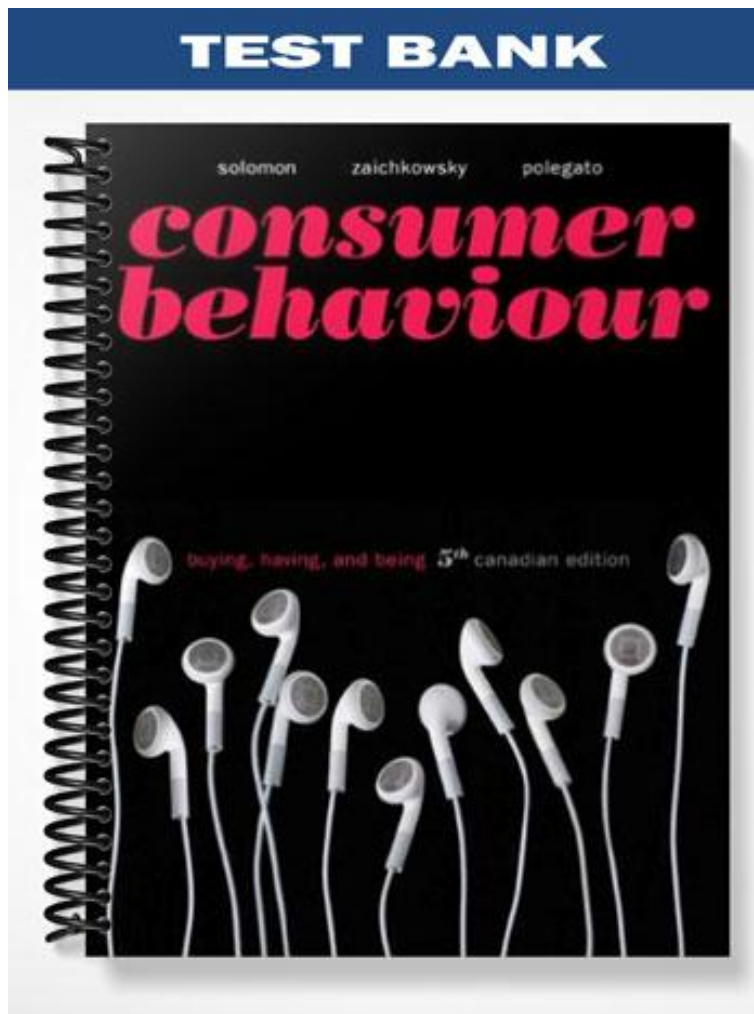


TEST BANK



MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) The process by which stimuli are selected, organized, and interpreted is called: 1) _____
A) free response
B) determination
C) sensation
D) perception
E) stream of consciousness
- 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: 2) _____
A) subjectivity
B) sensation
C) stream of consciousness
D) perception
E) free response
- 3) 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: 3) _____
A) fatigue
B) perception
C) consumption
D) exposure
E) hedonism
- 4) Ursula likes eggs that she buys from a grocery store to be refrigerated. While in the U.K., she experienced that in some stores eggs are placed on the shelves unrefrigerated. She refused to buy the product because it: 4) _____
A) relied on hedonistic consumption
B) opposed her values
C) contradicted her expectations
D) diverted her attention
E) violated her cultural backgrounds
- 5) Perception is not immediate. It takes time for the brain to process information, but sensations can be immediate and continuous. This means that the perceptual process requires a person to pay attention to some stimuli, and not to others, but it also implies that the process requires _____ 5) _____
A) effective perceptual filters to increase concentration
B) Gestalt rules to organize information rapidly
C) that the intensity of the stimuli must be strong
D) some sort of temporary memory to store sensation
E) that habituation is needed to dampen the strength of stimuli
- 6) Sensory inputs is another term for: 6) _____
A) psychological factors
B) jingles
C) a certain type of ad
D) external stimuli
E) the perceptual process

