

Sources of Problem Recognition



Out of Stock



Dissatisfaction



New Needs or Wants



Related Products, Purchases



Market-Induced Recognition



New Products

What Prompts New Needs/Wants?



Financial Changes



Employment Status



Lifestyle



Knowledge



Culture

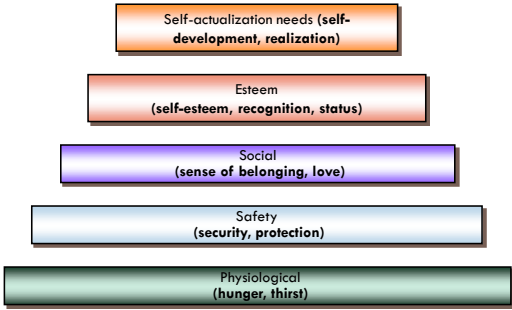


Personality

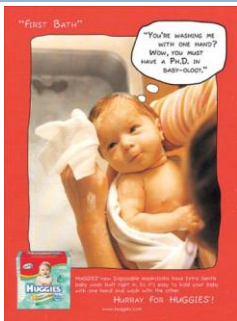
Kia Attempts to Induce Problem Recognition



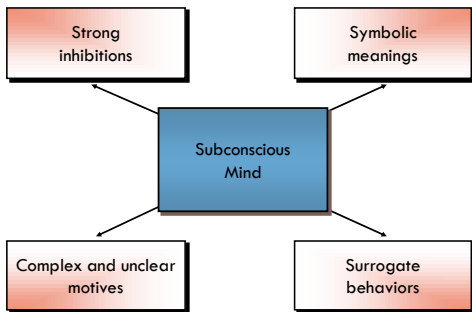
Maslow's Hierarchy of Needs

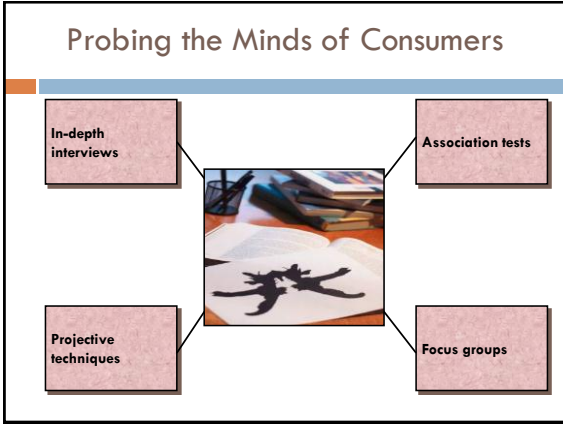


Huggies Appeals to Need for Love

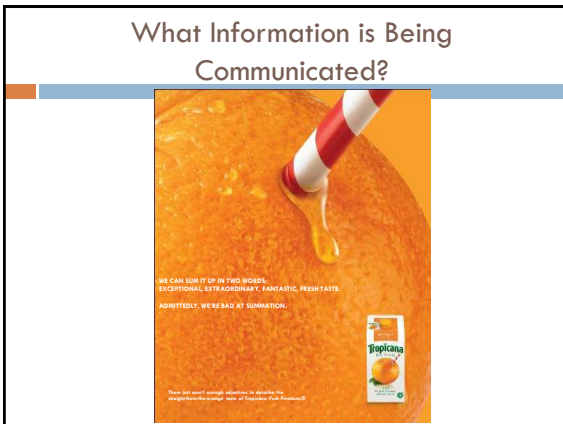


Freudian Psychoanalytic Approach









Sensation as a Source of Information



Perfume on sidewalks



Microchips



Scented cards



Product Samples

Selecting Information



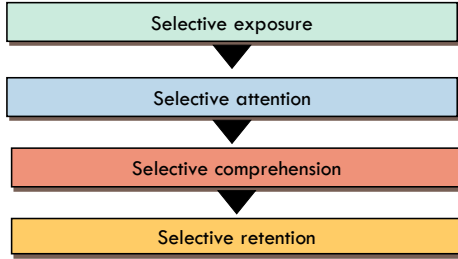
ISN'T IT FUNNY HOW STEREO ADS ARE BORING UNTIL YOU WANT A STEREO?

