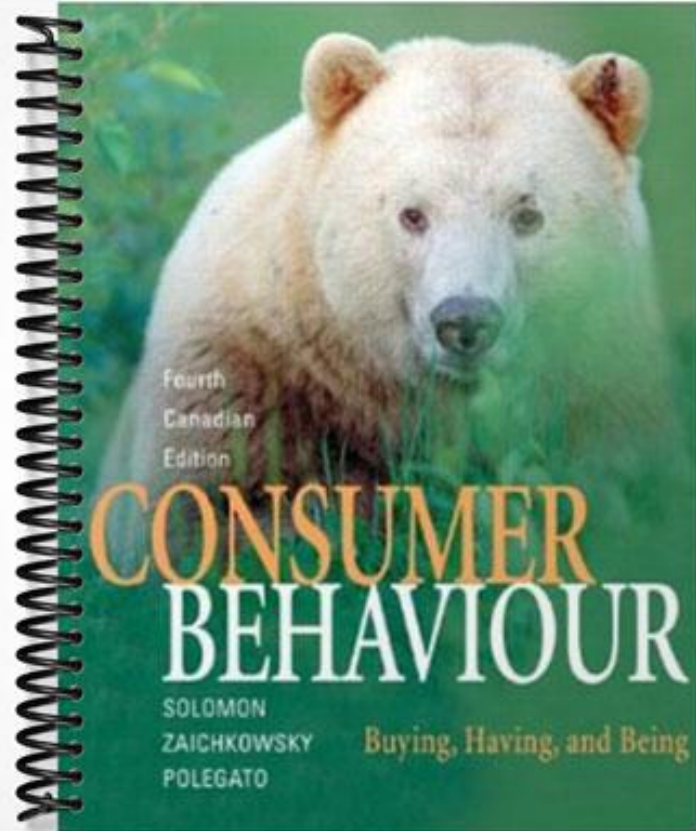


**TEST BANK**



**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) perception
  - B) stream of consciousness
  - C) sensation
  - D) free response
  - E) determination
- 2) Daily we are bombarded by a symphony of colours, sounds, and odors. The immediate response of our receptors to such basic stimuli is called: 2) \_\_\_\_\_
- A) subjectivity
  - B) perception
  - C) free response
  - D) stream of consciousness
  - E) sensation
- 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) exposure
  - C) perception
  - D) hedonism
  - E) consumption
- 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) diverted her attention
  - C) violated her cultural backgrounds
  - D) opposed her values
  - E) contradicted her expectations
- 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) some sort of temporary memory to store sensation
  - B) effective perceptual filters to increase concentration
  - C) that the intensity of the stimuli must be strong
  - D) that habituation is needed to dampen the strength of stimuli
  - E) Gestalt rules to organize information rapidly
- 6) Sensory inputs is another term for: 6) \_\_\_\_\_
- A) psychological factors
  - B) jingles

- C) the perceptual process
- D) external stimuli
- E) a certain type of ad

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) an artificial environment
- B) hedonic consumption
- C) classical theory
- D) previous advertising
- E) cultural transformation

8) Which of the following comes the closest to the concept of "hedonic consumption"? 8) \_\_\_\_\_

- A) Bill can't get an advertising jingle out of his mind when he enters a store and sees the product has seen advertised
- B) Kim can never buy fashionable clothes without looking carefully at their construction and then feeling the quality of the cloth with her fingers.
- C) Jason will only buy a new car if it has a black interior and a blue exterior
- D) A new computer game rapidly replaced an older one because it had much faster action.
- E) 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.

