

# How Consumers Decide



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# How Consumers Decide

## Using this guide and video program

Here is a brief introduction to the components of the “How Consumers Decide” program, and how to use them:

The **Summary** introduces the program.

**Key Ideas** is a handout that summarizes the key points of the program.

The **Overview** section includes the script of the video, along with commentary (*in italics*).

The **Questions for Discussion** can be used either for an in-person discussion at the time when the video is watched or else as a written homework assignment.

The **Search Exercise** is an outside-class assignment.

The **Quiz** can be given to the viewers after watching the program, and there is an Answer Key at the end of this Guide.

## Table of Contents

Summary .....	1
Key Ideas .....	2
Script With Commentary .....	3
Questions For Discussion .....	13
Search Exercise.....	14
Quiz.....	15
Quiz Answer Key .....	16

## Summary

How do consumers decide? All of us are consumers, and it's important to be able to make intelligent decisions about where we spend our money.

This video program, and the accompanying questions for discussion, quiz, exercises, and additional information, will give students a chance to find out how marketers work with our thoughts and emotions to steer us to their products. And by learning about how advertising works, we can all become more intelligent, and effective, in our choices as consumers.

## How Consumers Decide: Key Ideas

1. Advertising appeals to emotions and subconscious desires, but that does not mean professional persuaders can turn us into mindless shoppers. Marketers study buying decisions and find that people often are not aware of their own motivations.
2. Some ads appeal mainly to the rational mind by providing prices, information, and arguments to prove product superiority. But many ads appeal to emotions and tell very little about the product. Products that “feel” better are more likely to win consumer approval even if other brands offer better prices or product features. The two kinds of ads are easily seen in auto advertising. National TV and print ads are more likely to show a car on a mountain or in a jungle than to describe engineering innovations. By contrast, ads from local car dealers typically focus on prices, sales, and financing.
3. We don't make some decisions with our head and others with our heart. All decisions involve both. But we do want our decisions to “feel right.” We want our feelings to be consistent with our beliefs. Someone might buy a pair of shoes because she saw them pictured in a fashion magazine or worn by a celebrity. But since she thinks of herself as a practical, value conscious shopper she will explain the purchase in terms of finding a “bargain too good to pass up.” Such an explanation insures consistency between “heart and mind.” Note that this rational explanation is not a lie; she might not even remember seeing the shoes in an ad or on a celebrity.
4. Branding gives products a personality. Consumers will often relate to a brand name much as they relate to a person. Advertisers attempt to create a relationship between the brand and the consumer. The difference between an unbranded product and one with a strong brand is like the difference between an animal and a pet.
5. Branding today is part of how we define ourselves. Our buying decisions are part of the way we reveal ourselves to the world.
6. Ads can create emotions in viewers or rely on images with specific emotions “built in.” Puppies, kittens, babies, and various animals are often used for the emotions they evoke in us. Feelings and emotions drive consumer decisions.
7. We make consumer decisions based on mental shortcuts or “rules of thumb.” Often we are not aware we use shortcuts. Examples include: “You get what you pay for”, buy what is familiar, a store with low prices on some items has low prices on everything, food sold outdoors is fresher than food sold indoors, a French word signals a sophisticated dining choice, what is “natural” is safe and wholesome, foods that are brown are more natural, dark colored objects weigh more than light colored objects, dark colored foods have more taste than light colored foods, a clean used car is likely to be mechanically sound, a quiet vacuum cleaner is not powerful, a red car moves faster.
8. We make decisions about products based on what surrounds them. A label or name can, by itself, change our opinion about a product. A candy bar is fattening, but call it an energy bar and it becomes healthy. Kids feel faster in a Nike than in a shoe.

## How Consumers Decide: Script With Commentary

A human brain. Let's go inside.

Let's pat it down. Frisk it. What's all this gray stuff?

Go underneath. In the basement. Subconscious.

Why Sudafed for a cold? Why Pepsi instead of Coke? Is that a PT Cruiser in there?

Waaaay down there. Are those buttons that make him buy stuff? Can we push them? Or does he push his own?

Marketers seek to understand how you make decisions. Can ads push "brain buttons" to make you do things you don't want or buy stuff you can't use? Unlikely. But they can push you in the right direction. Like this:

Sand is all over our planet. Here it forms a sandscape.