- 7) Jules, upon entering a Loblaws grocery store, is greeted by the smell of fresh bread being baked. This immediately brings to mind thoughts of his grandmother's house, and the nice garden she has. These responses are most likely an important part of: 7) _____
- A) previous advertising
 - B) hedonic consumption
 - C) an artificial environment
 - D) cultural transformation
 - E) classical theory
- 8) Which of the following comes the closest to the concept of "hedonic consumption"? 8) _____
- A) John complains to his traveling companion that he can't get through the airport without buying a fattening cinnamon roll. "The smell of those things gets me every time," he says.
 - B) A new computer game rapidly replaced an older one because it had much faster action.
 - C) Jason will only buy a new car if it has a black interior and a blue exterior
 - D) Kim can never buy fashionable clothes without looking carefully at their construction and then feeling the quality of the cloth with her fingers.
 - E) Bill can't get an advertising jingle out of his mind when he enters a store and sees the product has been advertised
- 9) Cross cultural research has shown that consumers' favourite colour is: 9) _____
- A) yellow
 - B) blue
 - C) green
 - D) red
 - E) white
- 10) A blue chair has the ability to stimulate which feeling: 10) _____
- A) arousal
 - B) envy
 - C) hunger
 - D) relaxation
 - E) power
- 11) Rameed has 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: 11) _____
- A) power
 - B) excitement
 - C) good luck
 - D) intelligence
 - E) generosity
- 12) Which colours are most effective in Web page design, when not overused: 12) _____
- A) secondary colours purple, green, orange
 - B) saturated colours such as green, yellow, orange
 - C) primary colours yellow, blue, red
 - D) relaxing colours such as blue and turquoise
 - E) white, red, black
- 13) 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: 13) _____
- A) hedonistic consumption
 - B) biological differences
 - C) sensory adaptation
 - D) demographic deviation
 - E) subliminal reaction
- 14) The increasingly multicultural makeup of Canada is leading to: 14) _____
- A) a greater interest in sporting events
 - B) less income for consumers aged 50+
 - C) a younger society than the U.S.

- D) less consumption overall
- E) a trend towards brighter colours

- 15) 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: 15) _____
- A) copyright
 - B) colour code
 - C) franchise
 - D) patent
 - E) trade dress
- 16) 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: 16) _____
- A) United States
 - B) Canada
 - C) Japan
 - D) Germany
 - E) France
- 17) Muzak Corporation reaches millions of people everyday with its music in malls, factories, and elevators. Their music has been linked to: 17) _____
- A) reductions in absenteeism
 - B) performance decreases
 - C) sensory adjustment
 - D) subliminal advertising
 - E) employee complaints
- 18) 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: 18) _____
- A) subliminal suggestion
 - B) stimulus-response training
 - C) time compression
 - D) stimulus progression
 - E) delayed productivity scheduling
- 19) Mary does not like to buy things online. Which of the following is a good explanation for this? 19) _____
- A) Mary has a utilitarian view of the world
 - B) Mary has a poor differential threshold
 - C) Mary has a weak absolute threshold
 - D) Mary has a high need for touch
 - E) Mary has strong perceptual filters
- 20) 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? 20) _____
- A) sound B) smell C) sight D) touch E) taste
- 21) _____ is the science that focuses on how the physical environment is integrated into the consumer's

subjectiv 21)

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experien
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- A) Information processing
- B) Psychophysics
- C) Psychotherapeutics
- D) Differential theory
- E) Absolute theory

- 22) One of the principles of psychophysics is that changes in the physical environment are not always matched by equal changes perceptually. If Madison Wilson was changing an old drink by making it more sweet, what would psychophysics tell her? 22) _____
- A) She would need to look at the subliminal aspects of "sweetness."
 - B) She would need to understand how people interpret the word "sweet"
 - C) She would need to research how the perception of "sweetness" changed by the amount of sugar added.
 - D) She could make the drink twice as sweet by adding twice the amount of sugar.
 - E) She would need to create promotions to tell customers how "sweet" the new drink is.
- 23) 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: 23) _____
- A) absolute threshold
 - B) visual orientation
 - C) differentiated advertising
 - D) psychophysics
 - E) sensory adaptation
- 24) 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? 24) _____
- A) attention
 - B) interpretation
 - C) exposure
 - D) concentration
 - E) comprehension
- 25) A billboard is positioned correctly beside a busy highway. However, the merchant that has 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 60+ mph on the highway. Which of the following sensory thresholds would be most appropriate to explain the failure of this advertisement to connect with motorists? 25) _____
- A) the absolute threshold
 - B) the intensity threshold
 - C) the exposure threshold
 - D) the relative threshold
 - E) the differential threshold
- 26) The ability of a sensory system to detect changes or differences between two stimuli refers to the: 26) _____
- A) absolute threshold
 - B) familial threshold

- C) maximum threshold
- D) minimum threshold
- E) differential threshold

- 27) 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? 27) _____
- A) a person's ability to detect a difference between two stimuli is relative
 - B) adaptation is a common problem among younger people
 - C) a person's ability to detect a difference between two stimuli is absolute
 - D) men's perceptual filters are underdeveloped compared to that of women's
 - E) men have a different absolute threshold compared to women
- 28) 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: 28) _____
- A) JND
 - B) PERT
 - C) S-R
 - D) 4 P's
 - E) JIT
- 29) The main point of _____ is that the ratios, not the absolute differences, are important in describing the least perceptible differences in sensory discrimination. 29) _____
- A) Veber's Law
 - B) psychophysics
 - C) rule of ratios
 - D) Weber's Law
 - E) absolute threshold
- 30) In the nineteenth century, a psychophysicist named Ernst Weber found that: 30) _____
- A) for each stimulus there is an equal but opposite reaction
 - B) increasing the amount of stimulus will lead to adaptation
 - C) Solomon's Law was valid
 - D) the ratio between stimulus and response is a fixed proportion
 - E) the amount of change that is necessary for a stimulus to be noticed is systematically related to the intensity of the original stimulus itself
- 31) Antonio owns a small men's wear 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: 31) _____
- A) Porter's Diamond
 - B) Maslow's Hierarchy
 - C) Freudian Id
 - D) Weber's Law
 - E) Pavlovian Conditioning
- 32) Another word for threshold is: 32) _____
- A) lintel
 - B) mantel
 - C) differential
 - D) limen
 - E) paradigm

