it, and no longer pays attention to the discount.

This is an example of:a. accessibility.

b. adaptation.

c. attrition.

d. autoresponse.

Answer: b

Objective: L2-06 There are a variety of factors that can influence what stimuli consumers will pay attention to

43) Brian urgently needs a summer job to earn money for his fall tuition. Lately everywhere he turns he seems to be noticing "help wanted" ads. His increased awareness of ads that relate to his current needs is called:

a. perceptual vigilance.

b. perceptual defense.

c. perceptual actualization.

d. perceptual search.

Answer: a

Page Reference: 50

Objective: L2-06 There are a variety of factors that can influence what stimuli consumers will pay attention to

44) Enrique has just purchased a new Sony plasma TV, the best and latest technology available for viewing. A few days later he reads a report saying that a better technology for television is due on the market in six months at half the price.

He thinks this is hogwash, and stops reading the report halfway through. This is an example of:a. perceptual defence.

b. postpurchase dissatisfaction.

c. customer sensitivity.

d. consumer advocacy.

Answer: a

Page Reference: 50

Objective: L2-06 There are a variety of factors that can influence what stimuli consumers will pay attention to

45) The TV advertisement promoting the beach resort placed heavy emphasis on soft sounds and dim colours. The result was viewers quickly lost attention. The factor leading to loss of attention was:

a. intensity.

b. duration.

c. discrimination.

d. exposure.

Answer: a

Objective: L2-06 There are a variety of factors that can influence what stimuli consumers will pay attention to

46) During January, Bill, a marketing director for an alcohol company, ran a successful 6×8-inch advertisement in a magazine that featured a man and a woman having a great time at the beach. In February, he placed the same advertisement in the same magazine, but reduced the size of the ad. Sales of his products declined. What mistake did Bill make?

a. He was using novel stimuli in the advertisement, which are eventually ignored after about a month of exposure.

b. He should not have tried to advertise alcohol in February, a month where sales are typically low.

c. He should not have placed an advertisement two months in a row in the same magazine.

d. He forgot that the size of a magazine advertisement is important for attracting readers.

Answer: d

Objective: L2-06 There are a variety of factors that can influence what stimuli consumers will pay attention to

47) Which of the following may be effective in getting viewers to stop fast-forwarding past television ads recorded on their PVR?

a. use enticing or novel commercials

b. decrease ads' sound level below that of adjacent programs

c. use a preventive or override command in ads

d. keep commercials short, 10 seconds or less, so that they cannot be electronically identified

Answer: a

Page Reference: 49-51

Skill: Understanding

Objective: L2-06 There are a variety of factors that can influence what stimuli consumers will pay attention to

48) Gary illustrated how consumers draw from their organized collection of beliefs or feelings when making a purchase decision. Among his beliefs were that colognes heightened romantic appeal, that fancy French-sounding names were feminine, and that thick cloying scents were like those his old aunts would use. The black bottle of Drakkar Noir was exotic, mysterious-looking, just right. His evaluations stem from his:

a. schemas.

b. icons.

c. historic imagery.

d. tactile cues.

Answer: a

Page Reference: 52

49) A school of thought that maintains people derive meaning from a totality of a set of stimuli, rather from any individual stimulus, is:

a. the holistic processing principle.

b. peripheral persuasion.

c. gestalt psychology.

d. stimulus integration theory.

Answer: c

3

50) Some years ago, McDonald's claimed that its Big Mac had "Two all-beef patties, special sauce, lettuce, cheese, pickles, onions, on a sesame seed bun." Today if consumers hear "Two all-beef patties...," they laughingly play the game, completing the entire line of copy. Their participation illustrates the gestalt principle of:

a. recency.

b. closure.

c. exposure.

d. completion.

Answer: b

51) When a well-known spa redesigned the packaging for its line of spa products containing algae extracts with a "sea of green" look to unify all of its different offerings, it relied upon which principle of stimulus organization?

a. consistency

b. experiential

c. subjectivity

d. similarity

Answer: d

52) The relationship in which one part of a stimulus configuration dominates a situation, such as a visual field, while other aspects recede into the background, is called:

a. foreground-background.

b. onstage-offstage.

c. figure-ground.

d. dominant-recessive.