This sand is a long way from any desert, yet it's still cheap. You can buy a wheelbarrow full for a few bucks.

So here are two handfuls of sand.

Now I will select one of them – either will do.

This is just plain sand. But in this hand....

...the sand feels liquid and smooth. It holds the warmth of captured sunlight and has the delicate color of a female doe. It gives comfort, a sense of ... confidence.

Then I offer you either handful of sand. Which will you choose? You know they're the same....but... Your subconscious takes over.

An advertiser who argues "our sand is better than their sand," demands mental effort from a consumer – that's hard work. Ads still make such requests, but appealing to hidden desires is more direct.

*Much advertising strives to make the ordinary appear exceptional. One reason we are awash in advertising is that there is so little difference between products. Not all products are superior – often sand is sand. Engineers and inventors create differences in products, advertisers create differences in perception. If consumers perceive a product as a "better mousetrap" they will prefer it just as much as if it actually does catch more mice.*

This ad uses images of a jungle to speak to your subconscious. Nobody buys a car to drive in the rain forest. But the ad speaks of protection from danger, of conquering nature, of exploring the unknown.

*Examine current auto advertising on national television and in magazines. Notice how often the product is shown in a fantasy setting – perched atop a mountain or roaring through the desert or down a jungle path. The ads appeal to emotion, to our subconscious. Contrast with auto ads from local dealers who tend to emphasize more practical concerns such as price, trade ins, and finance terms.*

A long time ago admen discovered consumers often don't know why they buy. They hired psychologists to poke around the brain; to ask what motivates us.

A best selling book of the 1950s and 60s called "The Hidden Persuaders" shocked consumers with stories of clever mind manipulating techniques.

The public feared professional mind managers were "breaking and entering our minds." They could push buttons in the brain to turn us into mindless armies of willing consumers. Congress even considered laws to forbid mind management.

*The reference to "breaking and entering our minds" is a quote from the original New York Times review of Vance Packard's book The Hidden Persuaders.*

Many of the motivation probes were inspired by Sigmund Freud. Boxed cake mixes were a new invention and the "mind manipulators" explained they would appeal to women's inner desire to give birth, which is fulfilled when the finished cake is pulled from the oven. Freudian researchers suggested food makers leave eggs out of the mix so women could add their own to provide a sense of satisfaction.

They told ad makers that magazine ads showing gelatin desserts looked so much like sculptures that consumers would feel inadequate. They said to use pictures of simpler creations.

Hardly the stuff of pushing buttons in the brain. For all the fear that admen were the "Invasion of the Mind Snatchers," they did little more than produce some shifts from Brand A to Brand B. And that's what advertising does best.

In the 1970s, another best selling book claimed magazine ads contained hidden words and images. It pointed to ads with the word SEX hidden or images of skulls buried in ice cubes.

*Subliminal Seduction, by Wilson Bryan Key, was a popular book around 1976. Key's imaginative examples fed the fear that advertising was a mind control tactic that led us to behave as mindless consumers.*

One researcher reportedly flashed the words "buy popcorn" during a movie so fast as to register only in the subconscious. Popcorn sales soared. The popcorn study turned out to be "un-reproducible" (or perhaps a hoax) and no one could explain why hiding skulls in ice cubes would cause people to buy things.

Admen don't have magician-like powers to mess with your mind – they never did. But they do study your behavior. And researchers learn things about your decision making that even you don't know.

Ah, two paths. One for the heart. One for the mind. But they often overlap.

Both are well worn. Emotion or reason? How do they work together? What if they conflict?

Imagine yourself as a volunteer to help shed light on these questions. “You **know** a pendulum will not swing forward farther than it swings back – right? You **know** the laws of physics.”

So this pendulum will not swing back and hit you on the chin. Right? Just to be sure, we’ll put a little purple paint on the end – right here. This is permanent paint – real tough to get off.

Just hold your ground. You do believe, don’t you?

He flinched. Most people would. His fear (what he felt) overcame his knowledge of physics.

Even experienced fliers feel at least a touch of fear rocketing down a runway encased in a ton of steel. They KNOW “People do this every day,” but it doesn’t “feel” right for so much mass to fly. That uneasiness is the conflict between feelings and reason.