- 33) When the stimulus presented is below the level of the consumer's conscious awareness, the result which occurs is called: 33) _____
- A) subliminal perception
 - B) a semantic differential
 - C) stimulus differential
 - D) oblivescence
 - E) the limen
- 34) 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: 34) _____
- A) demonstrated that consumers' minds had been "broken into and entered"
 - B) gave the first irrefutable proof of the power of subliminal persuasion on consumer actions
 - C) subsequently were supported by a number of other research studies
 - D) were false; research executives admitted they had fabricated the findings
 - E) were exposed by the McCarthy hearings as proof of Communist subversion
- 35) 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: 35) _____
- A) visual specialization
 - B) composition
 - C) cultural sensitivity
 - D) adaptation
 - E) embeds
- 36) Consumers and marketers seem to be fascinated by the possible effects of satanic messages hidden and recorded backward on rock records. That there is no effect from the "evil" messages of "backward messaging" arises from the fact that: 36) _____
- A) value systems of listeners are usually stronger than the hidden messages
 - B) teen-rocker listeners are thought to be highly resistant to external persuasion attempts
 - C) humans do not have a speech perception mechanism capable of decoding reversed signals at the unconscious level
 - D) for these techniques to be effective, the number of repetitions and volume required would result in adaptation and temporary hearing loss before a change in behaviour could occur
 - E) listeners do not pay enough for the messages to be "heard"
- 37) Which of the following most accurately reflects the current thinking about the use of subliminal perception in marketing promotions? 37) _____
- A) Subliminal ads can be effective, but customers do not like them and so marketers avoid them.
 - B) It comes down to a matter of attention. If a viewer will pay enough attention to a subliminal message, then it can have some specific effects.
 - C) Subliminal messages are below the threshold of perception, so cannot be utilized in marketing.
 - D) There has never been any evidence that subliminal messages have an effect on an individual, therefore, they are pointless for marketers to use.
 - E) There is some evidence that subliminal perception can have limited effects, but they are not specific enough to make subliminal messages effective in advertising.
- 38) Marisa has just sat through three class lectures at school, and now heads to a fourth, due in ten minutes'

time. She 38)
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) sensory overload
- C) attention economy
- D) conscious inattention
- E) active filtering

- 39) 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: 39) _____
- A) consumer screening
 - B) attention focusing adaptation
 - C) stimulus de-escalation
 - D) perceptual selectivity
 - E) sensory deprivation
- 40) 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: 40) _____
- A) exposure control
 - B) attention dysfunction
 - C) formed a stimulus habit
 - D) stimulus rejection
 - E) experienced adaptation
- 41) 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: 41) _____
- A) accessibility
 - B) avoidance
 - C) adaptation
 - D) autoresponse
 - E) attrition
- 42) 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: 42) _____
- A) perceptual actualization

- B) perceptual exposure
- C) perceptual defense
- D) perceptual vigilance
- E) perceptual search

- 43) 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: 43) _____
- A) hedonistic consumption
 - B) consumer advocacy
 - C) perceptual defence
 - D) customer sensitivity
 - E) postpurchase dissatisfaction
- 44) 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: 44) _____
- A) discrimination
 - B) exposure
 - C) relevance
 - D) duration
 - E) intensity
- 45) 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 lowered the size of the ad. Sales of his products declined. What mistake did Bill make? 45) _____
- A) He was using novel stimuli in the advertisement, which are eventually ignored after about a month of exposure.
 - B) He forgot that the size of a magazine advertisement is important for attracting readers.
 - C) He forgot that magazine sales are low in February because people do not read very much during that month.
 - D) He should not have tried to advertise alcohol in February, a month where sales are typically low.
 - E) He should not have placed an advertisement two months in a row in the same magazine.
- 46) Which of the following may be effective in getting viewers to stop fast-forwarding past television ads recorded on their VCR tapes: 46) _____
- A) using 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
 - E) use slow-motion filming to make commercials look real
- 47) 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, 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: 47) _____
- A) icons
 - B) historic imagery