Answer: c

53) A Telus ad depicts a bright image of a parrot on a stark white background. This is an example of which principle?

a. foreground-background

b. onstage-offstage

c. figure-ground

d. dominant-recessive

Answer: c

54) The way the marketer wants the brand to be viewed by the consumers is referred to as:

a. a positioning strategy.

b. market segmentation.

c. consumer profiling.

d. exposure.

Answer: a

Page Reference: 55

55) While most automobile companies want to be viewed as being stylish or safe, Subaru appealed to dog owners in a series of innovative advertisements. This was part of Subaru’s:

a. positioning strategy.

b. market segmentation.

c. consumer profiling.

d. primary research.

Answer: a

Page Reference: 55

56) The process that marketers follow to develop distinctive images or clearly defined "brand personalities" to distinguish them from competitors is known as:

a. segmentation.

b. marketing mix.

c. product icons.

d. positioning.

Answer: d

Page Reference: 55

57) When Volvo attempted to revamp its brand image by signing an endorsement deal with NBA player Jeremy Lin, they were focusing on:

a. marketing mix.

b. product icons.

c. positioning.

d. repositioning.

Answer: d

Page Reference: 56

58) When L’Oreal promotes the fact that they offer a high quality product for a lower price, they are positioning on:

a. price leadership.

b. specific attributes.

c. product class.

d. occasions

Answer: a

Page Reference: 56

59) When Terry’s promotes their orange-flavoured chocolate as a Christmas treat, they are positioning on:

a. price leadership.

b. specific attributes.

c. product class.

d. occasions.

Answer: d

Page Reference: 56

60) Victor, the president of a company that specializes in women's fragrances, ensures that each of the bottles looks appealing, is nice to touch, and (of course) has an appealing smell. This way, each consumer will have a positive experience with the company's products. Victor is is engaging in:

a. sensory marketing.

b. sensation marketing.

c. atmospheric marketing.

d. appeal marketing.

Answer: a

61) Fragrance cues are processed in the a part of the brain called the:

a. frontal lobe.

b. brain stem.

c. hypothalamus.

d. limbic system.

Answer: d

Page Reference: 40

62) Freda, a 65-year-old woman, has developed an *aging ear*. This means that:

a. she will not be able to hear at all in a few years.

b. she has lost the ability to hear higher-frequency sounds.

c. she has lost the ability to hear lower-frequency sounds.

d. she can hear music, but not speech.

Answer: b

63) Which of the following is not a technique that can be used to create contrast?

a. colour

b. position

c. novelty

d. cost

Answer: d

64) On Monday, Frank was driving to work and noticed a new billboard. One week later, although the same billboard was there, he didn't notice it anymore. This is an example of how \_\_\_\_\_\_\_\_ can affect adaptation.

a. duration

b. discrimination

c. exposure

d. relevance

Answer: c

Page Reference: 49

65) In consumer behaviour, the concept behind a product's market position implies that:

a. the evaluation of a product is based on what it means to person rather than what it does.

b. the evaluation of a product is based on what it does for person rather than what it means.

c. the top-selling brand in a product category always has a stronger market position.

d. price is the most important "P" to consider when formulating a marketing strategy.

Answer: a

Page Reference: 55

Skill: Understanding

Objective: L2-7 We interpret the stimuli to which we do pay attention according to learned patterns and expectations.

66) Readership ad scores in magazines increase in proportion to the \_\_\_\_\_\_\_\_ of the ad.

a. size

b. colour

c. novelty

d. cost

Answer: a

67) \_\_\_\_\_\_\_ refers to the extent to which the brain’s processing activity is devoted to a particular stimulus.

a. Attention

b. Exposure

c. Perception

d. Sensation

Answer: a

Page Reference: 49

68) \_\_\_\_\_\_\_\_\_\_\_\_ involves using communications that are unexpected and unconventional in ways that target consumers in unexpected places.

a. Sensory marketing

b. Stealth marketing

c. Guerilla marketing

d. Viral marketing

Answer: c

Page Reference: 49

69) In an example of \_\_\_\_\_\_\_\_\_\_\_\_\_, Volkswagen set up a series of outdoor marketing experiences where they put the “Fun Theory” to the test. This is basically the notion that if you make it fun, people will do it. In one example, VW installed musical keyboard bars as stairs in a subway station. This is an example of:

a. sensory marketing.

b. stealth marketing.

c. guerilla marketing.

d. viral marketing.