And that’s why the handful of sand that “feels so smooth” might be the one we want even though we **know** it’s no different than the other sand.

Consider these shoes. Now add a symbol. Your feelings change just a little. And so does the price. Consumers report it feels better, looks better, and works better than the same shoe without the symbol. Reasonable? No. Subconscious at work? Yes.

Not all ads appeal to the subconscious. Product features, prices, and “why to buy” arguments are all about selling to the rational mind.

But emotional marketing appeals to our subconscious. That’s why car ads feature so many fantasy locations – places where few cars ever venture.

We don’t make some decisions with our head and others with our heart. All decisions (even eating beans) involve both. We want those decisions to “feel right” and we want our feelings and beliefs to be consistent.

*Clearly some advertising appeals to the rational mind; for example, ads that point to real product features and value pricing. Other advertising deals mainly with images and sounds and reveals little about the product itself. But humans do not separate mind and emotions or use them separately. All consumer decisions are rational/emotional.*

*We want our feelings and beliefs to be consistent. Advertisers often strive to “give permission” for our feelings. They assure us we deserve a break or that we’ve earned the right to enjoy or feel good.*

That desire explains the best technique ever invented to influence consumer buying...

...the sale. A "sale" is so common we no longer appreciate its power. One reason we shop is to seek emotional rewards. Shopping is a quest, the bargain its goal.

We make many purchases based on emotion – on "want" rather than "need." The sale supplies rational support – "I just saved twenty dollars." Sales give permission to follow our feelings. They enable us to spend money, yet believe we are actually saving money.

*The "sale" is so commonplace that it has become the wallpaper of our retail environment. Like most wallpaper, it surrounds us yet becomes nearly invisible. Shoppers have learned to expect that most of what they buy will be "on sale." Sales are an effective tactic because they give permission to spend money. Signs that announce "20% off" or "Save 20%" shift the shopper's attention from spending money to saving money. A shopper will return home after spending hundreds of dollars and announce, "I saved a lot of money today." Sales help create the illusion of beating the system.*

Companies don't need to make better or cheaper sand to succeed. Instead they create emotional experiences. Selling "good feelings" is more profitable than selling "things to buy."

Researchers using monitors to study the brain waves of shoppers find when shoppers first consider a purchase the brain releases dopamine, a chemical associated with pleasure.

It is the anticipation of owning that releases the dopamine, not the actual purchase. Once the purchase is made, consumers often feel "let down." Shopping is more pleasurable than owning. The quest is better than the purchase.

*Source: London Daily Telegraph, 11/12/2005, "The Science Behind Shopper's Rush..." by Philip Sherwell and James Orr. Sherwell and Orr quote Emory University neuroscientist Gregory Berns, "Dopamine is all about the hunt and the anticipation. It is released as you conjure up in your mind the thought of this purchase and anticipate how it will look and how you will use it."*

Buying a car is about transportation. But buying a specific model is about emotions.

The PT Cruiser, a cross between a 1920s gangster car and a 1950s hot rod, connected with consumers from day one.

Its designers studied consumer feelings. They found car shoppers yearned to "go back to a simpler time." The design had to "feel right." The designers did not manipulate minds; they explored and mapped the subconscious.

*See "Car Shrinks" by Phil Patton in Fortune, March 18, 2002.*

Emotion plays a role in every consumer decision, even which cough medicine to buy.

"There's Sudafed. I recognize that name. Here's the store brand. Let's see. It costs three dollars less.

OK. Yup, the ingredients are the same."

This time you follow your head....

I might as well save money and buy the store brand.

Months later you're back in the drugstore, this time buying for a very sick spouse or child. Studies show you are now much more likely to go with the brand name. They give added security. We're more comfortable with what is familiar, like brand names.

*The above example was inspired by a passage from How Customers Think, by Gerald Zaltman (Harvard Business School Press, 2003). How Customers Think is an excellent book for those who want to explore consumer behavior in more depth.*

Take drinking water. Bottled water was once a small market, mainly for people in remote areas with no tap water. Today we spend billions each year.

We often pay over a thousand times more per gallon for water in a bottle than from the tap. For many, the water bottle is almost a body part.

