

You are thinking what I want that you
think!

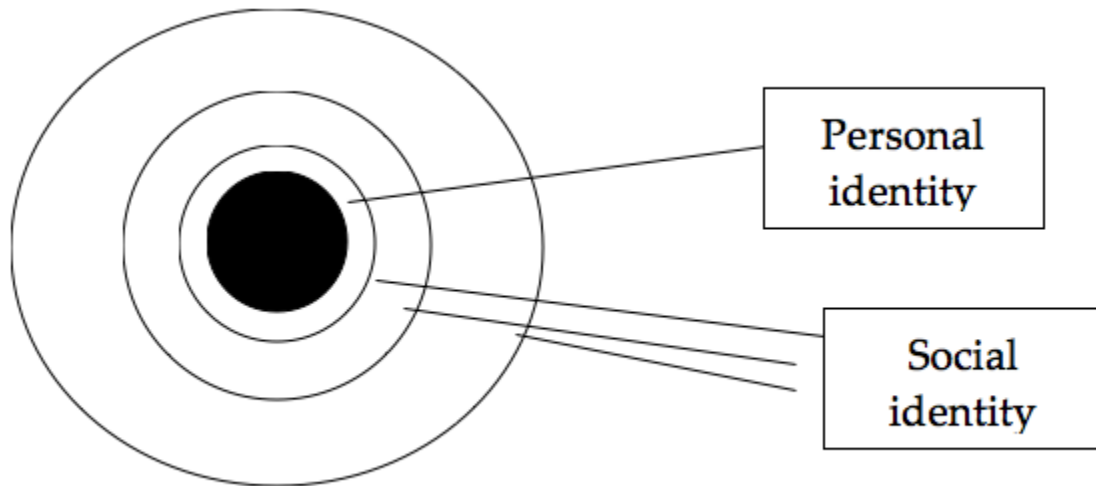
Marketing and Theory of Mind.



The environmental psychology is the study of the dependence and the interdependence of human behavior and the physical and social environment.

For the environmental psychology, the person consists in two entities which are placed on a continuum:

- The personal identity: what we are as an individual
- The social identity: concept comes from the theory of social identity.



We can't separate these two identities. An individual consists of two aspects, although sometimes the person will be more than one type or more than another.

The main factors influencing the consumer behavior are :

- 1) The cultural factors : the decisions of the consumers are deeply influenced by the culture as well as his social class. Since its birth, the child is exposed to a set of values and behaviors that are communicated by his family and the institutions. We also note that persons belonging to the same social class tend to behave in a relatively homogeneous way in their choices of product brands.
- 2) The social factors : factors focused on interpersonal relationships like groups, opinion leaders, family, status and roles and so on.

An other important idea in the environmental psychology is the malleability of the human. In fact, we are influenced automatically and unconsciously. We don't realise this influence and his consequences. It is essential to be in an automatic driving, to don't think about what we are doing. It allows us to do the things better and to spend less energy.

The marketing know this facts and use these identities to manipulate the people. In fact, business and stores influence the purchase of the consumer. They use some process and some strategies.

Some studies were made about the environmental musics and showed that the kind of music in different situations, like in a supermarket or a bar, influence unconsciously the choice of drinks.

The first study was lead by Adrian North and his colleagues. It is about the influence of in-store music on wine selections. Two kind of wines were sell in the supermarket : French wine and German wine. During two weeks, on alternate days, they played traditional French or traditional German music at customers when they were buying some stuff. The purchase was to watch the sales of wine.

The experimenter noticed that the French music led to buy French wine and in the opposite way, the German music led to buy German wine. In fact, like you can see in the table 1, the results show that on French music days 76,9% of the wine sold was French and on German music days 73,3% was German.

The conclusion of this study is that the background music influence unconsciously the purchase of the kind of wine. In fact, when the experimentaters asked if they thought that the music affected their choices 86% of the cunsomers said that it didn't.

Table 1:

| | French music | German music |
|----------------------------|--------------|--------------|
| Bottle of French wine sold | 40 (76,9%) | 12 (23,1%) |
| Bottle of German wine sold | 8 (26,7%) | 22 (73,3%) |

The second study was lead by Jacob. The background music which is played in a bar is know to affect consumer behavior. So he conducted an experiment in a tavern to test the influence of three different styles of music on patrons. According to the assignement, the people were exposed to: Top 40 music, cartoon music or drinking songs, every time for thrity minutes. There were 93 participants in the experiment, 76 males and 17 females. They didn't know that they were participating to an investigation.

The results showed that the style of songs influence the time spent in the pub and the number of consomations. Drinking songs lead the cunsomers to stay more time, twice than the others conditions, in the pub and drink more than when it was an other kind of music. So they spent 70% more than the others subjects. Therefore it is an economical advantage to use different kind of songs in a bar for the bar owner.

Other studies about the influence of music on customers were done in the past and this one lead to confirm the others theories. Drews and his collaborators discovered that the presence of a kind of music increased the time and the money spend in a bar. This same conclusion prove that music influences drinking behavior.

But the results must be used with attention because the experiment was done in a single bar and on a little sample. Thus the results can be different in an other one.

Table 2. Means and standard deviations for length of time (min) and the amount of money (€) spent in the bar

| | Top 40 music | Drinking songs | Cartoon songs |
|---------------------------|-----------------------|------------------------|-------------------------|
| Length of time | M = 12,58 SD= 8,23 | M = 21,32 SD = 9,54 | M = 13,66 SD = 10,28 |
| Amount of money spent (€) | M = 3,27 SD= 1,56 | M = 4,96 SD = 1,44 | M = 3,11 SD = 1,25 |
| Number of tested subjects | 35 | 31 | 27 |

The third study than I would like to present you is an experiement about a publicity. It was done in the United States. Maybe than you have already seen this kind of publcity on the Tv when you are sitting confortably in your sofa. The order is to give you the desire to buy the article presented on the screen. In this example, it is an advertisement to sell a bike. They are two conditions, two different sentences are presented to you :

1. « Operators are standing by, please call now »
2. « If operators are buzy, please call again »

What is the difference between them? The results show that the first one give you a negative image about the operator. In fact, you think that the operator is lazy, just waiting on his chair and he has nothing to do. In opposite, the second one give you a positive image about the operator. The consumers have the impression that everybody call because they want this product. So in their mind, if a lot of people want this product, it is because it is a great invention.

The conclusion of the research is that what I think the others believe, feel and do determine what I'm believing, feeling and doing. If I think that a product is popular, I want this product.

The last experiment than I would like to talk about concern the impact of colours in the environment. According to the authors, Russel A. Hill and Robert A. Barton, the color red is a particular pigment. It is often linked with aggressivity. In fact, symbollicaly it is the color of the blood. One of their researches was done on the famous Malboro cigarettes. At the beginning this trend of cigarettes was created for women. But to have a bigger public, the manufacturers decided to create a packet that attracts men. So they decided to use a red

packet, synonym of virility and aggressivity to target men too. We can see the same results in different situations, like in sports. In fact, the sportswear can have an influence because a red t-shirt refers to aggressivity and power.

Like we saw during the course, the different strategies of marketing are strickly linked with the definition of Theory of Mind. In fact, one important aim of Theory of Mind it allows to manipulate others behavior. In parallel, the goal of theories is the same.

Through this four examples, I tried to explain you the unconsciously influence of the marketing in the environment. These influences are present everywhere in our habitat and it is impossible to escape to them. So we can imagine an infinity of manipulations which may affect us. The paradoxe is that without realizing we are simultaneously victims and collaborators of the influence of the marketing.

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