

Perception

Exposure	Attention	Interpretation
The duration in which a person's sensory receptors come into contact with a stimulus.	The process of selecting a stimulant to pay the most attention to	Consumer assigns meaning to sensory stimuli
Factors influencing exposure include the ad's placement and product display	Size, colour, position, movement, personal relevance, pleasantness, originality, use of concrete vs abstract words	objective and subjective comprehension, effects of culture
	Attention is selective and limited	Consumer inferences are based on price; colour and packaging; country of origin and, brand names

Memory

External Inputs →	Encoding →	Storage →	Retrieval
	Information is placed into memory	Information is retained in memory	Information found in memory is found as needed
			*elaborative retrieval, reminders in store, product design and information for use

Learning Theories

Classical Conditioning	Instrumental Conditioning	Cognitive Learning Theory
Taking an existing stimulus response and pairing it with another stimulus to initiate the same response.	reinforcement via rewards	Based on the assumption that learning is a cognitive process without a need for external reinforcement. From observing and conscientiously processing information
Example: Pairing the ringing of a bell with a bowl of food to make dogs salivate.	Example: Thanking a child for washing the dishes encourages them to repeat their behaviour.	
Marketing applications: Sponsorship, family branding, product line extensions, licensing and "look-alike" packaging	Marketing application: Reinforcement of purchase, frequency marketing and gamification	Marketing application: social influencers

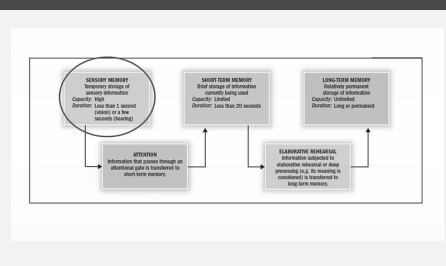
Sensation → Perception

Sensory Stimuli	Sensory Receptors
Sights	Eyes
Sounds	Ears
Smells	Nose
Tastes	Mouth
Textures	Skin

Sensory Stimuli → Sensory Receptors → Exposure → Attention → Interpretation

Advertising Linguistics

types of memories



Key Terms Week 4

Examples of Concrete Words:

Car, flower, child, diamond, tree, apple, bird

Examples of Abstract Words

Loyalty, trust, criterion, perform, truth, quality

consumers pay more attention to concrete words

Key Terms (Week Three)

Selective Exposure?

The purposeful selection of stimuli an individual heeds attention to. Consumers can intentionally seek out additional product information and/or may choose to ignore advertisements.

Perceptual Vigilance

Being alert for something that is relevant to you

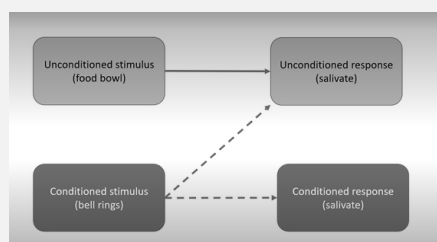
Perceptual Defense

Brain blocks out stimuli that may be threatening or offensive to the individual.

Adaptation

When consumers are habituated by a marketing message due to repeated exposure.

Classical Conditioning



Learning

Any permanent changes to knowledge and behaviour that come from being exposed to new stimuli

Gamification

Turning routine tasks into a game. with long and short term goals

cognitive outsource

Information stored on an external device (google)

"Chunking"

A process in which several items of information are represented by one singular unit.



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