*Price source: National Resources Defense Council Report, "Bottled Water: Pure Drink or Pure Hype?"*

Many consumers believe something as common and "unbranded" as tap water can't be as good as a bottle with a brand name. They seek a "better brand."

In blind taste tests drinkers rate tap water about equal to bottled. In fact, about a fourth of all bottled water IS re-packaged tap water.

*"25-30% of bottled water sold in the U.S. comes from a city's or town's tap water—sometimes further treated, sometimes not." Noted in NRDC Report footnote 63, see report for original source. See also Emagazine.com, "Message in a Bottle: Despite the Hype..." by Brian C. Howard. Taste tests by Consumer's Union and others.*

Water is marketed as a magical substance. Subconsciously, we use water as a cleansing ritual – it helps us feel cleaner inside. Ads reinforce the magical qualities of water to help you feel "more pure."

Computer ads, on the other hand, are mainly about technical specs and prices. Not much emotional selling here.

But Apple computers have a cult-like following. Mac users feel themselves members of a global tribe. To brand loyalists, products have human qualities and users relate to them emotionally.

Ask a guy in the Middle Ages, "who are you?" and he would say. "I'm John's son from Canterbury." Identity was determined by parents and birthplace.

Ask him after the Industrial Revolution and he would say "I'm Frank Johnson. I'm a fisherman." Identity now involves a place of work apart from the farm. I am what I do.

Ask him today and he might say, "I'm a Starbucks drinking Mac user, but an F-150 kind of guy." We define ourselves in terms of consumer decisions. I am what I buy.

*We buy brands that we "feel" are extensions of our selves. Some critics of consumer culture see this as a sad example of allowing corporations to shape our identity. Do we allow advertising to shape our identity, or do we use brands and products to help express our identity?*

*Most who see ads as mind manipulation consider themselves immune to advertising's power. A common attitude is that "I can see through ads," but the "mindless masses" have no power to resist. In other words, advertising is a force that works on "the other guy."*

Ask consumers why they bought Sure deodorant or a Ford truck and you'll hear logical reasons for the choices. But these "reasons" tend to hide deeper emotional motivations.

*Critics of contemporary overkill suggest we shop to compete, to buy stuff that shows we are better than our neighbors. But look around and think about your own shopping and you might agree we buy in order to fit in with our neighbors. By shopping we create virtual communities. By the consumer decisions you make, you tell the world who you are.*

*Yes we have the basic community of the family. We have communities based on neighborhoods or even cities. We have communities based on religion or other beliefs. But we also have consumer communities: the IPOD tribe, the Gucci gals, the Pepsi people. These tribes have no meetings or membership rules, but they do share values based on buying decisions.*

*Say "status symbol" and most people think of diamonds the size of golf balls, yachts, or houses with more bathrooms than family members. But status symbols are deeply imbedded in human nature even in societies where the average income is ten dollars a week. We all use material objects (things we buy or make) to express ourselves, to announce our status. In fact, status symbols might be even more important for those with little money.*

*Status symbols enhance our self-esteem, and that's emotionally satisfying. We feel special dealing with a bank or retail outlet that we believe "caters to the discriminating few" or that is "upscale" or "exclusive." We feel proud and satisfied to belong to a club that excludes "common folk." It's a way to show uniqueness, while at the same time satisfying the need to belong.*

*Marketers selling timeshares or fractional ownership real estate strive to create a club-like atmosphere and claim that by making a purchase you "belong to the select few fortunate enough to enjoy the Shady Oaks lifestyle." You don't merely "buy something" or "spend money," you "make an investment," or you "gain membership" and/or privilege.*

*Marketers know that emotional selling is key for luxury items. The more discretionary the purchase, the more it has to satisfy emotional needs. People don't buy a yacht just to stay afloat.*

Any emotion can help sell products, even the fear of death. It's used to sell insurance, financial services, drugs, tires, and thousands of other products.

"He was strong, young, filled with energy. He watched his diet and got plenty of exercise...but his cholesterol was 260. It wasn't his fault. He felt no symptoms until that first heart attack at 50. Ask your doctor if LowChol is right for you. Side effects, although rare, include dizziness, blindness, and turning bright orange."