ADVERTISING
AMERICAN ASSOCIATION OF ADVERTISERS
American Association of Advertising Agencies

Interpreting Information



Selective Perception



Subliminal Perception

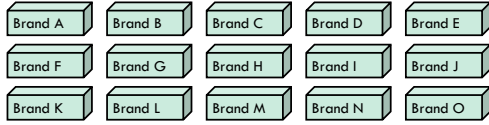


Risk and Information Search

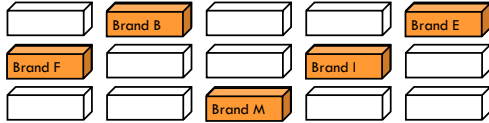


Evaluation of Alternatives

All Available Brands

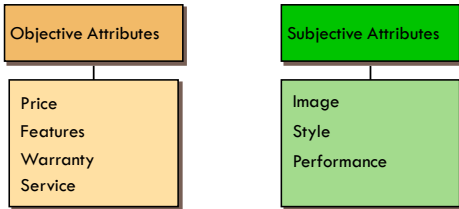


Evoked Set of Brands

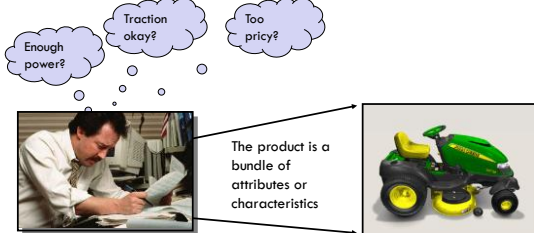


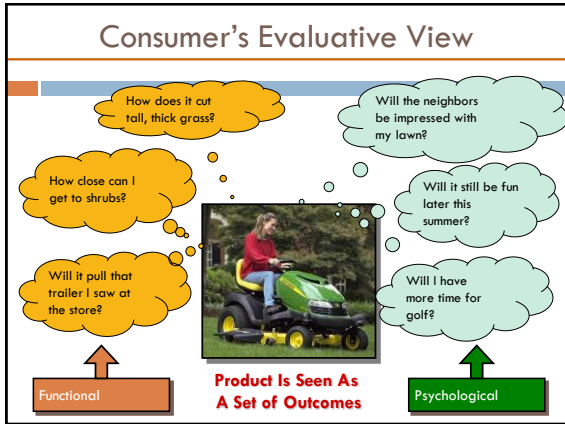
Evaluative Criteria

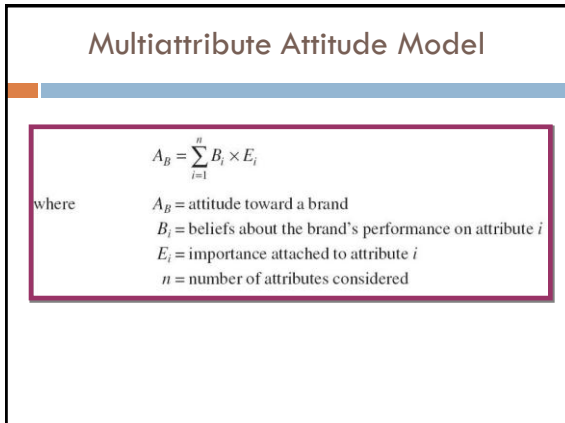
Brand Evaluation

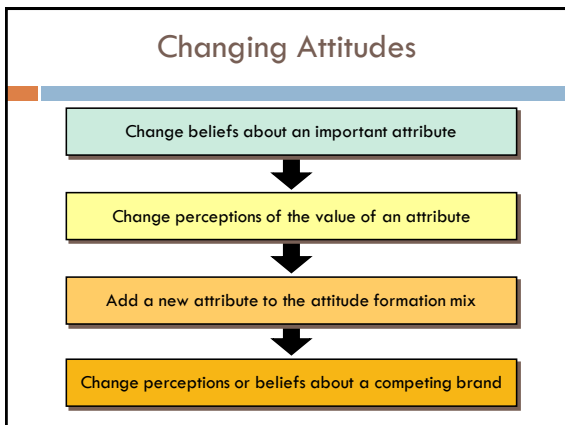


Marketer's Evaluative View









Panasonic Adds Attributes

We've made 'em
Lighter.
We've made 'em
Brighter.
And now we're
really gonna
Cut Loose.

Model	Power	Weight	Dimensions
SL-NP100	100W	1.1kg	100x100x100
SL-NP200	200W	1.2kg	100x100x100
SL-NP300	300W	1.3kg	100x100x100
SL-NP400	400W	1.4kg	100x100x100
