Quiz 5

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1. List and describe the 3 factors necessary for perception to occur and why marketers need to understand these.

Answer:

**Exposure:** the extent to which a stimulus is capable of being registered by a person’s sensory receptors

**Attention:** the extent to which a person devotes mental processing to a particular stimulus

**Interpretation:** the process of assigned meaning to a stimulus

Marketers need to understand all 3 of these factors in order for consumers to perceive their message they way they intended. They need the consumer to be exposed to their message of their product, grab the consumer’s attention, and have the consumer interpret their message correctly. To get maximum exposure, marketers will communicate their message in a variety of media and contexts. Marketers also need to come up with very creative tactics to grab the full attention of their consumers rather than just a quick glance. Lastly, marketers need to make sure that the wording and photos they use in their message can be clearly interpreted by consumers.

2. List and describe the steps in the consumer-decision making process.

Answer:

**1. Problem Recognition:** occurs whenever a consumer sees a significant difference between his or her current states of affairs and some desired or ideal state.

**2. Information Search:** the step of the decision-making process in which the consumer checks his/her memory and surveys the environment to identify what options are out there that might solve his/her problem

**3. Evaluation of alternatives:** Have to systematically look at each possibility and identify the important characteristics

**4. Product choice:** Deciding on one product and acting on this choice

**5. Post purchase Evaluation:** The consumer evaluates just how good the choice was that was made. The evaluation of the product results in a level of consumer satisfaction or dissatisfaction