9) Cross cultural research has shown that consumers' favourite colour is: 9) \_\_\_\_\_

- A) white
- B) green
- C) yellow
- D) blue
- E) red

10) A blue chair has the ability to stimulate which feeling: 10) \_\_\_\_\_

- A) power
- B) hunger
- C) relaxation
- D) envy
- E) arousal

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) good luck
- B) excitement
- C) intelligence
- D) generosity
- E) power

- 12) Which colours are most effective in Web page design, when not overused: 12) \_\_\_\_\_
- A) primary colours yellow, blue, red
  - B) saturated colours such as green, yellow, orange
  - C) secondary colours purple, green, orange
  - 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) demographic deviation
  - B) biological differences
  - C) subliminal reaction
  - D) hedonistic consumption
  - E) sensory adaptation
- 14) The increasingly multicultural makeup of Canada is leading to: 14) \_\_\_\_\_
- A) a greater interest in sporting events
  - B) a trend towards brighter colours
  - C) less consumption overall
  - D) a younger society than the U.S.
  - E) less income for consumers aged 50+
- 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) franchise
  - B) copyright
  - C) colour code
  - 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) France
  - B) Japan
  - C) United States
  - D) Germany
  - E) Canada
- 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) subliminal advertising
  - C) performance decreases
  - D) sensory adjustment
  - 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) delayed productivity scheduling
  - B) time compression
  - C) stimulus-response training
  - D) stimulus progression
  - E) subliminal suggestion
- 19) Mary does not like to buy things online. Which of the following is a good explanation for this? 19) \_\_\_\_\_
- A) Mary has strong perceptual filters
  - B) Mary has a high need for touch
  - C) Mary has a utilitarian view of the world
  - D) Mary has a weak absolute threshold
  - E) Mary has a poor differential threshold
- 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) taste
  - B) touch
  - C) smell
  - D) sound
  - E) sight
- 21) \_\_\_\_\_ is the science that focuses on how the physical environment is integrated into the consumer's subjective experience. 21) \_\_\_\_\_
- A) Information processing
  - B) Absolute theory
  - C) Differential theory
  - D) Psychophysics
  - E) Psychotherapeutics
- 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 create promotions to tell customers how "sweet" the new drink is.
  - B) She would need to look at the subliminal aspects of "sweetness."
  - C) She would need to research how the perception of "sweetness" changed by the amount of sugar added.
  - D) She would need to understand how people interpret the word "sweet"
  - E) She could make the drink twice as sweet by adding twice the amount of sugar.
- 23) The minimum amount of stimulation that people can detect on a sensory channel is: 23) \_\_\_\_\_

- A) the differential threshold
- B) the maximum threshold
- C) the minimum threshold
- D) the relative threshold
- E) the absolute threshold

- 24) 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: 24) \_\_\_\_\_
- A) visual orientation
  - B) psychophysics
  - C) absolute threshold
  - D) differentiated advertising
  - E) sensory adaptation
- 25) 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 25) \_\_\_\_\_
- A) comprehension
  - B) exposure
  - C) interpretation
  - D) attention
  - E) concentration
- 26) 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? 26) \_\_\_\_\_
- A) The differential threshold
  - B) The intensity threshold
  - C) The absolute threshold
  - D) The exposure threshold
  - E) The relative threshold
- 27) The ability of a sensory system to detect changes or differences between two stimuli refers to the: 27) \_\_\_\_\_
- A) differential threshold
  - B) minimum threshold
  - C) absolute threshold
  - D) familial threshold
  - E) maximum threshold
- 28) 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 her normal res activitie um s. This ed situatio

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- 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 that of women's
- D) Adaptation is a common problem among younger people
- E) Men have a different absolute threshold compared to women

29) 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:

29) \_\_\_\_\_

- A) JND
- B) PERT
- C) 4 P's
- D) S-R
- E) JIT

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

30) \_\_\_\_\_

- A) psychophysics
- B) absolute threshold
- C) Weber's Law
- D) rule of ratios
- E) Veber's Law

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

31) \_\_\_\_\_

- A) increasing the amount of stimulus will lead to adaptation
- B) for each stimulus there is an equal but opposite reaction
- 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

32) 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:

32) \_\_\_\_\_

- A) Weber's Law
- B) Freudian Id

- C) Porter's Diamond
- D) Pavlovian Conditioning
- E) Maslow's Hierarchy

- 33) Another word for threshold is: 33) \_\_\_\_\_
- A) differential
  - B) mantel
  - C) limen
  - D) paradigm
  - E) lintel
- 34) When the stimulus presented is below the level of the consumer's conscious awareness, the result which occurs is called: 34) \_\_\_\_\_
- A) stimulus differential
  - B) the limen
  - C) oblivescence
  - D) a semantic differential
  - E) subliminal perception
- 35) 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: 35) \_\_\_\_\_
- A) subsequently were supported by a number of other research studies
  - B) demonstrated that consumers' minds had been "broken into and entered"
  - C) gave the first irrefutable proof of the power of subliminal persuasion on consumer actions
  - D) were false; research executives admitted they had fabricated the findings
  - E) were exposed by the McCarthy hearings as proof of Communist subversion
- 36) 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: 36) \_\_\_\_\_
- A) visual specialization
  - B) adaptation
  - C) embeds
  - D) cultural sensitivity
  - E) composition
- 37) 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: 37) \_\_\_\_\_
- A) humans do not have a speech perception mechanism capable of decoding reversed signals at the unconscious level
  - B) 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



- C) teen-rocker listeners are thought to be highly resistant to external persuasion attempts
- D) value systems of listeners are usually stronger than the hidden messages
- E) listeners do not pay enough for the messages to be "heard"

38) Which of the following most accurately reflects the current thinking about the use of subliminal perception in marketing promotions? 38) \_\_\_\_\_

- A) There has never been any evidence that subliminal messages have an effect on an individual, therefore, they are pointless for marketers to use.
- B) Subliminal ads can be effective, but customers do not like them and so marketers avoid them.
- C) Subliminal messages are below the threshold of perception, so cannot be utilized in marketing.
- D) There is some evidence that subliminal perception can have limited effects, but they are not specific enough to make subliminal messages effective in advertising.
- E) 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.

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: 39) \_\_\_\_\_

- A) conscious inattention
- B) active filtering
- C) sleep deficits
- D) attention economy
- E) sensory overload

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: 40) \_\_\_\_\_

- A) stimulus de-escalation
- B) consumer screening
- C) perceptual selectivity
- D) sensory deprivation
- E) attention focusing adaptation

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: 41) \_\_\_\_\_

- A) experienced adaptation
- B) formed a stimulus habit
- C) stimulus rejection
- D) exposure control
- E) attention dysfunction

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 42) \_\_\_\_\_

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discount

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- A) adaptation
- B) autoresponse
- C) avoidance
- D) accessibility
- E) attrition

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:

43) \_\_\_\_\_

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

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:

44) \_\_\_\_\_

- A) postpurchase dissatisfaction
- B) hedonistic consumption
- C) customer sensitivity
- D) consumer advocacy
- E) perceptual defence

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:

45) \_\_\_\_\_

- A) discrimination
- B) duration
- C) relevance
- D) intensity
- E) exposure

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 lowered the size of the ad. Sales of his products declined. What mistake did Bill make?

46) \_\_\_\_\_

- A) He forgot that magazine sales are low in February because people do not read very much during that month
- B) He was using novel stimuli in the advertisement, which are eventually ignored after about a month of exposure
- 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
- E) He should not have tried to advertise alcohol in February, a month where sales are typically low

- 47) Which of the following may be effective in getting viewers to stop fast-forwarding past television ads recorded on their VCR tapes: 47) \_\_\_\_\_
- A) using enticing or novel commercials
  - B) use slow-motion filming to make commercials look real
  - C) keep commercials short, 10 seconds or less, so that they cannot be electronically identified
  - D) use a preventive or override command in ads
  - E) decrease ads' sound level below that of adjacent programs
- 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, 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: 48) \_\_\_\_\_
- A) historic imagery
  - B) schemas
  - C) subliminal perception
  - D) icons
  - E) tactile cues
- 49) A school of thought that maintains people derive meaning from a totality of a set of stimuli, rather from any individual stimulus, is: 49) \_\_\_\_\_
- A) the holistic processing principle
  - B) stimulus integration theory
  - C) stimulus ambiguity
  - D) peripheral persuasion
  - E) gestalt psychology
- 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: 50) \_\_\_\_\_
- A) recency
  - B) closure
  - C) exposure
  - D) completion
  - E) schema
- 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: 51) \_\_\_\_\_
- A) subjectivity
  - B) immediacy
  - C) experiential

