

Writing a blog for lecture

[Business](#), [Marketing](#)



Blog on Consumer Behavior The concepts learned from the lecture include focusing on cognition, perceptions and learning processes. Initially, specific definitions of each term were explicitly indicated to clearly distinguish one from the other. Further, concepts on perceptions being organized through the Gestalt view and psychology were also expounded (Skaalid 1999). The factors that affect perception were crucial in relating these to the development of strategies that marketers use influencing consumer behavior through visual, auditory, learning, odor, and innate behavior, as deemed necessary.

From the lecture, one was made to reflect on experiences during shopping in a mall, where various products offered were designed in different packages and brands that aim to entice consumers in buying them. The discussions on visual illusions that influence one's perception and contribute to decision making were highly illuminating. These touched on the Muller-Lyer illusion (Muller-Lyer Illusion n. d.), Ponzo's illusion (Ponzo Illusion n. d.), Ebbinghaus illusion (Vishton and Fabre 2003), and Lepper's ambiguous lady illusion (Perceptual Ambiguity 1997). Depending on the need or demand, one's perception is significantly influenced and therefore buying behavior is swayed by which need is most pressing. For instance, there is a need to purchase a laptop to be used for academic presentations. Manufacturers design different strategies to cater to different consumers. I could be enticed to buy a particular brand based on functionality and design and also the price of the product, since as a student, I do not have enough income to purchase the more advanced and technically sophisticated products, despite the intricate packaging or promotions being applied.

I therefore learned that my consumer buying behavior could have been influenced by diverse internal and external factors. One's perceptual process is assisted by external factors to aid in decision making. There could be changes to be made in future buying behavior depending on significant changes in one's income level or serving more intricate needs that only specifically designed products could satisfy.

Reference List

- " Muller-Lyer Illusion." n. d. Available at: <http://www.rit.edu/cla/gssp400/muller/muller.html> (Accessed October 18, 2012).
- " Perceptual Ambiguity." Illusion Works. 1997. Available at: http://psylux.psych.tu-dresden.de/i1/kaw/diverses%20Material/www.illusionworks.com/html/perceptual_ambiguity.html (Accessed October 19, 2012).
- " Ponzo Illusion." Sandlot Science. n. d. Available at: http://www.sandlotscience.com/Distortions/Ponzo_Illusion.htm (Accessed October 19, 2012).
- Skaalid, B. 1999. " Gestalt Principles of Perception." College of Education, University of Saskatchewan. Available at: <http://www.usask.ca/education/coursework/skaalid/theory/gestalt/gestalt.htm> (accessed October 19, 2012).
- Vishton, PM, and E Fabre. 2003. " Effects of Ebbinghaus illusion on different behaviors." *Spatial Vision*, Vol. 16, Nos. 3-4, 377-392.