Answer: c

Page Reference: 49

70) Marketers contribute to a world overflowing with sensations.

a. True

b. False

Answer: a

71) Most stimuli in the environment are noticed and registered by consumers.

a. True

b. False

Answer: b

, 49

72) In the perceptual process, smells are classified as a sensory receptor.

a. True

b. False

Answer: b

73) Cross-cultural research indicates a consistent preference for blue as consumers' favourite colour.

a. True

b. False

Answer: a

Page Reference: 37

74) The colour of mourning is consistently black across all cultures.

a. True

b. False

Answer: b

Page Reference: 37

75) Mia used yellow, green, and orange for her web page. This was likely because she knew these hues captured attention.

a. True

b. False

Answer: a

Page Reference: 37

76) Some colour combinations come to be associated so strongly with the corporation they become known as the company's trade dress.

a. True

b. False

Answer: a

Page Reference: 38

77) The particular colour combination that companies use for their packaging and other marketing communications is referred to as their colour code.

a. True

b. False

Answer: b

Page Reference: 38

78) There is evidence to indicate that differences exist between genders in regards to the sense of smell.

a. True

b. False

Answer: a

Page Reference: 40

79) Regardless of one’s nationality, there is no difference in consumers' reactions to odours.

a. True

b. False

Answer: b

Page Reference: 40

80) Amy is not a fan of online shopping because she puts a lot of emphasis on her haptic senses. In other words, she really needs to see a product in front of her before purchasing it.

a. True

b. False

Answer: b

Page Reference: 43

81) The sound emitted by a dog whistle is too high to be detected by human ears. This is an illustration of a stimulation that is beyond our absolute threshold.

a. True

b. False

Answer: a

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

82) The absolute threshold refers to the minimum amount of stimulation that can be detected on a sensory channel, e.g., the auditory sensory channel.

a. True

b. False

Answer: a

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication

83) Dogs can hear sounds of far higher frequency than humans can. The differential threshold refers to the difference between what two organisms, such as a person and a dog, can detect through the same sensory channel.

a. True

b. False

Answer: b

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication

84) JND is another name for Weber's Law.

a. True

b. False

Answer: b

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication

85) Lois was not pleased when she realized that the box of candies did not have as many in it as it used to. When she compared the package to the previous package she had bought, the changes were hardly discernible. This is an example of the use of Weber's Law.

a. True

b. False

Answer: a

Page Reference: 46-48

Objective: L2-04 The concept of a sensory threshold is important for marketing communication

86) For subliminal perception to occur, the stimulus must be presented below the level of the consumer's awareness.

a. True

b. False

Answer: a

Page Reference: 48

Objective: L2-05 Subliminal advertising is a controversial—but largely ineffective—way to persuade consumers.

87) Attention is the degree to which consumers focus on the stimuli that are within the range of their exposure.

a. True

b. False

Answer: a

Page Reference: 49

88) Now that cable and network stations carry more than 6000 television commercials during a week, consumers may feel overwhelmed by the competition for their attention. Their feeling is called attention dysfunction.

a. True

b. False

Answer: b

Page Reference: 49

89) Anne is reading a newspaper during her five o'clock class. Although she would not normally notice an ad about a fast-food restaurant, she pays attention to this one because she is hungry. This tendency for consumers to be more aware of stimuli that relate to their current or immediate needs is known as perceptual vigilance.

a. True

b. False

Answer: a

Page Reference: 50

90) When consumers no longer pay attention to an ad that has become too familiar, the condition is called perceptual apathy.

a. True

b. False

Answer: b

Page Reference: 49-51

91) The name Pepsi-Cola can communicate expectations about product attributes by activating a schema.

a. True

b. False

Answer: a

Page Reference: 52

92) Craig believes that people derive meaning from something by isolating the individual stimuli that make it up. His view is consistent with that of a gestalt psychologist.

a. True

b. False

Answer: b

93) The principle of similarity means that consumers tend to group together objects that share physical characteristics; as an example, Coca-Cola, Sprite, and Dad's Old-Fashioned Root Beer are all "carbonated soft drinks."

a. True

b. False

Answer: a

94) List the five sensory systems.

Answer: sight, sound, smell, taste, and touch

95) Compare and contrast sensation and perception.