- D) consistency
- E) similarity

- 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: 52) \_\_\_\_\_
- A) onstage-offstage
  - B) feature-trailer
  - C) dominant-recessive
  - D) figure-ground
  - E) foreground-background
- 53) 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: 53) \_\_\_\_\_
- A) association
  - B) icon
  - C) symbol
  - D) index
  - E) interpretant
- 54) 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? 54) \_\_\_\_\_
- A) semiotics
  - B) attention
  - C) stimulus selection factors
  - D) experimental psychology
  - E) subliminal perception
- 55) 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? 55) \_\_\_\_\_
- A) the cowboy
  - B) the cigarette product itself
  - C) the brand image
  - D) the brand name
  - E) the package design
- 56) When consumers see Marlboro ads, they infer that rugged individualistic Americans smoke that brand. This derived meaning from these ads is known as the: 56) \_\_\_\_\_
- A) inference
  - B) object
  - C) icon
  - D) sign
  - E) interpretant
- 57) 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? 57) \_\_\_\_\_

- A) By associating the soda with its ability to absorb odors
- B) By informing the customers of the historic importance of baking soda
- C) By emphasizing how wonderful the smell of the soda is
- D) By associating the soda with a fictional character called Mrs. Clean
- E) By emphasizing the low cost of the soda

58) What is the primary purpose of a perceptual map? 58) \_\_\_\_\_

- A) Perceptual maps diagram the differences between the sense systems.
- B) The map shows the threshold values of various retail stimuli
- C) The map shows the price that people are willing to pay for a product
- D) The map outlines how the perceptual process functions.
- E) Perceptual maps outline where a product stands in the minds of consumers compared to other competitors.

59) The process which marketers follow to develop distinctive images or clearly defined "brand personalities" to distinguish them from competitors is known as: 59) \_\_\_\_\_

- A) segmentation
- B) positioning
- C) repositioning
- D) product icons
- E) marketing mix

60) Which combination of 'P's is the most important when forming a positioning strategy? 60) \_\_\_\_\_

- A) Place and Promotion
- B) Product, Price, Place and Promotion
- C) Product, Price and Promotion
- D) Price and Place
- E) Product and Place

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

61) Canadians' perceptions about Parmalat milk are favorable, and indicate product acceptance. 61) \_\_\_\_\_

62) Marketers contribute to a world overflowing with sensations. 62) \_\_\_\_\_

63) Most stimuli in the environment are noticed and registered by consumers. 63) \_\_\_\_\_

64) In the perceptual process, smells are classified as a sensory receptor. 64) \_\_\_\_\_

65) Perception is the immediate response of our sensory receptors to basic stimuli. 65) \_\_\_\_\_

66) Many of our personal preferences, such as preferring dark chocolate to milk chocolate candy bars, are actually culturally determined. 66) \_\_\_\_\_

67) Because the perceptual process is not instantaneous, sensory information

has to be 67)  
temporarily stored  
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impossible.

\_\_\_\_  
\_\_\_\_

68) The emotional experience a consumer derives from a product has become less important over time. 68) \_\_\_\_\_

69) Cross-cultural research indicates a consistent preference for blue as consumers' favorite color. 69) \_\_\_\_\_

70) The color of mourning is consistently black across all cultures. 70) \_\_\_\_\_

71) Mia used yellow, green and orange for her Web page, since she knew these hues captured attention. 71) \_\_\_\_\_

72) Some colour combinations come to be associated so strongly with the corporation they become known as the company's trade dress. 72) \_\_\_\_\_

73) The particular colour combination which companies use for their packaging and other marketing communications is referred to as their colour code. 73) \_\_\_\_\_

74) There is evidence to indicate that differences exist between genders in regards to the sense of smell. 74) \_\_\_\_\_

75) Irrespective of the country there is no difference in consumers' reactions to odours. 75) \_\_\_\_\_

76) If the tempo of "functional music" is increased in the mid-afternoon, workers are stimulated to increase their production rates. 76) \_\_\_\_\_

