



FACULTY OF JURIDICAL SCIENCES

COURSE: B.B.A.LL.B. IInd Semester

SUBJECT: CONSUMER BEHAVIOUR

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Lecture-18



Individual Determinants of Consumer Behavior

Consumer Behavior - Perception

Our human brain attempts to make sense out of the stimuli to which we are exposed and our perception is an approximation of reality.

Perception Influencers

The following are the factors/theories, which can influence our perception

Exposure

Exposure is the extent to which it encounters stimulus. Exposure is not enough to significantly impact the individual.

For example, in our daily life, we come across a number of hoardings, advertisements, banners etc. However, we don't pay much attention to them or tend to seek it out, but, if we want to purchase something, say, a motorbike, we may deliberately take effort and seek out such advertisements. Attention is a matter of degree. Our attention may be quite high when we read the directions mentioned on a road map and quite low when a commercial comes on the T.V.

Weber's Law

Weber's law gives a theory concerning the perceived differences between similar stimuli of varying intensities. The stronger is the initial stimulus, the greater is the additional intensity needed for the second stimulus to be perceived as different.

For example, If there is a one and half inch reduction in the size of a five inch candy bar, it won't get noticed a bit but if the two inch long chewing gum gets reduced, then it would be noticed.

Subliminal Stimuli

Subliminal Stimuli represent the words or pictures so as to be unidentifiable to the viewer's conscious perception.

Images may be flashed before the eye too quickly for the conscious mind to apprehend. For example, in 1957 in a drive-in theater in New Jersey, messages such as "Drink Coke" and "Eat Popcorn" were flashed on the screen and sales of these refreshments increased considerably as a result.

Elements of Perception

Sensation

Sensation is the immediate and direct response of the sensory organs to stimuli. A stimulus may be any unit of input to any of these senses.

Examples of stimuli include products, packages, brand names, advertisements and commercials. Sensory receptors are the human organs that receive sensory inputs. Their sensory functions are to see, hear, smell, taste and feel. All of these functions are called into play, either singly or in combinations, in the evaluation and use of most consumer products.

The Absolute Threshold

The lowest level at which an individual can experience a sensation is called the absolute threshold. The point at which a person can detect a difference between "something" and "nothing" is that person's absolute threshold for that stimulus.

The Differential Threshold

The minimal difference that can be detected between two similar stimuli is called the differential threshold or the just noticeable difference.

Subliminal Perception

People are motivated below their level of conscious awareness. People are also stimulated below their level of conscious awareness; that is, they can perceive stimuli without being consciously aware that they are doing so. Stimuli that are too weak or too brief to be consciously seen or heard may nevertheless be strong enough to be perceived by one or more receptor cells. This process is called subliminal perception because the stimulus is beneath the threshold, or "limen" of conscious awareness, though obviously not beneath the absolute threshold of the receptors involved.

