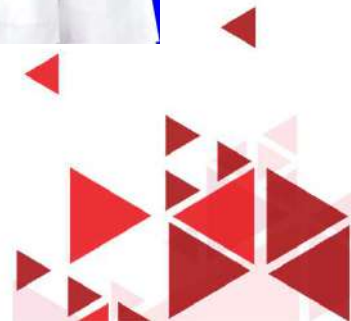


**BM62G3 – PERILAKU KONSUMEN**

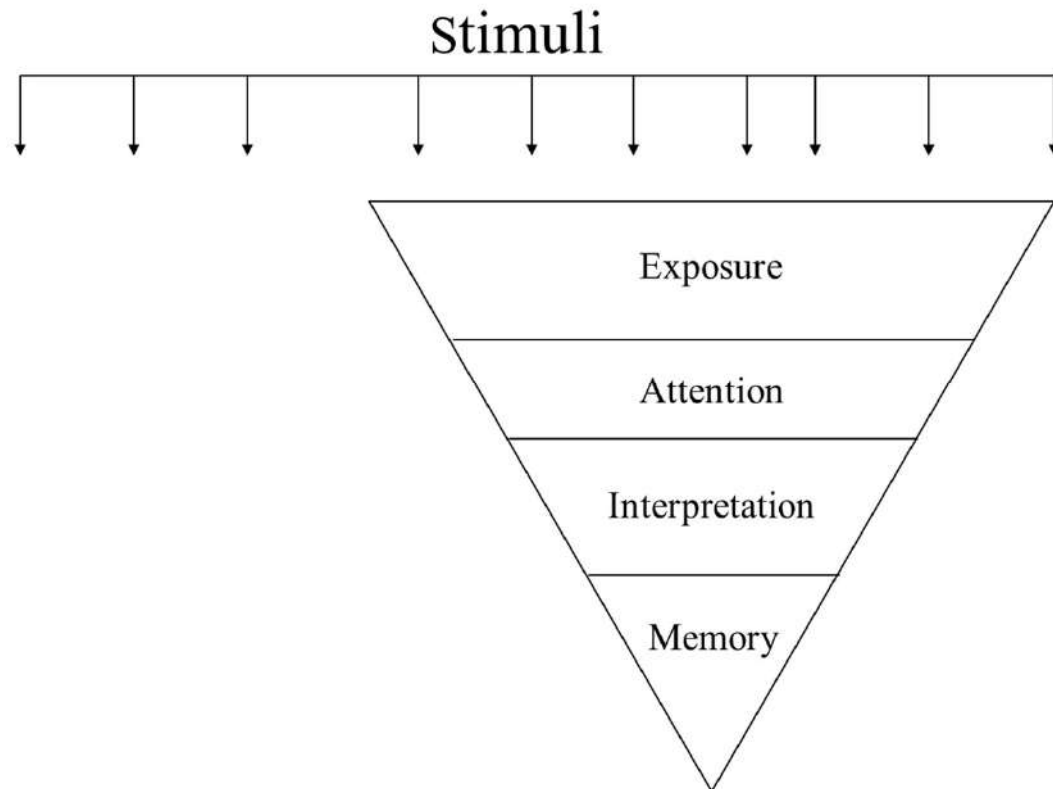
# **PERSEPSI**

OSA OMAR SHARIF

S1 MBTI – FAKULTAS EKONOMI DAN BISNIS



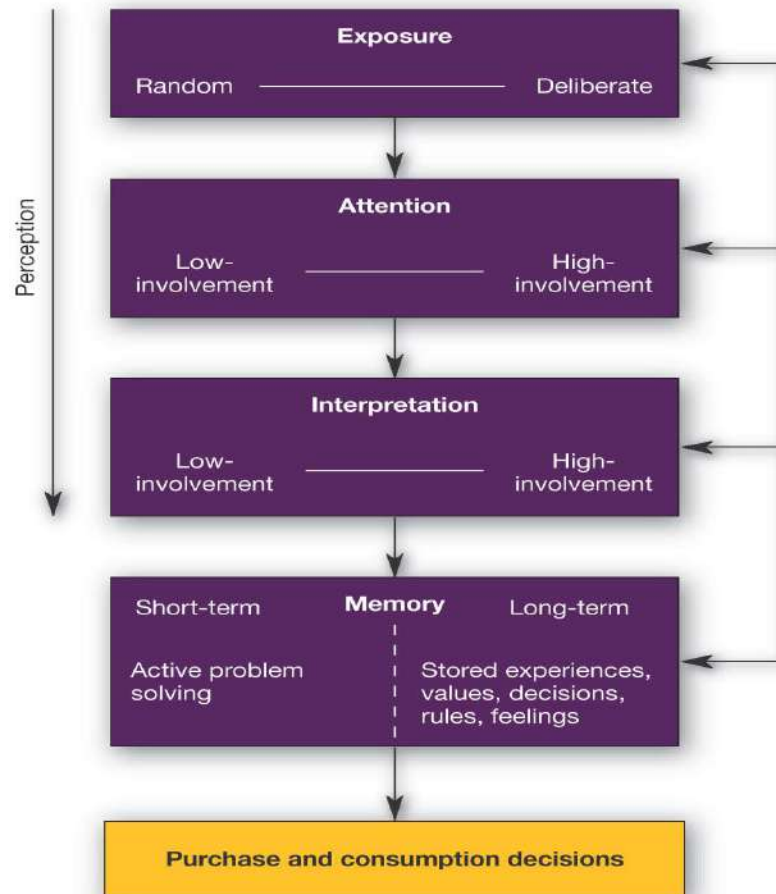
Date	No	Topik Bahasan	Referensi	Grup
	1	Pendahuluan; Pembagian 10 kelompok & Objek; Ketua Kelas	Chapter 1	
	2	Presentasi Latihan Pembuatan Tugas Mingguan	Chapter 1	All
	3	Cross-cultural variations in consumer behavior	Chapter 2	1
	4	Group influence on consumer behavior	Chapter 7	2
	5	Perception	Chapter 8	3
	6	Learning, memory, and product positioning	Chapter 9	4
	7	Motivation, Personality, and emotion	Chapter 10	5
	8	Ujian Tengah Semester		
	9	Attitudes and influencing attitudes	Chapter 11	6
	10	Self-concept and lifestyle	Chapter 12	7
	11	Situational influences; Consumer decision process & problem recognition (KULIAH UMUM-RESUME)	Chapter 13&14	
	12	Information search; Alternative evaluation & problem	Chapter 15&16	8
	13	Outlet selection & purchase	Chapter 17	9
	14	Post purchase processes, customer satisfaction, and customer	Chapter 18	10
	15	Presentasi Tugas 2		All
	16	Ujian Akhir Semester		



Information  
Processing  
is Selective



# Information Processing for Consumer Decision Making





# The Nature of Perception

1

## EXPOSURE

when a stimulus comes within range of our sensory receptor nerves

- Random vs. Deliberate

2

## ATTENTION

when the stimulus activates one or more sensory receptor nerves and the resulting sensations go to the brain for processing

- Low vs. High-Involvement

3

## INTERPRETATION

the assignment of meaning to sensations

- Low vs. High Involvement

# Exposure

➤ **Random (Selective)**

- Ad avoidance
- Zipping, Zapping, Muting
- Anti pop-up

➤ **Deliberate (Voluntary)**

- Visit targeted website





# Attention - Stimulus Factors

- **Size and Intensity**  
influence the probability of paying attention
- **Color and Movement**  
serve to attract attention
- **Position**  
placement of the object in a person's visual field