- C) tactile cues
- D) subliminal perception
- E) schemas

- 48) A school of thought that maintains people derive meaning from a totality of a set of stimuli, rather from any individual stimulus, is: 48) _____
- A) the holistic processing principle
 - B) stimulus ambiguity
 - C) stimulus integration theory
 - D) peripheral persuasion
 - E) gestalt psychology
- 49) 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: 49) _____
- A) completion
 - B) closure
 - C) schema
 - D) recency
 - E) exposure
- 50) 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: 50) _____
- A) similarity
 - B) consistency
 - C) immediacy
 - D) experiential
 - E) subjectivity
- 51) 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: 51) _____
- A) figure-ground
 - B) foreground-background
 - C) dominant-recessive
 - D) onstage-offstage
 - E) feature-trailer
- 52) A lion is used in Dreyfus Fund ads to suggest the fearlessness that is the company's approach to investments. A sign that is related to a product through a conventional or agreed-upon association is called a/an: 52) _____
- A) interpretant
 - B) association
 - C) symbol
 - D) icon
 - E) index
- 53) Michael, a researcher, is studying how consumers interpret the meaning of an advertisement for a popular beverage manufacturer. Michael is most likely a researcher in what field? 53) _____
- A) stimulus selection factors
 - B) experimental psychology

- C) subliminal perception
- D) semiotics
- E) attention

- 54) An advertisement for Marlboro cigarettes features a middle-aged, rugged looking man wearing a cowboy hat and riding a horse. Which part of the ad is the object? 54) _____
- A) the brand image
 - B) the package design
 - C) the brand name
 - D) the cowboy
 - E) the cigarette product itself
- 55) When consumers see Marlboro ads, they infer that rugged individualistic Americans smoke that brand. This derived meaning from these ads is known as the: 55) _____
- A) sign
 - B) icon
 - C) interpretant
 - D) inference
 - E) object
- 56) A common practice among advertisers is to create new relationships between objects and interpretants by inventing new connections between products and benefits. How would a marketer use hyperreality to find a new use for baking soda? 56) _____
- A) by associating the soda with its ability to absorb odours
 - B) by associating the soda with a fictional character called Mrs. Clean
 - C) by informing the customers of the historic importance of baking soda
 - D) by emphasizing how wonderful the smell of the soda is
 - E) by emphasizing the low cost of the soda
- 57) What is the primary purpose of a perceptual map? 57) _____
- A) Perceptual maps outline where a product stands in the minds of consumers compared to other competitors.
 - B) The map shows the price that people are willing to pay for a product.
 - C) Perceptual maps diagram the differences between the sense systems.
 - D) The map shows the threshold values of various retail stimuli.
 - E) The map outlines how the perceptual process functions.
- 58) The process which marketers follow to develop distinctive images or clearly defined "brand personalities" to distinguish them from competitors is known as: 58) _____
- A) marketing mix
 - B) segmentation
 - C) product icons
 - D) positioning
 - E) repositioning
- 59) Which combination of "P's is the most important when forming a positioning strategy? 59) _____
- A) Product, Price and Promotion
 - B) Product and Place
 - C) Product, Price, Place and Promotion
 - D) Place and Promotion
 - E) Price and Place

- 60) Victor, the president of a company that specializes in women's fragrances, ensures that each of their 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 engaging in: 60) _____
- A) sensory marketing
 - B) atmospheric marketing
 - C) sensation marketing
 - D) manipulative marketing
 - E) appeal marketing
- 61) Fragrance cues are processed in the a part of the brain called the: 61) _____
- A) frontal lobe
 - B) hypothalamus
 - C) brain stem
 - D) limbic system
 - E) corpus callosum
- 62) Freda, a 65-year-old woman, has developed an *aging ear*. This means that: 62) _____
- A) she has lost the ability to hear lower-frequency sounds
 - B) she can hear music, but not speech
 - C) she can hear speech, but not music
 - D) she will not be able to hear at all in a few years
 - E) she has lost the ability to hear higher-frequency sounds
- 63) Which of the following statements in true? 63) _____
- A) Men will perceive denim as being of high class and women will perceive denim as being high class
 - B) Men will perceive wool as being of low class, while women will perceive denim as being high class
 - C) Men will perceive wool as being of high class, while women will perceive silk as being high class
 - D) Men will perceive wool as being of low class, while women will perceive cotton as being high class
 - E) Men will perceive denim as being of low class, while women will perceive cotton as being high class
- 64) Julia Louis-Dreyfus appears in a show called *The New Adventures of Old Christine*. Interestingly, she also appears in commercials that play during the show. This is a technique known as: 64) _____
- A) regular programming
 - B) consistent casting
 - C) syndication
 - D) content wrapping
 - E) digital enhancement
- 65) Which of the following is not a technique that can be used to create contrast? 65) _____
- A) Cost
 - B) Colour
 - C) Position
 - D) Novelty
 - E) Size
- 66) 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. 66) _____
- A) relevance
 - B) intensity