SL-NP500	500W	1.5kg	100x100x100
SL-NP600	600W	1.6kg	100x100x100
SL-NP700	700W	1.7kg	100x100x100
SL-NP800	800W	1.8kg	100x100x100
SL-NP900	900W	1.9kg	100x100x100
SL-NP1000	1000W	2.0kg	100x100x100

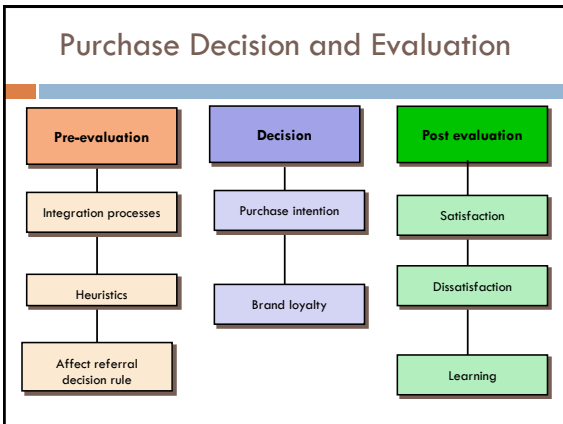
Panasonic
The world's most reliable

Decision Heuristics

Price

Brand

Presentation



Behavioral Learning



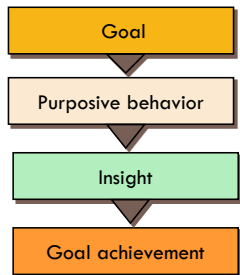
Classical Conditioning

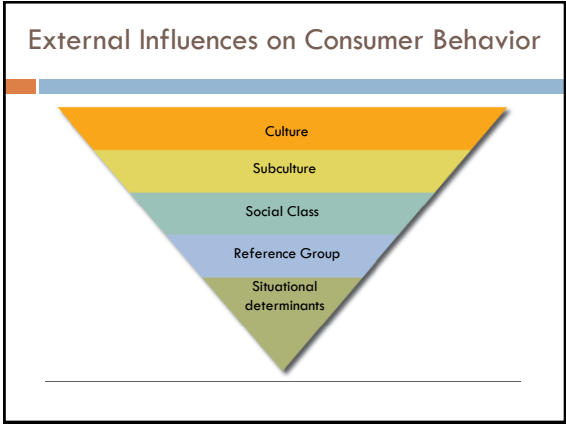


Conditioning in Advertising



Cognitive Learning Process





External Influences on Consumer Behavior

Subculture ads appeal to shared beliefs, values, and norms

The advertisement shows a man in a white suit and sunglasses, holding two Bud Light beer bottles. The background is a blue stadium-like setting with lights. The text on the ad includes 'BUD LIGHT', 'HERE WE GO', 'YOUR BACKSTAGE PASS TO EVERYTHING PITBULL', and 'BUD LIGHT BEER RESPONSIBLY'.