Answer: **Sensation** is the immediate response of our sensory receptors (those in our eyes, ears, nose, mouth, and skin) to such basic stimuli as light, colour, and sound. **Perception** is the process by which these sensations are selected, organized, and interpreted. The study of perception focuses on what we add to or take away from these raw sensations as we choose which to notice and then go about assigning meaning to them.

96) What is sensation? Give an example.

Answer: **Sensation** is the immediate response of our sensory receptors (those in our eyes, ears, nose, mouth, and skin) to such basic stimuli as light, colour, and sound.

One “neuromarketing” study, using brain-scanning (fMRI) technology, found that when no brand name was presented prior to tasting cola beverages (i.e., consumers relied only on sensation), the reward centres of the brain lit up and Coke and Pepsi were equally preferred. But, when explicitly told the brand name before drinking, more consumers preferred Coca-Cola, and an entirely different part of the brain lit up—the medial prefrontal cortex. This is the area of the brain responsible for thinking and judging. Learned meanings about the brand influenced consumers’ ultimate perceptions of Coca-Cola.

Thus, based on sensation alone, consumers might equally prefer Pepsi and Coke. However, our ultimate preferences are also shaped by our perceptions—the way in which we organize, interpret, and form associations about the brand.

97) What is perception? Give an example.

Answer: **Perception** is the process by which sensations are selected, organized, and interpreted. The study of perception focuses on what we add to or take away from raw sensations as we choose which to notice and then go about assigning meaning to them.

One “neuromarketing” study, using brain-scanning (fMRI) technology, found that when no brand name was presented prior to tasting cola beverages (i.e., consumers relied only on sensation), the reward centres of the brain lit up and Coke and Pepsi were equally preferred. But, when explicitly told the brand name before drinking, more consumers preferred Coca-Cola, and an entirely different part of the brain lit up—the medial prefrontal cortex. This is the area of the brain responsible for thinking and judging. Learned meanings about the brand influenced consumers’ ultimate perceptions of Coca-Cola.

Thus, based on sensation alone, consumers might equally prefer Pepsi and Coke. However, our ultimate preferences are also shaped by our perceptions—the way in which we organize, interpret, and form associations about the brand.

98) How can colour influence consumer perceptions?

Answer: Different examples can be pulled from the text. For example:

Colours are rich in symbolic value and cultural meanings. For example, red represents good luck to the Chinese and is often the main colour in their celebrations. Such powerful cultural meanings make colour a central aspect of many marketing strategies. Some reactions to colour come from learned associations—in Western countries black is the colour of mourning, while in some Eastern countries, notably Japan, white plays this role. In addition, the colour black is associated with power and may even have an impact on people who wear it. Teams in the National Hockey League who wear black uniforms are among the most aggressive; they consistently rank near the top of the league in penalties during the season.

Page Reference: 37-39

99) What is trade dress? Give an example.

Answer: Trade dress means that some colour combinations can come to be strongly associated with a corporation. The company may even be granted exclusive use of these colours. For example, Tiffany and Co. is associated with a distinct shade of blue, which is trademarked by the company.

Page Reference: 38-39

100) Give an example of how visual cues can influence our consumption of food.

Answer: There are many examples to draw on in the text. For example:

When pouring or eating foods from larger boxes, the size of the box implicitly suggests that it’s appropriate or “acceptable” to eat more—and we do! One study gave a number of moviegoers free medium-size or large-size popcorn buckets and revealed that those eating out of the large-size buckets ate 45 percent more popcorn.

Page Reference: 39

101) Describe three factors related to the visual system that marketers can manipulate in ways that make people eat and drink low or higher quantities.

Answer: There are many examples to draw on in the text. For example:

1. Size of a container of popcorn – bigger containers make consumers eat more.
2. Shape of a glass of liquid – people pour more into shorter, wider glasses.

Assortments - College students who are given bowls of M&Ms that have ten colours of M&Ms will eat 26 percent more than those given the same size bowls with seven colours.

Page Reference: 39

102) Give an example of how sense of smell differs for men and women.

Answer: One study found that the scent of fresh cinnamon buns induced sexual arousal in a sample of male students! In another study, women sniffed T-shirts that men had worn for two days and reported which ones they preferred. The women were most attracted to the odour of men who are genetically similar to themselves, though not *too* similar. The researchers claimed the findings were evidence that we are “wired” to select compatible mates, but not those so similar as to cause inbreeding problems.