- C) exposure
- D) discrimination
- E) duration

- 67) In consumer behaviour, the concept behind a product's market position implies that: 67) _____
- A) the top-selling brand in a product category always has a stronger market position
 - B) the evaluation of a product is based on what it does for person rather than what it means
 - C) the evaluation of a product is based on what it means to person rather than what it does
 - D) quality is subjective and largely based on how a product performs for a person
 - E) price is the most important "P" to consider when formulating a marketing strategy
- 68) The ability to process information from more than one medium at a time is known as _____. 68) _____
- A) interactive attention
 - B) perceptual hyperactivity
 - C) perceptual vigilance
 - D) perceptual selectivity
 - E) multitasking
- 69) Readership ad scores in magazines increase in proportion to the _____ of the ad. 69) _____
- A) totality
 - B) colour
 - C) size
 - D) novelty
 - E) cost

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 70) Canadians' perceptions about Parmalat milk are favourable, and indicate product acceptance. 70) _____
- 71) Marketers contribute to a world overflowing with sensations. 71) _____
- 72) Most stimuli in the environment are noticed and registered by consumers. 72) _____
- 73) In the perceptual process, smells are classified as a sensory receptor. 73) _____
- 74) Many of our personal preferences, such as preferring dark chocolate to milk chocolate candy bars, are actually culturally determined. 74) _____
- 75) Because the perceptual process is not instantaneous, sensory information has to be temporarily stored or perception would be impossible. 75) _____
- 76) The emotional experience a consumer derives from a product has become less important over time. 76) _____
- 77) Cross-cultural research indicates a consistent preference for blue as consumers' favourite colour. 77) _____
- 78) The colour of mourning is consistently black across all cultures. 78) _____
- 79) Mia used yellow, green and orange for her Web page, since she knew these hues captured attention. 79) _____
- 80) Some colour combinations come to be associates so strongly with the corporation they become known as the company's trade dress. 80) _____
- 81) The particular colour combination which companies use for their packaging and other marketing communications is referred to as their colour code. 81) _____

- 82) There is evidence to indicate that differences exist between genders in regards to the sense of smell. 82) _____
- 83) Irrespective of the country there is no difference in consumers' reactions to odours. 83) _____
- 84) If the tempo of "functional music" is increased in the mid-afternoon, workers are stimulated to increase their production rates. 84) _____
- 85) Music recordings have been linked to reductions in employee absenteeism in factories. 85) _____
- 86) 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. 86) _____
- 87) Roughness in materials (tactile oppositions) are more often associated with a positive value for men, 87) _____
- 88) Like many of the younger generation in Japan, Toshi is not interested in having drinks which may contain harmful additives, or colourings, so he purchases pure fruit juice. 88) _____
- 89) 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. 89) _____
- 90) The absolute threshold refers to the minimum amount of stimulation, that can be detected on a sensory channel, e.g., the auditory sensory channel. 90) _____
- 91) 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. 91) _____
- 92) JND is another name for Weber's Law. 92) _____
- 93) 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. 93) _____
- 94) Weber, a psychophysicist, found that any change in stimulus will be noticed and acted upon. 94) _____
- 95) Another word for threshold is lintel. 95) _____
- 96) For subliminal perception to occur, the stimulus must be presented below the level of the consumer's awareness. 96) _____
- 97) Subliminal perception has been proven to have a measurable effect on consumer behaviour in many situations. 97) _____
- 98) Embeds have been proven to get consumers to look more closely at print ads. 98) _____
- 99) There is virtually no proof that truly subliminal messages have any persuasive effect on consumer behaviour. 99) _____
- 100) Rumours of satanic messages recorded backward on rock records (such as Led Zeppelin's Stairway to Heaven) has led concerned groups to ask for warning labels on these records beca of use their

influence 100)
on
people.
Their
concern
is
justified.

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- 101) Attention is the degree to which consumers focus on the stimuli which are within the range of their exposure. 101) ____
- 102) 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. 102) ____
- 103) Consumers pay attention to a large portion of information directed to them, but can only retain some of it. 103) ____
- 104) 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. 104) ____
- 105) Generally speaking, less intense stimuli (e.g., soft sounds or dim colours) do not habituate readily or resist adaptation because they are subtler and less likely to be actively blocked out by consumers. 105) ____
- 106) When consumers no longer pay attention to an ad that has become too familiar, the condition is called perceptual apathy. 106) ____
- 107) A major brand of perfume recently bought large blocks of advertising space for its new fragrance (e.g., several consecutive pages in the same magazine issue). Unfortunately, this will not be an effective means for countering the sensory overload caused by advertising clutter. 107) ____
- 108) A car manufacturer is considering increasing the size of its magazine ad. Doing so will result in more people viewing the ad. 108) ____
- 109) The name Pepsi-Cola can communicate expectations about product attributes by activating a schema. 109) ____
- 110) 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. 110) ____
- 111) When Jacob heard "Things go better with _____," he automatically added "Coke." This term for this phenomenon is known as the principle of completion. 111) ____
- 112) You can understand the following sentence because of the Gestalt principle of closure. *Perskction is imphlcant in undurwsfjling conlhmer behlshor* 112) ____
- 113) 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." 113) ____