77) Music recordings have been linked to reductions in employee absenteeism in factories. 77) \_\_\_\_\_

78) 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. 78) \_\_\_\_\_

79) Roughness in materials (tactile oppositions) are more often associated with a positive value for men, 79) \_\_\_\_\_

80) 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. 80) \_\_\_\_\_

81) The sound emitted by a dog whistle is too high to be detected by human ears. This is

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- 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. 82) \_\_\_\_\_
- 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. 83) \_\_\_\_\_
- 84) JND is another name for Weber's Law. 84) \_\_\_\_\_
- 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. 85) \_\_\_\_\_
- 86) Weber, a psychophysicist, found that any change in stimulus will be noticed and acted upon. 86) \_\_\_\_\_
- 87) Another word for threshold is lintel. 87) \_\_\_\_\_
- 88) For subliminal perception to occur, the stimulus must be presented below the level of the consumer's awareness. 88) \_\_\_\_\_
- 89) Subliminal perception has been proven to have a measurable effect on consumer behavior in many situations. 89) \_\_\_\_\_
- 90) Embeds have been proven to get consumers to look more closely at print ads. 90) \_\_\_\_\_
- 91) There is virtually no proof that truly subliminal messages have any persuasive effect on consumer behaviour. 91) \_\_\_\_\_
- 92) 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 because of their influence on people. Their concern is justified. 92) \_\_\_\_\_
- 93) Attention is the degree to which consumers focus on the stimuli which are within the range of their exposure. 93) \_\_\_\_\_

- 94) 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. 94) \_\_\_\_\_
- 95) Consumers pay attention to a large portion of information directed to them, but can only retain some of it. 95) \_\_\_\_\_
- 96) 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. 96) \_\_\_\_\_
- 97) 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. 97) \_\_\_\_\_
- 98) When consumers no longer pay attention to an ad that has become too familiar, the condition is called perceptual apathy. 98) \_\_\_\_\_
- 99) 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. 99) \_\_\_\_\_
- 100) Ads for the movie AI, Artificial Intelligence, ran to two full newspaper pages. The ad was designed to create contrast. 100) \_\_\_\_\_
- 101) A car manufacturer is considering increasing the size of its magazine ad. Doing so will result in more people viewing the ad. 101) \_\_\_\_\_
- 102) The name Pepsi-Cola can communicate expectations about product attributes by activating a schema. 102) \_\_\_\_\_
- 103) 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. 103) \_\_\_\_\_
- 104) When Jacob heard "Things go better with \_\_\_\_\_," he automatically added "Coke." This term for this phenomenon is known as the principle of completion. 104) \_\_\_\_\_
- 105) You can understand the following sentence because of the Gestalt principle of closure. *Perskction is imphlcant in undurwsfjling conlhmer behlshor* 105) \_\_\_\_\_
- 106) 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." 106) \_\_\_\_\_



- 107) Martha is a semiotic researcher, therefore, she sees every marketing message as having two components: an object and a sign. 107) \_\_\_\_\_
- 108) 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. 108) \_\_\_\_\_
- 109) The icons on the restroom doors in a bar in Wyoming were a doe and a buck. This is an excellent example of hyperreality 109) \_\_\_\_\_
- 110) A perceptual map is an effective way to determine where a product stands in the minds of consumers relative to its competitors. 110) \_\_\_\_\_
- 111) 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. 111) \_\_\_\_\_

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

- 112) List the five sensory receptors. 112) \_\_\_\_\_
- 113) The process in which sensations are absorbed by the consumer and used to interpret the surrounding world is called: 113) \_\_\_\_\_
- 114) 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. Drakkar Noir, in a mysterious looking black bottle, seemed to have the image Gary wanted to cultivate—exotic, even a bit enigmatic. He bought it. What is the process called by which Gary reasoned his choices and arrived at a purchase of Drakkar Noir? 114) \_\_\_\_\_
- 115) The letters "J N D" stand for: 115) \_\_\_\_\_
- 116) Another word used for threshold in your textbook is: 116) \_\_\_\_\_
- 117) When Josephine bought the fine silk dress, she knew that the feel of the expensive silk would be equated with \_\_\_\_\_. 117) \_\_\_\_\_
- 118) Consumers exposed to far more information than they are able or willing to process are in a state of \_\_\_\_\_. 118) \_\_\_\_\_
- 119) What factors lead to adaptation: 119) \_\_\_\_\_
- 120) 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: 120) \_\_\_\_\_
- 121) The field of study called \_\_\_\_\_ examines the correspondence between signs