Page Reference: 40

103) Give an example of how sense of sound can impact our behaviours.

Answer: Different examples can be taken from the text:

Muzak Holdings estimates that its recordings are heard by 80 million people every day. This so-called “functional music” is played in stores, shopping malls, and offices to either relax or stimulate consumers. Research shows that workers tend to slow down during midmorning and midafternoon, so Muzak uses a system it calls “stimulus progression,” in which the tempo of its music increases during those slack times. Muzak has been linked to reductions in absenteeism among factory workers. Even the milk output of cows and the egg output of chickens are claimed to increase under its influence.

Page Reference: 41-42

104) Give three examples of how sense of touch can impact consumers.

Answer: Different examples can be taken from the text:

Touch has even been shown to be a factor in sales interactions. In one study, diners who were touched by waiters gave bigger tips, and food demonstrators in a supermarket who lightly touched customers had better luck in getting shoppers to try a new snack product and to redeem coupons for the brand.

Another study found that participants who simply touched an item (an inexpensive coffee mug) for 30 seconds or less created a greater level of attachment to the product that boosted what they were willing to pay for it.

The classic contoured Coca-Cola bottle also attests to the power of touch. The bottle was designed approximately 90 years ago to satisfy the request of a U.S. bottler for a soft-drink container that people could identify even in the dark.

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105) What is the difference between exposure and attention?

Answer: **Exposure** is the process by which the consumer comes into contact with the stimulus and has the potential to notice it. **Attention** refers to the extent to which the brain’s processing activity is devoted to a particular stimulus.

Page Reference: 45,49

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

106) What is an absolute threshold? Give an example.

Answer: The **absolute threshold** refers to the minimum amount of stimulation that can be detected on a sensory channel. The sound emitted by a dog whistle is too high to be detected by human ears, so this stimulus is beyond our auditory absolute threshold. The absolute threshold is an important consideration in designing marketing stimuli. A billboard might have the most entertaining copy ever written, but this genius is wasted if the print is too small for passing motorists to see from the highway.

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

107) What is a differential threshold? Give an example of why this is relevant to marketers.

Answer: The **differential threshold** refers to the ability of a sensory system to detect changes in a stimulus or differences *between* two stimuli. Sometimes a marketer may want to ensure that a change is noticed, such as when merchandise is offered at a discount. In other situations, the fact that a change has been made is downplayed, as in the case of price increases or when a product’s size is decreased.

Page Reference: 46

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

108) What is Weber’s Law? Give an example.

Answer: Weber’s law suggests that the amount of change that is necessary to be noticed is systematically related to the original intensity of the stimulus. The stronger the initial stimulus, the greater the change must be for it to be noticed. A rule of thumb used by some retailers is that a markdown should be at least 20 percent to make an impact on shoppers. If so, a pair of socks that retails for $10 should be put on sale for $8 (a $2 discount). However, a sports coat selling for $100 would not benefit from a mere $2 discount; it would have to be marked down to $80 to achieve the same impact.

Page Reference: 46-48

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

109) What is Weber’s Law? What implications does this law have for green marketers wishing to reduce package sizes? How might the marketer deal with this type of an issue?

Answer: Weber’s Law suggests that the amount of change that is necessary to be noticed is systematically related to the original intensity of the stimulus. The stronger the initial stimulus, the greater the change must be for it to be noticed.

Weber’s Law, ironically, is a challenge to green marketers who try to reduce the sizes of packages when they produce concentrated (and more earth-friendly) versions of their products. Makers of laundry detergent brands have to convince their customers to pay the same price for about half the detergent. One perceptual trick marketers can use to try to convince consumers of this is the redesign of the bottle cap: Both P&G and Church & Dwight use a cap with a broader base and shorter sides to persuade consumers that they need a smaller amount.

Page Reference: 46-48

Objective: L2-04 The concept of a sensory threshold is important for marketing communication.

110) What is subliminal perception? Give a famous example of when this was supposedly demonstrated.

Answer: Subliminal perception is the perception of stimuli below the level of consumer consciousness.