- 114) Martha is a semiotic researcher, therefore, she sees every marketing message as having two components: an object and a sign. 114) ____
- 115) An advertisement for a new Honda Accord features a husband and wife driving along a highway with the sun setting. The object in the advertisement is the sun. 115) ____
- 116) The icons on the restroom doors in a bar in Wyoming were a doe and a buck. This is an excellent example of hyperreality 116) ____
- 117) A perceptual map is an effective way to determine where a product stands in the minds of consumers relative to its competitors. 117) ____
- 118) Greg is looking to buy a new pair of basketball shoes. His perception of Nike shoes will be solely based on the shoe's functional attributes. 118) ____
- 119) The manner in which a company appeals to consumers' senses can result in a competitive advantage. 119) ____
- 120) When eating, we rely on our stomachs to signal that we are full and should not eat anymore. 120) ____
- 121) Jane, a 65 year-old woman, will have a more difficult time identifying odours than her granddaughter, Emily. 121) ____
- 122) A *phoneme* is another word for an individual sound. Researchers have shown that decomposing brand names into phonemes does not have an affect consumer evaluations about properties of a product. 122) ____
- 123) While browsing a website online, Samuel was surprised to see an banner advertisement that had images moving within it. Samuel has just been exposed to a rich media advertisement. 123) ____
- 124) We view materials that are scarce or require a high degree of processing as being higher class. 124) ____
- 125) An advertisement featuring a dog failed to capture Daryl's attention, mainly because pets are not important to him. This is known as discrimination. 125) ____
- 126) Sensation cannot exist without perception. 126) ____
- 127) Stimuli that differ from from others around them are more likely to be noticed. This is known as contrast. 127) ____
- 128) The use of a flame on a label for a fire extinguisher is an example of an *index*. 128) ____

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 129) List the five sensory receptors. 129) _____
- 130) The process in which sensations are absorbed by the consumer and used to interpret the surrounding world is called _____. 130) _____
- 131) Gary decided to buy a new cologne to bolster his romantic appeal to Janeen on their first date. He and his buddy checked out selections at the fragrance counter, rejecting those with overly-feminine names and those which had heavy scents like his old aunts used. Dra , in a kkar mysterious Noirlooking black

bottle, 131)
seemed
to have
the
image
Gary
wanted
to
cultivate
□exotic,
even a
bit
enigmati
c. He
bought
it. What
is the
process
called by
which
Gary
reasoned
his
choices
and
arrived
at a
purchase
of
Drakkar
Noir?

- 132) The letters "J N D" stand for _____. 132) _____
- 133) Another word used for threshold in your textbook is _____. 133) _____
- 134) When Josephine bought the fine silk dress, she knew that the feel of the expensive silk would be equated with _____. 134) _____
- 135) Consumers exposed to far more information than they are able or willing to process are in a state of _____. 135) _____
- 136) What factors lead to adaptation? 136) _____
- 137) German psychologists developed a school of thought that maintains people derive meaning from the totality of a set of stimuli, rather than from any individual stimulus. A saying summarizing this view is "The whole is greater than the sum of its parts." This school of thought is _____. 137) _____
- 138) The field of study called _____ examines the correspondence between signs and symbols and their role in the assignment of meaning. 138) _____

139) The cosmetics company decided to choose the inside front cover for the ad that introduced its new product. This is an example of which stimulus selection factor?

139) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 140) What is the difference between sensation and perception?
- 141) Outline and explain the parts of the perceptual process that would allow a shopper to recognize a ketchup bottle in a supermarket.
- 142) You are talking to a co-worker and he says "Perception is Reality". What does he mean by this? Use an example.
- 143) Why is the choice of which colour(s) to use such a sensitive one for marketers? Why is this important in regards to demographic characteristics?
- 144) Why is the sense of smell important to marketers in regards to demographic characteristics?
- 145) Mary is shopping for some new clothes. Explain how her haptic senses would help her.
- 146) Discuss three ways, providing an example of each, in which Weber's Law can be applied in a retail store setting.
- 147) Evaluate the evidence regarding whether subliminal perception works. Do consumers believe that subliminal persuasion is being used on them?
- 148) Why must advertisers take care with the amount of detail offered to targeted customers? Refer to a specific principle in the chapter.
- 149) Discuss what perceptual selection means and discuss the types of barriers that prevent clear perception and reception of marketing stimuli.
- 150) 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?
- 151) Advertising has increasingly become less effective because of increased clutter. How can you break through this clutter?
- 152) What is the main perspective of Gestalt Psychology? Compare and contrast principle of closure, principle of similarity, and figure-ground principle.
- 153) From a semiotic perspective, every marketing message contains three components. Define each component.
- 154) A sign on a drawer in the kitchen of a fraternity said "Plastic Silver." The drawer contained plastic spoons, forks, and knives for casual dinners. Use the principle of hyperreality to explain why users of the kitchen would know what was in the drawer without looking.
- 155) Differentiate between an *icon* and an *index*. What might be a good example of an *index* for a high quality furniture company that prides itself on providing furniture that is very sturdy?

