# Chapter 3 Perceptions

## **Multiple Choice Questions**

1. Perception is a three-stage process. Which amongst these is NOT a stage in the perceptual process?

a. Exposure

b. Interpretation

c. Attention

d. Retention

1. Which of the following is a sensory stimulus?

a. Mouth

b. Skin

c. Texture

d. Nose

1. What does Weber’s Law look at?

a. The absolute threshold

b. The differential threshold

c. Perceptual selection

d. Hedonic consumption

1. What is the stage after attention in the perceptual process?
   * 1. Sensory Receptors
     2. Exposure
     3. Sight
     4. Interpretation
2. What does the colour gold represent in sensory marketing?
   * 1. Luxury
     2. Calming
     3. Health
     4. Mystery
3. The practice of prompting people to imagine the smell of products is called?
   * 1. Sniffing
     2. Alluring
     3. Sensing
     4. Smellizing
4. Advertising which appears briefly and is intended to avoid the selectivity process is called:
5. Subconscious advertising
6. Subliminal advertising
7. Snapshot advertising
8. Mass advertising
9. What does a sensory stimuli refer to?
   1. Sensations as received by sensory receptors
   2. Sensory thresholds
   3. Perceptual selection
   4. Absolute thresholds
10. What does Weber’s Law state?
11. The size of the least detectable change depends on the size of the stimulus
12. The scale of the perceptual difference depends on the existing knowledge of the individual
13. The individual perception of the stimulus is moderated by the size of the least possible change
14. All consumers always attach the same meaning to the same object
15. Red is almost the only colour that has the same meaning across all cultures. What meaning is commonly attached to the colour red?
16. Fresh, healthy, natural
17. Cleanliness, purity, and simplicity
18. Hot, active and exciting
19. Trust, honesty and dependability

**Revision questions**

1. Define the concept of Gestalt principles. Describe three Gestalt principles. Explain how Gestalt principles can benefit marketers.
2. Define perception and explain the perceptual process.

**Answers**

### Multiple choice questions

1. D
2. C
3. B
4. D
5. A
6. D
7. B
8. A
9. A
10. C

### Revision questions

1. *Define the concept of Gestalt principles. Describe three Gestalt principles. Explain how Gestalt principles can benefit marketers.*

The Gestalt Principle is how people interpret meaning from the totality of a set of stimuli rather than from any individual stimulus.

Three gestalt principles are: closure principle, principle of similarity and the figure-ground principle.

The closure principle suggests that when people are offered an incomplete picture, they will often perceive it as complete. It is said that individuals are able to do this because of their previous experience. In addition, the principle can also be used when we hear only part of a jingle, from memory and previous experience we are able to finish it. This can be beneficial to marketing strategies because it encourages consumer participation making the consumer complete the message and therefore think about the product or service. It is useful for times such as driving fast passed a billboard advert or the radio switching off and cutting the jingle in half; consumers will still be able to complete the message, consequently, the message is not lost.

The principle of similarity suggests that if objects share similar physical characteristics, consumers will tend to group them together. This is beneficial for marketers because it means that they could sell a selection of their products in one sale rather than selling an individual product. They can target their customers by ensuring their products share similar characteristics to ensure this. Also, by adopting the design of a superior or successful product on a new product, it is more likely the consumers will interpret the new product as being superior too.

The figure-ground principle suggests that one part of the stimulus will dominate (the figure) and other parts recede into the background (the ground). This principle shows how a product can have two messages; for example, the figure image can be what you first see but the message behind it in the ground image can be something else. Marketers can use this principle to firstly catch the consumer’s eye and then convey numerous messages.

*2. Define perception and explain the perceptual process.*

Perception is how humans perceive and process sensory stimuli through the senses, and how they form opinions or assign meaning about products or brands.

The perceptual process has three stages: exposure, attention and interpretation. Stimuli (sights, sounds, smells, tastes and textures) are received by the sensory receptors. Exposure: These sensations then grab the attention of the consumer. They are then interpreted and consequently the consumer assigns meaning to the stimuli. This interpretation is influenced by individual differences, past experiences and other effects.