ATTENTION

I. In line with our general model, we first consider what people notice and pay attention to.

   A. Definition - attention is the allocation of processing capacity to some stimulus.

   B. Measures include verbal, observational, physiological - eye movement studies (e.g.,
   examining eye movements on web pages – see the article below), pupil dilation, EEG

II. Most theories of attention consider two types of attention (Kahneman):

   A. Voluntary - one pays, devotes, or gives attention
      1. Attention is paid because stimulus is in line with current goals or needs.
      2. Such attention is selective (6000+ products in supermarket, 1500-3000 ads
      per day).
      3. More likely for consumers who are in the market for the product.

   B. Involuntary - our attention is grabbed by something
      1. Common source of involuntary attention is something that departs from
      expectations or is unusual or novel (evolutionary argument – survival was
      best ensured by attending to unusual events in the environment).
      2. Examples
         a. Changes in scene, sound level, complexity
         b. Unexpected or novel copy, images, or themes in an ad
         c. New features, "news"
         d. Humor
         e. Appeals to strong hedonic needs (e.g., food or sexual themes)
         f. New package or display designs; major issues are to what extent they
            stand out and for how long

   C. Combinations of voluntary and involuntary attention – attention to web sites

III. Attention is not enough

   A. Distinguish between attention and response. Consumers have to "get it," interpret the
   communication correctly (Infiniti example)

   B. Not only do consumers have to "get it," but "it" has to be the correct point in response
   to consumers' goals and needs. You have to use attention well once you have it.
   A major issue is whether the attention-getting device is consistent with goals for
   building the brand with consumers. Just getting the brand name in front of
   consumers is often not enough.

Next we will consider perception, which deals with issues surrounding how people
interpret what they pay attention to.