- 1) D
- 2) B
- 3) B
- 4) E
- 5) D
- 6) D
- 7) B
- 8) D
- 9) B
- 10) D
- 11) A
- 12) B
- 13) B
- 14) E
- 15) E
- 16) D
- 17) A
- 18) D
- 19) D
- 20) D
- 21) B
- 22) C
- 23) A
- 24) C
- 25) A
- 26) E
- 27) A
- 28) A
- 29) D
- 30) E
- 31) D
- 32) D
- 33) A
- 34) D
- 35) E
- 36) C
- 37) E
- 38) B
- 39) D
- 40) E
- 41) C
- 42) D
- 43) C
- 44) E
- 45) B
- 46) A
- 47) E
- 48) E
- 49) B
- 50) A
- 51) A

- 52) C
- 53) D
- 54) E
- 55) C
- 56) B
- 57) A
- 58) D
- 59) C
- 60) A
- 61) D
- 62) E
- 63) C
- 64) D
- 65) A
- 66) C
- 67) C
- 68) E
- 69) C
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- 73) FALSE
- 74) TRUE
- 75) TRUE
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- 114) FALSE
- 115) FALSE
- 116) FALSE
- 117) TRUE
- 118) FALSE
- 119) FALSE
- 120) FALSE
- 121) TRUE
- 122) FALSE
- 123) TRUE
- 124) TRUE
- 125) FALSE
- 126) FALSE
- 127) TRUE
- 128) TRUE
- 129) eyes, ears, nose, mouth, fingers
- 130) perception
- 131) perceptual process
- 132) Just noticeable difference
- 133) Limen
- 134) luxury/high class
- 135) sensory overload
- 136) intensity, duration, discrimination, exposure, relevance
- 137) Gestalt psychology (sometimes known as configurational psychology)
- 138) semiotics
- 139) position
- 140) *Sensation*–The immediate response of sensory receptors (such as the eyes, ears, nose, mouth, and fingers) to such basic stimuli as light, colour, and sound. Anything that activates a receptor is called a stimulus.
Perception–The process by which basic stimuli such as sights and smells are selected, organized, and interpreted. The eventual interpretation of stimulus allows it to be assigned meaning. It is of critical importance to marketers.
- 141) The "sensory stimuli" is the bottle that is detected by the "sensory receptors" in the eye. This "exposure" will result in a "sensation." If the shopper pays "attention" to the sensation, her mind will "organize and interpret" these sensations through the process of "perception." Please note that more detail could be required, such as elaborating on the colour and size of the ketchup bottle.
- 142) The co-worker is referring to the fact that although people can experience the same event or situation, interpretations of the event will be different. In essence, the co-worker is acknowledging that reality is based on how people perceive the world. A good example of this is two friends going to a hockey game. One friend, because of their perceptual defences, may only see calls that the referee makes against their favourite team. If their favourite team loses, they may perceive the outcome as being unfair. In contrast, the other friend may also see referee calls against the other team as well, as thus see the game as being fair.
- 143) Marketers rely heavily on visual elements in advertising, store design, and packaging. Colour has the ability to

help meaning to consumers, and can influence emotions directly. For instance, red can create feelings of arousal, while blue can stimulate feelings of relaxation.

ngui
sh a Some important considerations are:

prod
uct Marketers have to be sensitive of differences across cultures. In Japan, white is known as the colour of mourning, while in North America black is used for that purpose.

its
com There is also evidence to suggest that some reactions to colour are due to biological differences. Women tend to be drawn to brighter tones and are more sensitive to subtle shadings and patterns, as women see colour better than men do.

petit
ors,
sugg
est a Age also influences an individual's response to colour. As we get older, our eyes mature and our vision takes on a yellow cast. Colour looks duller to older people, so they prefer bright tones.

144) Studies have proven that women have the ability to discriminate amongst smells and odours better than men, and younger persons discriminate better than older. Knowing that smells can either call up good or bad feelings from past associations, marketers must be aware of this. Smell subtleties may be lost on males and the elderly that are very noticeable to females and youths. As well, smells boosted to these groups may seem overpowering to them while not to others.

145) Haptic senses refer to the sensation a person experiences when touching an object. People associate the textures of fabrics and other products with underlying product qualities. The perceived richness or quality of the material in the clothing is linked to its "feel", that is, whether it is rough or smooth, flexible or inflexible. A smooth fabric like silk is equated with luxury, while denim (rougher fabric) is considered practical and durable. Fabrics that comprise scarce materials or that require a high degree of processing to achieve their smoothness or fineness tend to be more expensive. In summary, Mary's haptic senses will help her distinguish among the different types of clothing available.