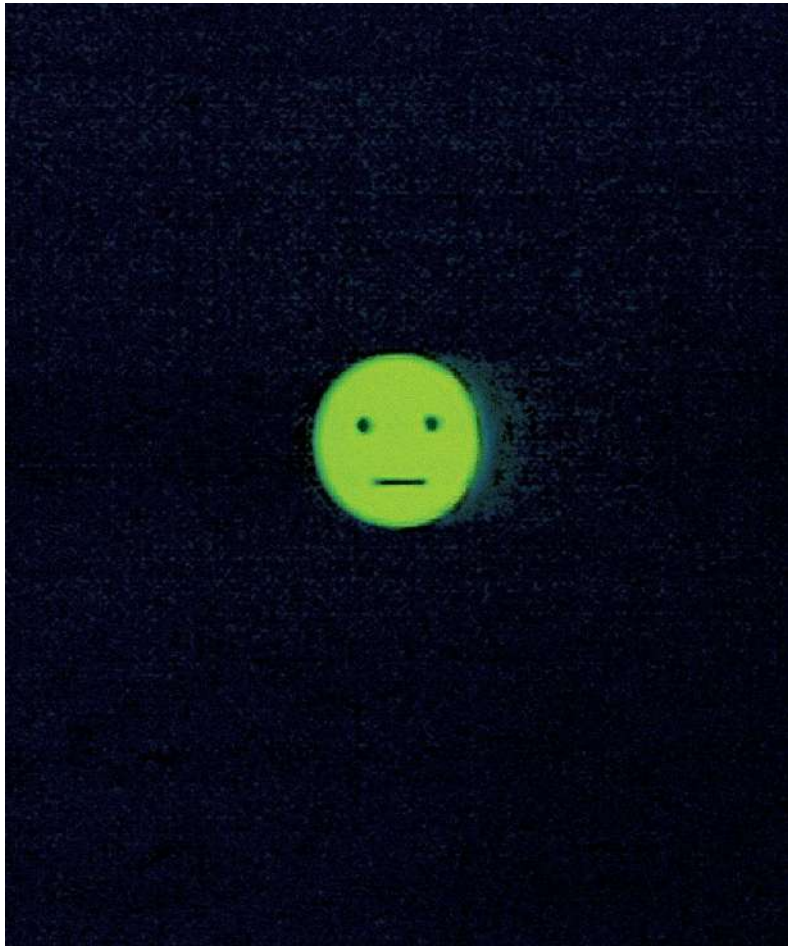




# Stimulus Factors

- **Isolation**  
the separation of a stimulus object from other objects
- **Format**  
manner in which the message is presented
- **Contrast**  
the tendency to attend more closely to stimuli that contrast with their background





Use of  
Isolation  
and  
Contrast



# Individual Factors

- **Interest**  
a reflection of overall lifestyle and the ability to attend to information
- **Need**  
reflection of long-term goals and plans and their short-term needs



# Situational Factors

- Clutter
- Program Involvement



# Nonfocused Attention

- **Hemispheric Lateralization**

activity that takes place on each side of the brain

- Left Side primarily responsible for *rational* thought including verbal information, symbolic representation, sequential analysis, conscious thought.
- Right side deals with pictorial, geometric, timeless and nonverbal information without the individual being able to verbally report it. Works with impressions and images.

- **Subliminal Stimuli**

a message that is presented so fast that one is not aware of seeing or hearing it

- Do not appear to affect standard measures of advertising effectiveness or influence consumption behavior.