The fear of death is often used in anti-drug ads. But research shows young people are barely aware of their own mortality so they're not motivated by the message that "drugs kill."

Ads do not have to create feelings; they often latch onto existing emotions. For example, the warmth at seeing a cute kitten. A parent's desire to protect infants and young kids. The feeling of belonging to a group.

One way to communicate that this tissue paper is soft is simply to say "it's soft."

Another way is to show a kitten so viewers transfer those cozy "kitten feelings" to the tissue. The kitten helps viewers "feel" the softness instead of merely "knowing" about it.

That's one reason advertising uses so many animals – they're reliable emotion generators. A duck can give an insurance company a likeable image.

A rabbit embodies the qualities of a long lasting battery...

...an insurance company identifies itself with a whale...

...a bull works for a stock broker (but not a bear)....

...while a moose helps sell insurance...

and butterflies help sell sleeping pills.

At the very least, the animals help gain a toehold in the brain. Even a simple "oh, you're that insurance company with a duck" is a start.

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Decision making is like a journey. Everyone wants shortcuts – an easier way. Consumers rely on mental shortcuts. They're quick... but not always accurate.

For example, here are two lottery tickets. They're free. Which one would you choose? Most people select this one because the numbers appear as random. Yet out of the nearly four million possible winning combinations, both sequences are equally likely.

Consumers are typically not aware of the mental shortcuts they use. One common shortcut is "you get what you pay for," or "the more you pay, the higher the quality." Those who use this shortcut actually FEEL better about a purchase if the price is high.

This guy wouldn't admit it but one reason he feels good about this TV is that he paid so much for it. The high price actually contributes to his satisfaction.

This guy bought the same TV but uses the shortcut “I only buy when I can get a good deal.” His satisfaction comes from “beating the system.”

When faced with a choice among many brands, people often follow the “go with what is familiar” or “avoid the unknown” short cut.

“I’ve never heard of this brand. It looks better, has more features, and costs less than the name brand. But this is a brand I know. They make good stuff. I think I’ll stick with the name I know.”

The unknown brand seemed like a logical choice. But the “stay with the familiar” shortcut caused him to block out information pointing to the unknown brand as a better buy.

Familiarity helps explain why many travelers to foreign countries at first seek out brand names they recognize from home, especially for food.

Some shortcuts are quite subtle. Ever notice chalkboard listings in restaurants, delis or specialty grocery stores? Research shows many consumers use these as a shortcut to signal products that are fresh and of high quality.

Here are some other common mental shortcuts. Perhaps you use some of these:

- A store with low prices on some items probably has low prices on everything.
- Food sold outdoors (like at farmer’s markets and produce stands) is fresher and tastier than food sold indoors.
- In restaurants, a French word signals a sophisticated dining choice.
- Products labeled as “natural” are safe and wholesome.
- Some shortcuts involve color. For example, brown often signals natural, healthy foods.
- Dark colored objects weigh more than light colored objects.
- Dark colored foods (or foods in dark colored packages) have more taste than light colored foods or foods in light colored packages.
- A related shortcut is that light colored packages signal less calories.

The retail world is filled with prices that end in the number nine. One mental shortcut is to ignore the final number – a penny seems so insignificant.

That’s one reason most gas prices are carried out to the tenth of a cent and that last number is almost always a nine. Most consumers see this and mentally think the gas is \$2.96 a gallon.

In the early days of autos a shortcut to judge quality was to “kick the tires.” A wobbly wheel was no doubt a bad sign. Cars are better today...but we still use shortcuts to judge quality. For example, many car buyers believe they can judge quality by the sound of the door. Engineers build in that low frequency vibration that shoppers equate with quality.

*Source: BRAND sense study, page 75 in BRAND Sense by Lindstrom.*

Another common shortcut: A used car with a clean interior is more likely to be mechanically sound than a car with a messy inside.

OR: A red car goes faster than a black car; that's one reason you see more red sports cars than red sedans. Smell can be a mental shortcut.

You can play psycho-marketer yourself if you buy a spray can of that "new-car smell" when you're ready to sell your used car.

Sound can also be a mental shortcut: A growl in the car means power and speed. A loud vacuum cleaner is more powerful than a quiet one. We use mental shortcuts everyday and rarely realize we use them.