Please note, this discussion could also be tied in more with examples, such as if Mary is price-sensitive she will look for more common materials, such as denim.

146) Weber's Law indicates that stimuli must be different from others around them to be noticed. Three examples are:

- a) shape □ differentiate from others, e.g. Toblerone bars
- b) colour □ have a distinctive colour scheme that stands out, e.g. Fry's Cocoa in a distinctive yellow-brown combination
- c) Size □ President's Choice juices in a 4L size compared with many 1.38L sizes

147) Under very specific conditions, some clinical psychologists suggest that people can be influenced by subliminal messages. However, the technique seems unlikely to be of use in marketing contexts; effective messages must be tailored to specific individuals rather than to mass markets.

It has also been found that there are wide differences in individual threshold levels. In order for a message to avoid conscious detection by consumers who have a low threshold, the message would have to be so weak that it would not reach those with a high threshold. Next, advertisers lack control over where consumers are positioned in relationship to the source of the message; perhaps only a few would be within range of the stimulus. Lastly, consumers typically shift their attention when watching television or a movie. They might not even be looking at the screen when the message was flashed.

Contrary to the above, most consumers believe that subliminal persuasion is being used on them in some form.

148) As consumers currently live in an era that has seen an "information explosion," messages can easily be lost if we ask targeted consumers to process too much. Marketers must strike that balance by finding relevance with them, but not overdoing it. This is illustrated by the concept of information overload. Organizations must take care in finding out just what is important to targeted consumers, and deliver it. Throwing everything at them with the hope that something will stick

makes for a risky proposition in the current information society.

Students could also discuss the concept of sensory overload, in which consumers are exposed to far more information than they are able or willing to process. Individuals have a limited capacity to process information and if an advertisement is overstimulating, this can lead to individuals selectively ignoring an advertisement, or

mess ages embedded in an advertisement.

149) *Perceptual selection* means people attend to only a small portion of stimuli to which they are exposed.

Perceptual filters, based on our past experiences, influence what we decide to process. For example, perceptual vigilance occurs because consumers are more likely to be aware of stimuli that relate to their current needs. The flip side is perceptual defense. This means that people see what they want to see—and don't see what they don't want to see. Adaptation is the degree to which consumers continue to notice a stimulus over time. Factors that influence adaptation are intensity, duration, discrimination, exposure, and relevance.

150) Most likely, the advertisement is suffering from a problem of adaptation. Essentially, readers of Vogue have become so familiar with the advertisement that they are no longer paying attention to it.

Several characteristics of the advertisement could have led to adaptation occurring:

Intensity - less-intense stimuli habituate because they have less of a sensory impact

Duration - stimuli that require relatively lengthy exposure in order to be processed tend to habituate because they require a longer attention span

Discrimination - Simple stimuli tend to habituate because they do not require attention to detail

Exposure - frequently encountered stimuli tend to habituate as the rate of exposure increases

Relevance - stimuli that are irrelevant or unimportant will habituate because they fail to attract attention

151) Attention can be enhanced by creating a contrast between a company's advertisement and their competitors. This can be accomplished in a variety of ways, such as:

Size — increasing the size of an ad can increase the likelihood it will be noticed. This is especially noticeable in print advertising

Colour — colour can draw attention to an advertisement and give it a distinct identity

Position — an advertisement could be placed in a more noticeable location, for instance a more noticeable billboard, or more frequently read section of a magazine

Novelty - an advertisement could be placed in an unexpected area, such the back of a shopping cart or bus

152) The word Gestalt means, "whole" or "pattern" and the Gestalt perspective can best be summarized by the saying "The whole is greater than the sum of the parts". In the perceptual process, an analysis of each component of complex stimuli will not create the entire perception. Individual components are organized into a whole greater than any of its parts.

All three principles are similar in that they are Gestalt explanations relating to the way stimuli are organized.

However, they are different in that they mean:

Principle of Closure — implies that consumers tend to perceive an incomplete picture as complete

Principle of Similarity — consumers tend to group together objects that share similar physical characteristics, that is, they group like items into sets to form an integrated whole

Figure-Ground Principle — one part of stimulus will dominate while other parts recede into the background.

153) Each marketing message contains three elements:

The Object - the product that is the focus of the message

The Sign - the sensory imagery that represents the intended meanings of the object

The Interpretant - the meaning derived from the message

154) Dining implements in more upscale homes were often made of silver. More casual ware was generally made to look silver even when it didn't contain silver metal. Eventually, all dining implements became known as "silver." This drawer, however, contained plastic objects, but the objects were used for dining, hence "plastic silver."

155) An icon is a sign that resembles a product in some way, while an index is a sign that is connected to the a product because they share some property.

The second part of the question could be answered in a number of ways, but they need to come up with an answer that involves the image of something "sturdy". One good example might be an oak tree.