In one well-known example, an experiment was performed at a New Jersey drive-in movie theatre in September 1957. During a showing of the movie *Picnic,* a firm called the Subliminal Projection Company inserted messages that said “Drink Coca-Cola” and “Eat Popcorn” for 1/3000 second every five seconds. This rate was too fast for viewers to be aware that they had seen the images. Supposedly, sales of popcorn increased by almost 20 percent and consumption of Coke by almost 60 percent. These claims created an uproar as journalists and social critics expressed fears that social scientists would team up with advertisers to invade privacy and control consumers against their will. As one magazine put it at the time, consumers’ minds had been “broken and entered.” This experiment was never replicated and the executive responsible for the test later admitted that he had made up the results.

Page Reference: 48

Objective: L2-05 Subliminal advertising is a controversial—but largely ineffective—way to persuade consumers.

111) What is sensory overload? Give an example.

Answer: *Sensory overload* refers to the notion that consumers are exposed to far more information than they are able or willing to process. In our society, much of this bombardment comes from commercial sources, and the competition for our attention is increasing steadily. The average adult is exposed to about 3500 pieces of advertising information every single day—up from about 560 a day 30 years ago. Many younger people in particular have developed the ability to *multitask*, or process information from more than one medium at a time as they attend to their cell phones, TV, instant messages, and so on. One study observed 400 people for a day and found that 96 percent of them were multitasking about a third of the time they were using media.

Page Reference: 49

112) What is perceptual vigilance? Give an example.

Answer: *Perceptual vigilance* refers to the notion that consumers are more likely to be attentive to stimuli that relate to their current needs. These needs may be conscious or unconscious. For example, a consumer who rarely notices car ads will become very much aware of them when he or she is in the market for a new car. A bus shelter ad for a fast-food restaurant that would otherwise go unnoticed becomes relevant when one waits to catch the bus close to dinner time.

Page Reference: 50

113) Using an example, explain what perceptual defence means.

Answer: *Perceptual defence* refers to the tendency for people to not pay attention to information they don’t want to process. If a stimulus is threatening to us in some way, we may not process it or we may distort its meaning so that it is more acceptable. For example, a heavy smoker may block out images of cancer-scarred lungs because these vivid reminders hit a bit too close to home.

Page Reference: 50

114) Using an example, explain the concept of adaptation.

Answer: Adaptation refers to the degree to which consumers continue to notice a stimulus over time. The process of adaptation occurs when consumers no longer pay attention to a stimulus because it is so familiar. Almost like drug addiction, a consumer can become “habituated” and require increasingly stronger “doses” of a stimulus for it to continue to be noticed. For example, a consumer en route to work might read a billboard message when it is first installed, but after a few days it becomes part of the passing scenery.

115) What is Gestalt psychology?

Answer: These principles are based on work in **Gestalt psychology**, a school of thought maintaining that people derive meaning from the *totality* of a set of stimuli rather than from any individual stimulus. The German word *gestalt* means, roughly, “whole,” “pattern,” or “configuration,” a perspective best summarized by the saying “the whole is greater than the sum of its parts.”

116) What is the principle of closure?

Answer: The gestalt **principle of closure** implies that consumers tend to perceive an incomplete picture as complete. That is, we tend to fill in the blanks based on our prior experience.

117) What is the principle of similarity?

Answer: The **principle of similarity** tells us that consumers tend to group together objects that share similar physical characteristics; that is, they group like items into sets to form an integrated whole.

118) What do marketers mean when they talk about their “positioning strategy?”

Answer: A **positioning strategy**—the way the marketer wants the brand to be viewed in the eyes of the consumer— is a fundamental part of a company’s marketing efforts as it uses elements of the marketing mix (product design, price, distribution, and marketing communications) to influence the consumer’s interpretation of the brand’s meaning.

Page Reference: 55

119) What is repositioning? Give an example.

Answer: Repositioning refers to marketers changing their positioning strategy over time, in a way that updates the brand’s image for an evolving market. Volvo was beginning to be seen as a brand for an older demographic and was positioned heavily on the safety dimension. In an attempt to update their image they have signed an endorsement deal with Jeremy Lin, a young NBA player with a Chinese-American heritage. Not only does this help create a more youthful brand image, but it will likely carry some appeal in the large Chinese market.

Page Reference: 56

120) What is the difference between sensation and perception? Give an example of each. Which of these two constructs is most relevant to marketers and why?

Answer: **Sensation** is the immediate response of our sensory receptors (those in our eyes, ears, nose, mouth, and skin) to such basic stimuli as light, colour, and sound. **Perception** is the process by which these sensations are selected, organized, and interpreted. The study of perception focuses on what we add to or take away from these raw sensations as we choose which to notice and then go about assigning meaning to them.