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Look over there. What are those? A lot of labels? Tags? And those – are they frames? Names....and frames.

We often select or reject based on what surrounds (or "frames") the choice. To illustrate, look at this series of figures.

One figure was common to both these collections. At first you most likely saw it as a B, but the second time you probably read it as 13. You assigned meaning based on its context, on what surrounded it. A name or label also shapes decisions.

In one experiment, researchers used photos of two women people rated as equally beautiful.

They gave the names Gertrude and Jennifer to the photos and showed them to a second group to rate for beauty. With the names attached, Jennifer was judged more beautiful than Gertrude by four to one.

*From The New Positioning by Jack Trout. Original source not cited. The "vote" was 158 to 39.*

In another experiment subjects were reluctant to use sugar in a box labeled "cyanide" even if they knew the label was meaningless and the sugar inside was perfectly safe. They even saw the sugar poured into both boxes. Their mind told them "I know it's just sugar," but the label created emotional resistance.

A leading brand of sport drink in Japan is Pocari Sweat. It tastes much like sport drinks you use. But few English speakers would drink from a can with the word "sweat" on it.

A fast food restaurant might frame drink or shake sizes so that the most expensive is seen as the best value. An easy way is to provide more food for only a little more money. With this framing the average "sales-per-customer" increases as do profits.

People view supermarket coffee as buying a "can" of coffee. Knowing this, marketers can raise prices by putting less coffee in the same size can (clearly labeled, of course). People will not notice the price increase. If coffee were sold "by the ounce" (like gasoline is sold by the gallon) any price increase would be obvious.

The power to apply a label is the power to shape belief. "Here's a recipe for you moms for trail mix. Take a bag of Peanut M&Ms and mix it with a bag of Reese's Pieces. It's so easy to make. Kids love it. And you know it's nutritional and good for kids because it's trail mix."

Labels sell paint. When asked to name their favorite color, most people pick blue. But the best selling paint color is not blue. It's beige – a color near the bottom of the list of “my favorite colors.” But you are unlikely to find the label “beige” (or off white) in a paint store. Beige is re-named “white ivy,” “ethereal,” or “faithful” – names that make the color feel more unique.

People buy a lot of beige cars, but the sticker says its champagne. It's a way to buy champagne on a beige budget.

Labels influence consumer perceptions. For example: Security guards are often renamed as “customer courtesy representatives.” And retail sales clerks become sales associates, service representatives, or fashion consultants.

Golf courses originally employed “marshals” or “rangers” to speed up slow players. But these military-sounding labels gave way to the more friendly “player assistant” or “course assistance.”

A strong brand name is a powerful framing device. Advertising creates “believers.” And brand name believers will perceive the product as working better in order to justify their belief.

We wear fashion labels as much as we wear the clothing it brands. The label makes us feel better. That's why clothing labels, once hidden inside garments, are now proudly displayed on the outside. We buy frames and wear names.

As we study the inner workings of the brain, we learn more about how we make decisions, how feelings guide our actions, and how frames and names shape our judgments. Marketers with this knowledge might win more consumers to their brand names. Consumers with this knowledge might strengthen the most effective kind of consumer protection – self-knowledge.

## Questions for Discussion

1. What is your favorite TV commercial? Why do you like it? How does it make you feel about the sponsor or the product being advertised?
2. Think about a brand that you like. What do you like about that brand? What is it that makes you feel that way about it? Has their advertising influenced the way you feel about the brand?
3. Have you ever bought an item as a status symbol – a way of making a communication about “who you are”, or “who you would like to be”? What was the item, and what were you trying to communicate? Do you think your “communication” was effective?
4. Think about a recent purchase you have made of something that was of special significance to you – something you really were looking forward to having. In buying that item, how were you influenced by “rational” factors such as price or particular features, and how were you influenced by “emotional” factors? Discuss.
5. After seeing this video – how can you be a more intelligent consumer? What will you do differently now?

## Search Exercise

Find five examples from this list to illustrate “How Consumers Decide”. Find examples in printed ads, photographs, video, scans, or actual products.

