

4. **Temporal Effects**: time of day or amount of time to buy
 5. **Antecedent States**: consumer mood, amount of cash on hand
- F. Psychological Influences
1. Motivation
 2. Hierarchy of Needs: important for marketers
 - a) **Self-actualization**: self-fulfillment
 - b) **Personal needs**: status, respect, prestige
 - c) **Social needs**: friendship, belonging, love
 - d) **Safety needs**: freedom from harm, financial security
 - e) **Physiological Needs**: food, water, shelter, oxygen
 3. Personality
 - a) extroversion vs. introversion
 - b) sensing vs. intuition
 - c) thinking vs. feeling
 - d) judgement vs. perception
 4. Traits
 5. Self-Concept
 6. Perception
 - a) **Selective perception**: filtering of exposure, comprehension, retention
 - b) **Selective exposure**: people are consistent with attitudes to messages
 - c) **Selective comprehension**: interpreting information so that it is consistent with beliefs
 - d) **Selective Retention**: consumers do not remember everything they see/hear
 7. **Subliminal Perception**: occurs when ever stimuli presented below the threshold or limen for awareness are found to influence thoughts, feelings, or actions
 8. Strategies to Reduce Perceived Risk
 - a) obtain seals of approval
 - b) secure endorsements
 - c) provide free trials/samples
 - d) give extensive instructions
 - e) provide warranties/guarantees
 9. Learning:
 - a) Behavioral
 - b) Stimulus Generalization: same brand must equal same quality
(1) ex. Apple TV
 - c) Stimulus Discrimination: not all light beers are alike
 - d) Cognitive learning
 - e) Brand loyalty
 10. Attitude formation
 - a) attitudes
 - b) values
 - c) beliefs
 11. Attitude change
 - a) Change beliefs about a brand's attributes
 - b) change perceived importance of attributes
 - c) add new product attributes