Most marketers would agree that, oftentimes, perception can be more influential than sensation in determining consumer preferences.

Students can draw their own example from the book.

121) Outline and explain the elements of the perceptual process that would allow a shopper to recognize and select a bottle of ketchup in a supermarket.

Answer: A good answer will draw from all elements of the perceptual process. It could distinguish between sensation and perception, but should highlight how exposure, attention, and interpretation all impact the consumers ultimate choice.

122) You are talking to a co-worker and he says, "perception is reality." What does he mean by this? Do you agree or disagree? Use an example.

Answer: Feedback: *This is a subjective question, which can highlight students’ ability to think through issues related to perception and sensation. A good answer will point out that even though sensations are based on incoming data from the world to our senses, what is more important is how we take in this information, organize it, and interpret it (Perception).*

Students can draw on any example they wish, such as the Coca-Cola example in the textbook.

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123) Why is the choice of which colour(s) to use such a sensitive one for marketers? Give an example.Why is this important in regards to demographic characteristics?

Answer: Colour has the ability to influence consumers’ perceptions. Students can draw on multiple examples from the textbook. In addition, there are different examples of demographic differences in perceptions of colour.

For example: Women tend to be drawn to brighter tones and are more sensitive to subtle shadings and patterns because women see colour better than men do; men are 16 times more likely to be colour-blind than women. Age also influences our response to colour. As we get older our eyes mature and our vision takes on a yellow cast. Colours look duller to older people, so they prefer white and choose a white car; Lexus, which sells heavily in this market, makes 60 percent of its vehicles in white.

Page Reference: 37-39

124) Mary is shopping for some new clothes. Explain how her haptic senses would help her.

Answer: Students should identify that the word haptic refers to the sense of touch. They can come up with their own example in explaining how sense of touch would help.

For example, common observation tells us that tactile stimulation is an important sensory channel. Moods are relaxed or stimulated on the basis of sensations of the skin, whether from a luxurious massage or the bite of a winter wind. Touch has even been shown to be a factor in sales interactions. In one study, diners who were touched by waiters gave bigger tips, and food demonstrators in a supermarket who lightly touched customers had better luck in getting shoppers to try a new snack product and to redeem coupons for the brand. Another study found that participants who simply touched an item (an inexpensive coffee mug) for 30 seconds or less created a greater level of attachment to the product that boosted what they were willing to pay for it

Haptic (touch) senses appear to moderate the relationship between product experience and judgment confidence, confirming the common-sense notion that we’re more sure about what we perceive when we can touch it. (Of course, this is a major problem for those who sell products online.) These researchers found that individuals who scored high on a “Need for Touch” (NFT) scale were especially influenced by this dimension.

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125) Discuss three distinct ways, providing an example of each, in which Weber's Law and the JND can be applied in a retail store setting.

Answer:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | JND: Just Noticeable Difference | The **minimum change** in a stimulus that can be detected by a perceiver  -could also be the minimum detectable difference between 2 stimuli | | Weber's Law | The principle that the stronger the initial stimulus, the greater its change must be for it to be noticed (perceptible change is a proportion or a % of the original stimulus) |   Students can generate different examples:  1) Product improvements should be above the JND (i.e., adding features/benefits)  2) Comparative advertising should be above the JND.  3) Negative changes (reductions in product size/quantity/quality) should be below JND.  4) Want to change brand image to be more current, but don’t want to scare off loyal consumers 🡪 series of successive changes to the packaging/ image below the JND. |

Page Reference: 46-48

Objective: L2-01 How the concept of a sensory threshold is important for marketing communication.

126) Why must advertisers take care with the amount of detail offered to targeted customers? In your answer, refer to specific principles in the chapter.

Answer:

There is no one right answer here, but consumers can be drawn from the discussion on attention. Consumers have limited capacity and cannot pay attention to everything or process large quantities of incoming information.

