

## Sub-conscious mind and consumer perception

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The marketer's principal objective is typically to build a relationship with buyers, rather than merely to make a single sale. Ideally, the essence of that relationship consists of a strong bond between the buyer and the brand. Outlines six strategies for building that relationship: linking the brand to a particular need; associating it with a pleasant mood; appealing to subconscious motives; conditioning buyers to prefer the brand through reward; penetrating perceptual and cognitive barriers to create preference; and providing attractive models for buyers to emulate. Most of your judgments result from decisional shortcuts you use to generate solutions that are good enough most of the time. When you perceive a situation that looks familiar to you, doesn't your past experience cause you to see the event in terms of what you expect? Doesn't your limited span of attention lead you to categorize things by aspects that appear similar to what you already know? "We are constantly bombarded with so much sensory information that it is impossible for us to pay attention to everything. Our subconscious mind scans our environment and selects what it deems may be important for us to notice. Even then, people not only see things the way they are, they also tend to see what they expect to see, as well as what they want to see."<sup>3</sup> "Much of human perception is based not on information flowing into the brain from the outside world but what the brain, based on previous experience, expects to happen next," says Sandra Blakeslee, an award-winning science writer for the New York Times.

### **Subconscious mind:**

Conscious-mind, also called the critical-mind is working right now as you are reading these lines. Your conscious-mind is logical, analytical and its basic functions are to gather information, evaluate and decide appropriate respond or behavior based on the information stored in the subconscious-mind. The conscious-mind is responsible for short-term memory and will-power, both necessary for optimum daily performance.

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Subconscious-mind can be compared to vast library of data or the hard disc of your computer. Every statement, image, concept or idea that you became aware of throughout your life was recorded and stored in your subconscious mind. It's hard to imagine, and yet, each and every day you draw from this library, measure, compare, evaluate and decide your behavior based on your knowledge.

Example, when you walk by the neighborhood bakery, the smell of bread may bring back some wonderful memories that were not available a minute ago. These memories surfaced into consciousness upon demand from the conscious mind to understand a new element in your immediate environment (just doing its job).

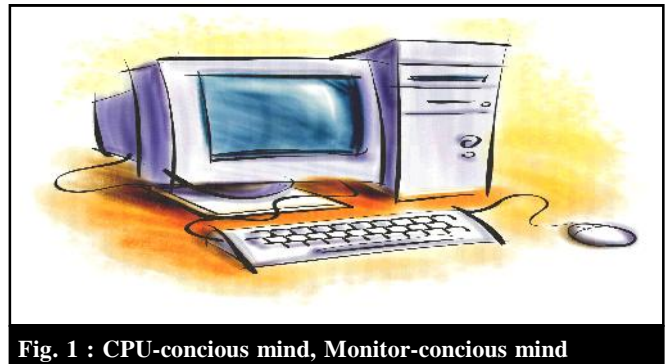


Fig. 1 : CPU-conscious mind, Monitor-conscious mind

Based on these "original" perceptions you will decide to act or not, or in this case decide to eat it or not. If weight loss is your goal, then you want to change your relationship with food. Will power may work for a short while but not for long (which is why diets fail so often). Lasting result can be attained when you change the way you perceive food to be, at the source of perception, which is the Subconscious-Mind.

### **Characteristics of subconscious mind:**

– Subconscious mind never sleeps, never rests and is always on duty because it controls our heartbeat, circulation of blood, regulates digestion, assimilates, harmonizes and eliminates. It controls all the vital processes and functions of our body and knows the answers to all our problems.