

- The minimum change in a stimulus is known as 'just-noticeable-difference' Weber's Law

#### Attention:

- the degree to which we focus on stimuli within our range of exposure
- We are exposed to more and more stimuli, leading to sensory overload
- Our attention is influenced by factors such as new needs, avoidance of certain ideas and adaptation (habituation)
- This is because we are exposed to such a lot of stimuli and our brain can process so much

#### Stimulus Selection:

- Size
- Colour
- Position
- Novelty

#### Interpretation:

- The meanings we assign to sensory stimuli
- Our surroundings, our background, culture, etc. influence this
- This is also influenced by what we already know; i.e. memory
- We do not perceive a single stimulus in isolation
- Our brain will relate a new stimulus to what is stored in our memory

#### Stimulus Organisation:

- This can be viewed based on the principles of *gestalt psychology*
- This school of thought argues that we create meaning from the totality of a set of stimuli, rather than from any individual stimulus
- There are 3 main principles
  - Principle of closure
  - Principle of similarity
  - Principle of figure-ground

### The Self

#### Self Concept:

- Beliefs one holds about their attributes and how these attributes are evaluated
- Some of these evaluations may be positive while others may be neutral or negative
- Understanding the self concept and how people view themselves, their attributes, rate these attributes, etc. is important for marketers