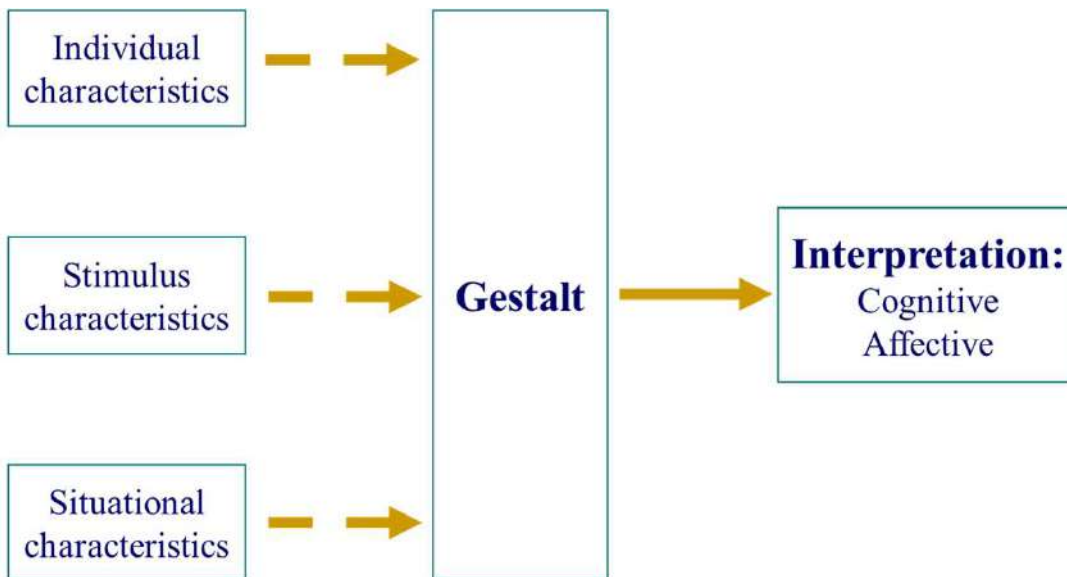


**BR** baskin  
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# Determinants of Interpretation



# Interpretation

*The assignment of meaning to sensations*

- **Cognitive interpretation**  
process whereby stimuli are placed into existing categories of meaning
- **Affective interpretation**  
the emotional or feeling response triggered by a stimulus such as an ad





# Interpretation Characteristics

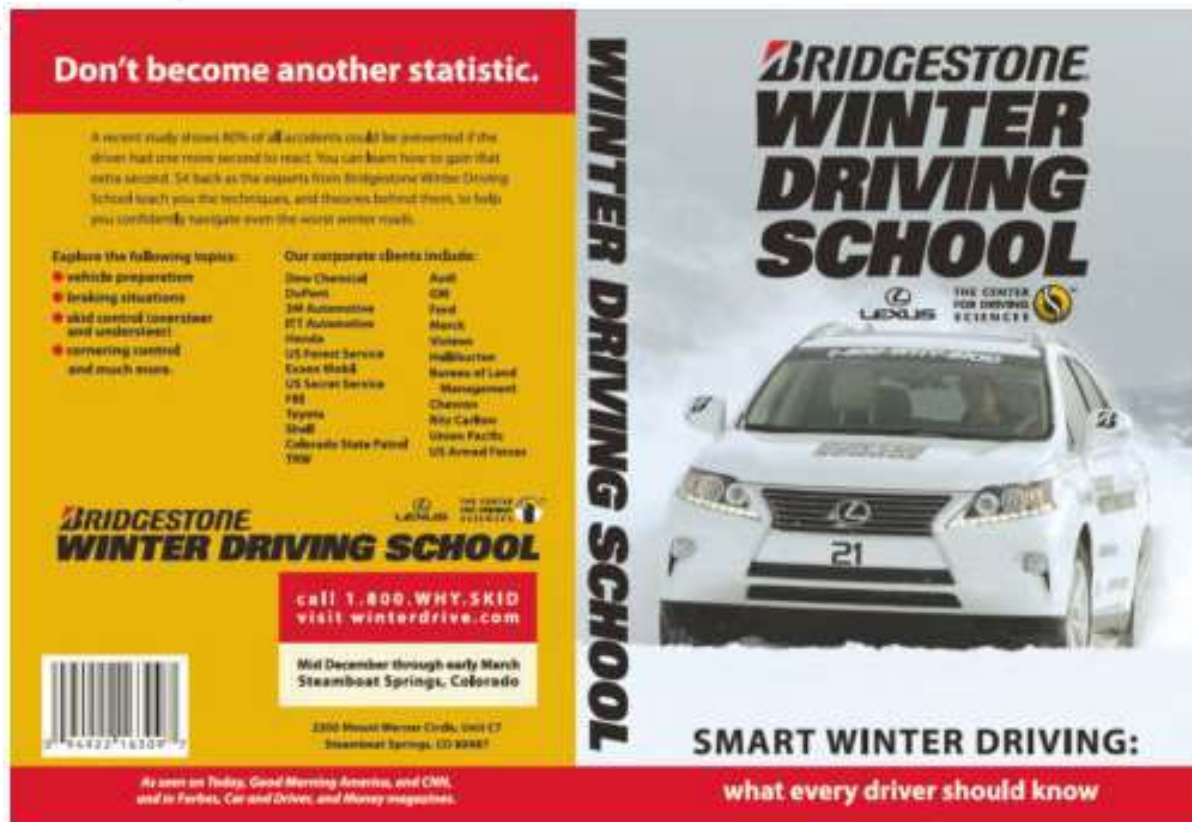
- **Individual**
  - Learning : accumulation of life experiences
  - Expectations
  
- **Situational**
  - Contextual Priming : impact that the content of the material surrounding an ad will have on the interpretation of the ad. (e.g., Coke and the news)



# Interpretation Characteristics

## Stimulus:

- Proximity (Ambush Marketing–rhetorical figures)



**Don't become another statistic.**

A recent study shows 80% of all accidents could be prevented if the driver had one more second to react. You can learn how to gain that extra second. Set back as the experts from Bridgestone Winter Driving School teach you the techniques, and theories behind them, to help you confidently navigate even the worst winter roads.

