

Discussion questions –Topic 7

1. Select three print advertisements. Identify in each all the instances you can of stimulus factors being used to gain your attention.
2. Select three products with different prices, ranging from less than a euro to thousands of euros and for each product indicate what you would consider to be the JND for a sale price. To what extent do your JNDs exemplify Weber's Law?
3. How might a cereal manufacturer such as Kellogg's use the JND for its products in terms of:
 - Product decisions
 - Packaging decisions
 - Sales promotion decisions?
4. What marketing stimuli do you remember from your day so far? Why do you think you selected these stimuli to perceive and remember?
5. Select two of the following product categories: smart phones, shampoos and food restaurants. Write down the brands that constitute your awareness and evoked set. Identify brands that are not part of your evoked set. Discuss how the brands included in your evoked set differ from those that are not included, in terms of important attributes.
6. Go to the following link, complete the exercise exploring Weber's law: http://highered.mheducation.com/sites/dl/free/007312387x/334868/webers_mx.swf. Did you have more success identifying the loud tones when both tones were loud or when they were soft?