**Attention** refers to the extent to which the brain’s processing activity is devoted to a particular stimulus.

Although we live in an information society, it’s possible to have too much of a good thing. Consumers are often in a state of *sensory overload*; that is, they are exposed to far more information than they are able or willing to process. In our society, much of this bombardment comes from commercial sources, and the competition for our attention is increasing steadily. The average adult is exposed to about 3500 pieces of advertising information every single day—up from about 560 a day 30 years ago. Many younger people in particular have developed the ability to *multitask*, or process information from more than one medium at a time as they attend to their cell phones, TV, instant messages, and so on. One study observed 400 people for a day and found that 96 percent of them were multitasking about a third of the time they were using media. Marketing researchers are struggling to understand this new condition as they try to figure out how to reach people who are doing many things at once.

Page Reference: 49

127) Your company has been running the same magazine advertisement in *Vogue* for three months, and there is evidence that the advertisement is losing its effectiveness. Your boss, Jerry, comes to you asking you for advice on what the possible problem is and why it may have happened in such a short time. What do you tell him?

Answer: A good answer will discuss the notion of adaptation or the degree to which consumers continue to notice a stimulus over time. The process of adaptation occurs when consumers no longer pay attention to a stimulus because it is so familiar. Almost like drug addiction, a consumer can become “habituated” and require increasingly stronger “doses” of a stimulus for it to continue to be noticed. For example, a consumer en route to work might read a billboard message when it is first installed, but after a few days it becomes part of the passing scenery.

They could also discuss: *Exposure:* People tend to habituate to frequently encountered stimuli as the rate of exposure increases.

A better answer will also propose solutions to the problem. For example, the marketing can alter one of the elements that lead to adaptation processes.

128) Advertising has increasingly become less effective because of increased clutter. How can you, as the marketer, break through this clutter?

Answer: There are different ways that this question can be answered, but a good answer might discuss stimulus selection factors.

In general, stimuli that differ from others around them are more likely to be noticed (remember Weber’s law). This **contrast** can be created in several ways:

• *Size:* The size of the stimulus itself in contrast to the competition helps to determine whether it will command attention. Readership of a magazine ad increases in proportion to the size of the ad.

• *Colour:* As we’ve seen, colour is a powerful way to draw attention to a product or to give it a distinct identity. For example, Black & Decker has a line of tools called DeWalt targeted at the residential construction industry. The line is coloured yellow and black, instead of grey, which makes them stand out against other “dull” tools.

• *Position:* Not surprisingly, stimuli that are in places where we’re more likely to look stand a better chance of being noticed. That’s why the competition among suppliers to have their products displayed at eye level in stores is so heated. In magazines, ads that are placed toward the front of the issue, preferably on the right-hand side, also win out in the race to get readers’ attention.

• *Novelty:* Communications that use novel stimuli or appear in unexpected places tend to grab our attention. These locations include the backs of shopping carts, public washrooms, and even on other consumers themselves. An example of novelty attracting consumers’ attention is Naked Grape wine produced by Vincor. Point-of-sale and advertising taglines say “It takes confidence to go onoaked.” Sales have soared for this wine.

129) What is the main perspective of gestalt psychology? Compare and contrast principle of closure, principle of similarity, and figure-ground principle.

Answer: **Gestalt psychology** is a school of thought maintaining that people derive meaning from the *totality* of a set of stimuli rather than from any individual stimulus. The German word *gestalt* means, roughly, “whole,” “pattern,” or “configuration,” a perspective best summarized by the saying “the whole is greater than the sum of its parts.” A piecemeal perspective that analyzes each component of the stimulus separately will be unable to capture the total effect.

All three principles have in common the assumption that consumers’ interpretations of events are based on the overall whole, rather than the individual components of the stimulus.

The gestalt **principle of closure** implies that consumers tend to perceive an incomplete picture as complete. That is, we tend to fill in the blanks based on our prior experience. This principle explains why most of us have no trouble filling in the blanks in an incomplete message or reading a neon sign even if one or two of its letters are burned out.

The principle of similarity tells us that consumers tend to group together objects that share similar physical characteristics; that is, they group like items into sets to form an integrated whole. Green Giant relied on this principle when the company redesigned the packaging for its line of frozen vegetables. It created a “sea-of-green” look to unify all of its different offerings.

Another important gestalt concept is the figure-ground principle, in which one part of a stimulus will dominate (the *figure*) while other parts recede into the background. This concept is easy to understand if one thinks of a photograph with a clear and sharply focused object (the figure) in the centre. The figure is dominant, and the eye goes straight to it. The parts of the configuration that will be perceived as figure or ground can vary, depending on the individual consumer as well as other factors.