and 121)  
symbols  
and their  
role in  
the  
assignment of  
meaning.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

122) 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: 122) \_\_\_\_\_

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

- 123) What is the difference between sensation and perception?
- 124) Outline and explain the parts of the perceptual process that would allow a shopper to recognize a ketchup bottle in a supermarket.
- 125) You are talking to a co-worker and he says "Perception is Reality". What does he mean by this? Use an example.
- 126) Why is the choice of which color(s) to use such a sensitive one for marketers? Why is this important in regards to demographic characteristics?
- 127) Why is the sense of smell important to marketers in regards to demographic characteristics?
- 128) Mary is shopping for some new clothes. Explain how her haptic senses would help her.
- 129) Discuss three ways, providing an example of each, in which Weber's Law can be applied in a retail store setting.
- 130) Evaluate the evidence regarding whether subliminal perception works. Do consumers believe that subliminal persuasion is being used on them?
- 131) Why must advertisers take care with the amount of detail offered to targeted customers? Refer to a specific principle in the chapter.
- 132) Discuss what perceptual selection means and discuss the types of barriers that prevent clear perception and reception of marketing stimuli.
- 133) 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?
- 134) Advertising has increasingly become less effective because of increased clutter. How can you break through this clutter?
- 135) What is the main perspective of Gestalt Psychology? Compare and contrast

principle of closure, principle of similarity, and figure-ground principle.

136) From a semiotic perspective, every marketing message contains three components. Define each component.

137) 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.

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

- 52) D
- 53) C
- 54) A
- 55) B
- 56) E
- 57) D
- 58) E
- 59) B
- 60) B
- 61) FALSE
- 62) TRUE
- 63) FALSE
- 64) FALSE
- 65) FALSE
- 66) TRUE
- 67) TRUE
- 68) FALSE
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- 73) FALSE
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- 75) FALSE
- 76) TRUE
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- 96) TRUE
- 97) FALSE
- 98) FALSE
- 99) FALSE
- 100) TRUE
- 101) TRUE
- 102) TRUE
- 103) FALSE

- 104) FALSE
- 105) TRUE
- 106) TRUE
- 107) FALSE
- 108) FALSE
- 109) FALSE
- 110) TRUE
- 111) FALSE
- 112) eyes, ears, nose, mouth, fingers
- 113) perception
- 114) perceptual process
- 115) Just noticeable difference
- 116) Limen
- 117) luxury/high class
- 118) sensory overload
- 119) intensity, duration, discrimination, exposure, relevance
- 120) Gestalt psychology (sometimes known as configurational psychology)
- 121) semiotics
- 122) position
- 123) *Sensation*–The immediate response of sensory receptors (such as the eyes, ears, nose, mouth, and fingers) to such basic stimuli as light, color, 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.
- 124) 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 color and size of the ketchup bottle.
- 125) 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 favorite team. If their favorite 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.
- 126) Marketers rely heavily on visual elements in advertising, store design, and packaging. Color has the ability to help distinguish a product from its competitors, suggest a meaning to consumers, and can influence emotions directly. For instance, red can create feelings of arousal ,while blue can can stimulate feelings of relaxation.

Some important considerations are:

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.

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.

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

- 127) Studies have proven that women have the ability to discriminate amongst smells and odors 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.
- 128) 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.
- 129) 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
- 130) 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.
- 131) 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 messages embedded in an advertisement.

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

*Perceptual filters* 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.

- 133) 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

- 134) 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

Color — color 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

- 135) 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.

- 136) 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

- 137) 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



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