1. Two examples of automobile ads in which the car is shown in a fantasy setting.
2. One example of an ad appealing mainly to reason and logic and one example of an ad appealing mainly to feelings.
3. An example of an ad in which a brand is presented with a personality that a consumer can relate to emotionally.
4. Two examples of animals used in ads.
5. An example of a sign or ad which leads shoppers to focus on “saving money” instead of “spending money.”
6. An ad for water using emotion to connect with consumers.
7. Use of a chalkboard to sell “fresh” food.
8. Use of light colors to sell lower calorie foods.
9. Use of dark colors to suggest rich or bold flavors.
10. An ad in which the fear of death (directly or indirectly) serves as motivation.
11. An ad which tells the consumer “you deserve this.”
12. An example of two products that seem identical. One is a well known brand, one is not. The unknown brand costs less than the brand name.
13. Food or other products sold outdoors in an attempt to increase sales.
14. Two examples of the use of the word or idea “natural” to sell products.
15. Two similar products with different category names. For example, a candy bar and energy bar with similar ingredients. Or candy and trail mix that are similar.
16. Present two “rules of thumb for judging quality” other than those mentioned in the video.
17. Find examples of names for colors selected for their emotional impact.

## How Consumers Decide Quiz

1. \_\_\_\_\_ The program proves that advertisers can “push hidden buttons” in our brains to make us buy things we don't really want. **True** or **False**?
2. \_\_\_\_\_ Even if we know one brand is as good as another and costs less, we don't always buy that brand. Why? **(A)** We might have an emotional attachment to the more expensive brand, **(B)** we believe the more you pay, the better the product, **(C)** we prefer to stay with a brand name we recognize instead of an unfamiliar name, **(D)** all of these, **(E)** Both A and B are correct.
3. \_\_\_\_\_ The video gives examples of two handfuls of sand and a swinging pendulum. The point of these examples is to illustrate that **(A)** sand and purple paint cannot be sold except by mind manipulation, **(B)** we often behave in ways that are not logical or based on a careful study of facts, **(C)** ads can sell anything, **(D)** mind management by professional persuaders causes millions to buy things they don't want.
4. \_\_\_\_\_ Retailers often sell goods “on sale.” The program suggests that this is an effective persuasion tactic because **(A)** it gives permission to spend money by creating the illusion of saving money, **(B)** everyone likes to buy a bargain, **(C)** most consumers are value shoppers, **(D)** people on tight budgets can rarely afford to pay full price.
5. \_\_\_\_\_ Researchers using monitors to study the brain waves of shoppers find **(A)** buying releases dopamine to the brain, **(B)** emotions control almost all buying decisions, **(C)** it is the anticipation of owning that releases the dopamine, not the actual purchase, **(D)** buying on a sale gives a feeling of satisfaction.
6. \_\_\_\_\_ A common tactic for gaining the emotional support of consumers is to use **(A)** images and words that bring with them “ready-made” emotional connections, **(B)** a message that makes the shopper feel guilty for NOT buying the product, **(C)** pointing out product features that make it a best buy.
7. \_\_\_\_\_ and 8. \_\_\_\_\_ Select the two “mental shortcuts” from the list below that are NOT mentioned in the video.
  - (A) Food sold outdoors is fresher than food sold indoors.
  - (B) Products that are labeled “natural” are safe and wholesome.
  - (C) Food in red packages has more calories than food in blue packages.
  - (D) A growl in a car means power and speed.
  - (E) Drugs advertised on TV work better than unadvertised drugs.
  - (F) Food in a light colored package has fewer calories than food in dark packages.
9. \_\_\_\_\_ The video tells of an experiment with faces of “equally beautiful women.” When the experimenters assigned names to the women, people **(A)** still judged them equally beautiful, **(B)** decided both were more beautiful, **(C)** decided both were less beautiful, **(D)** selected Jennifer as “more beautiful” than Gertrude.
10. \_\_\_\_\_ Consumers are often influenced by product names. One example of this given in the video was **(A)** naming “white bread” as “wheat bread”, **(B)** calling candy “trail mix”, **(C)** renaming “regular grade” meat as “select,” **(D)** renaming “eye glass” as a “power vision lens.”

## Quiz Answer Key

1. False
2. D
3. B
4. A
5. C
6. A
7. C or E
8. C or E
9. D
10. B