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ETI Automotive	Marx
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Shell	Green Pacific
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what every driver should know

# Interpretation Characteristics



## Stimulus:

- Proximity  
(Ambush Marketing–  
rhetorical figures)

# Interpretation Characteristics



## Stimulus:

- Proximity  
(Ambush Marketing–  
rhetorical figures)

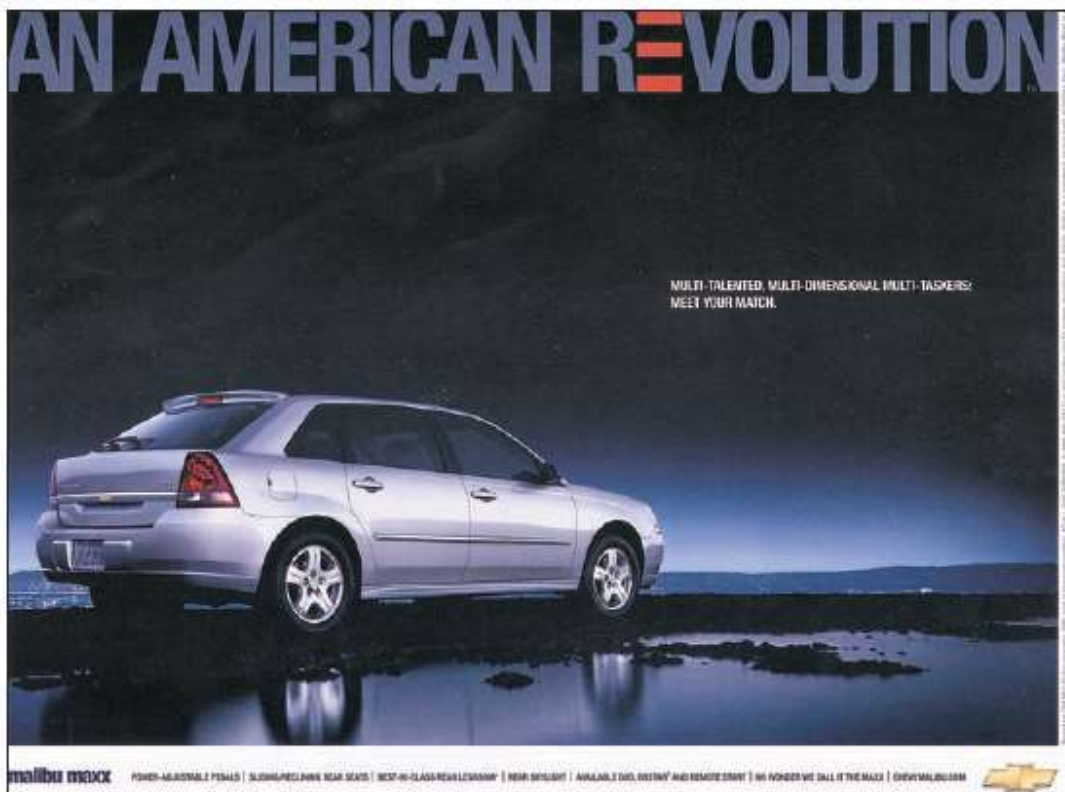
# Interpretation Characteristics



## Stimulus:

- Proximity (Ambush Marketing–rhetorical figures)

# Interpretation Characteristics



## Stimulus:

- Closure

# Interpretation Characteristics

## ➤ Stimulus

## ➤ Changes

- **Sensory Discrimination** : ability to distinguish between similar stimuli.
- **Just-Noticable-Difference** (ie., jnd) : the minimal amount that one stimuli can differ from another with the difference still being noticed.
- Individuals typically do not notice relatively small differences between brands or changes in brand attributes (e.g., candy bars).



**TERIMA KASIH**

