

## MKT 530 Consumer Behavior Definitions

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## Marketing stimuli

Messages and information about products or brands and other offerings communicated by either the marketer via ads, salespeople, brand symbols, packages, signs, prices, and so on or by non marketing sources eg the media or word of mouth

## Zippping

Fast-forwarding through the commercials recorded on VCR or DVR

## Zapping

Use of a remote control to switch channels during commercial breaks

## Attention

The process by which an individual allocates part of his or her mental activity to a stimulus

## preattentive processing

The nonconscious processing of stimuli in peripheral vision

## Prominence

The intensity of stimuli that causes them to stand out relative to the environment

## Concreteness

The extent to which a stimulus is capable of being imagined

## Habituation

the process by which a stimulus loses its attention-getting abilities by virtue of its familiarity

## Perception

The process by which incoming stimuli activate our sensory receptors: eyes, ears, taste buds, skin, and so on

## Absolute threshold

The minimal level of stimulus intensity needed to detect a stimulus

## Inferential threshold/just noticeable difference (j.n.d.)

The intensity difference needed between two stimuli before they are perceived to be different

## Weber's law

The stronger the initial stimulus, the greater the additional intensity needed for the second stimulus to be perceived as different

## Subliminal perception

The activation of sensory receptors by stimuli presented below the perceptual threshold

## Perceptual organization

The process by which stimuli are organized into meaningful units

## Figure and ground

According to this principle, people interpret stimuli in the context of a background

## Closure

According to this principle, individuals have a need to organize perceptions so that they form a meaningful whole

## Grouping

The tendency to group stimuli to form a unified picture or impression

## Bias for the whole

The tendency to perceive more value in a whole than in the combined parts that make up a whole

## The psychological core

Exposure, attention, and perception are part of this consumer behavior process

## Selective exposure

Consumers choose ads to which they are exposed. This happens by choosing which print they read, media they watch, what they do during commercials, what parents allow, etc

## Hemispheric lateralization

Depends on 1. Whether the stimulus in peripheral vision is a picture or a word and 2. whether it is placed in the right or left visual field

## Sonic identity

Using sounds such as music or particular voices to support a brand image

## Sound symbolism

Consumers infer product attributes and form evaluations using information gleaned from hearing a brand's sounds, syllables, and words

## Tasting or sampling a product

The in-store marketing technique that most influences consumer purchasing, even though stand-alone in-store displays for particular brands (perceived through vision) are the marketing tactic that shoppers notice most

## Bias for the whole

The tendency to perceive more value in a whole than in combined parts that make up a whole

## Knowledge content

Information we already have in memory

## Knowledge structure

The way in which knowledge is organized

## Categorization

The process of labeling or identifying an object. Involves relating what we perceive in our external environment to what we already know

## Comprehension

The process of deepening understanding. Involves using prior knowledge to understand more about what we have categorized

## Schema

The set of associations linked to a concept

## Brand image

A subset of salient and feeling-related associations stored in a brand schema

## Brand personality

The set of associations that reflect the personification of the brand

## Script

A special type of schema that represents knowledge of a sequence of actions involved in performing an activity

## Taxonomic category

a group of objects that are classified in an orderly and often hierarchically based scheme based on their similarity to one another

## Graded structure

The fact that category members vary in how well they represent a category

## Prototype

The best example of a cognitive (mental) category

## Correlated associations

The extent to which two or more associations linked to a schema go together

## Super ordinate level

The broadest level of category organization containing different objects that share few associations but are still members of the category

## Basic level

A level of categorization below the super ordinate category that contains objects in more refined category

## Subordinate level

A level of categorization below the basic level that contains objects in very finely differentiated categories

## Goal-derived category

Things that are viewed as belonging in the same category because they serve the same goals

## Objective comprehension

The extent to which the receiver accurately understands the message a sender intended to communicate

## Subjective comprehension

Reflects what we understand, regardless of whether this understanding is accurate

## Miscomprehension

Inaccurate understanding of a message

## Perceptual fluency

The ease with which information is processed

## Problem recognition

The perceived difference between an actual and an ideal state

## Ideal state

The way we want things to be

## Actual state

The way things actually are

## Internal search

The process of recalling stored information from memory

