

# **THE PRODUCT**

# **ESSAY PACK**

For CAIE A2 Psychology Paper 3

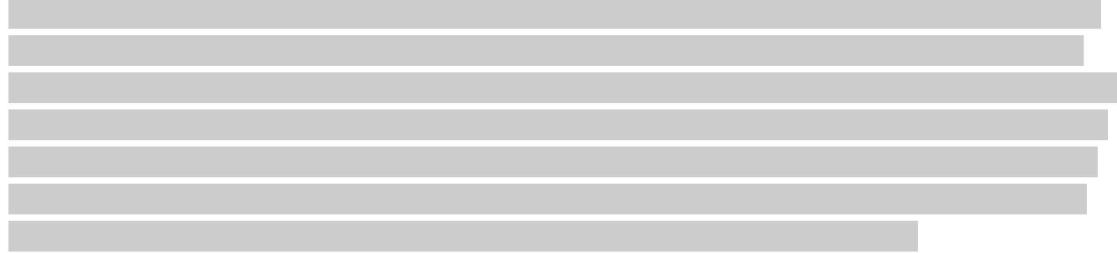
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**1 (a) Describe what psychologists have discovered about:**

- gift-wrapping, including beliefs of the giver and recipient, and
- attention and shelf position, including a study. [6]

**Ans.**

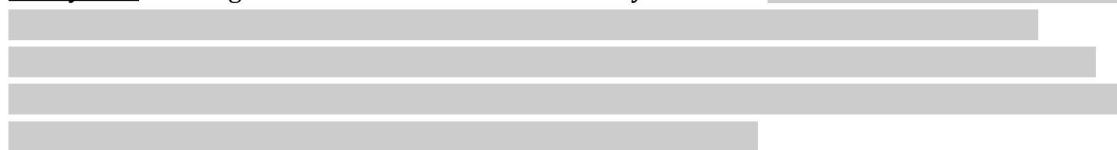
Gift-wrapping has symbolic and psychological meaning. Gifts are wrapped because it is a social norm and because it increases anticipation and curiosity. Research shows that



Attention and shelf position research shows that consumers are more likely to choose products placed in the middle of a display, a phenomenon known as



Atalay et al. investigated whether horizontal centrality increases



**1(b) Evaluate what psychologists have discovered about:**

- gift-wrapping, including beliefs of the giver and recipient, and
- attention and shelf position, including a study.

including a discussion about reductionism versus holism.

**Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]**

**Ans.**

One relevant issue is reductionism versus holism. Research on gift-wrapping can be reductionist when it explains increased liking purely through

However,

in reality, product choice is shaped by brand loyalty, price, needs and prior experience.

A second issue is determinism versus free-will. Findings on gift-wrapping suggest a deterministic influence, as recipients' evaluations are

However, free-will is not

eliminated. Consumers can deliberately search for

A final issue is generalisations from findings. Gift-wrapping studies mostly use student samples and specific products, such as mugs or blankets,

**2 a) Describe the key study on food package design and taste perceptions by Becker et al. (2011). [6]**

**Ans.**

Becker et al. investigated whether the shape and colour saturation of food packaging influence

[REDACTED]

A field experiment was conducted in a large German supermarket. An opportunity sample of

[REDACTED]

Results showed that angular packaging was perceived as significantly more potent than

[REDACTED]

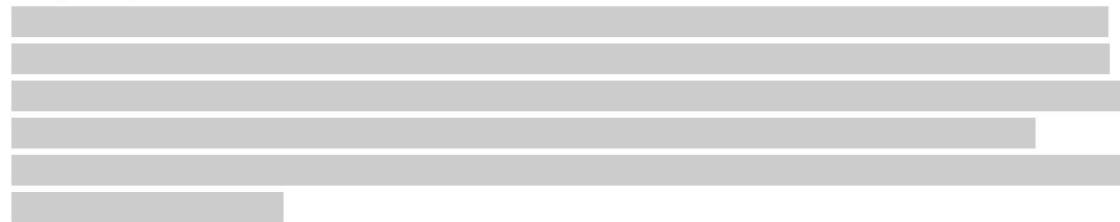
**2 b) Evaluate the key study on food package design and taste perceptions by Becker et al. (2011)**

**including a discussion about generalisability of findings**

**Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]**

**Ans.**

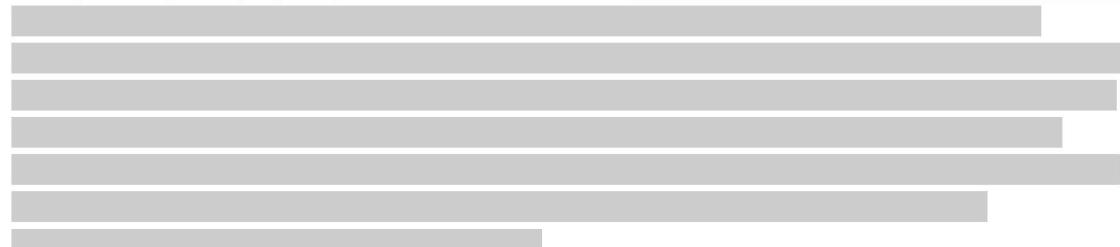
One relevant issue is generalisations from findings. Becker et al.'s study used an opportunity sample of



Another issue is objective and subjective data. The study used objective controls by ensuring that all participants tasted



A final issue is about validity. The study had high internal validity because it carefully manipulated packaging shape and colour saturation,

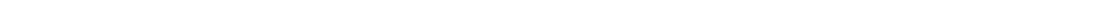
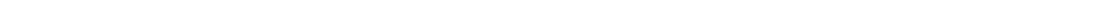
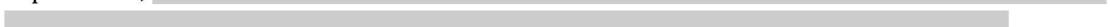
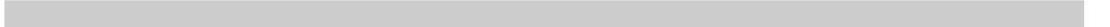
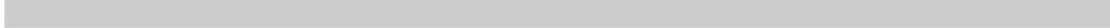
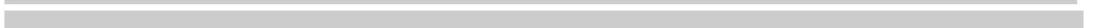
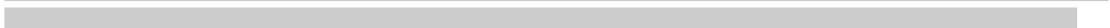


**3 a) Describe what psychologists have discovered about:**

- **sales techniques focusing on customer-, competitor- and product-focused techniques and their effects on the buyer–seller relationship, and**
- **interpersonal influence techniques, focusing on disrupt-then-reframe and need for cognitive closure, including a study. [6]**

**Ans.**

Sales techniques differ in how sellers approach buyers and how this affects the buyer–seller relationship. Customer-focused selling treats each buyer as



### 3 b) Evaluate what psychologists have discovered about:

- sales techniques focusing on customer-, competitor- and product-focused techniques and their effects on the buyer-seller relationship, and
- interpersonal influence techniques, focusing on disrupt-then-reframe and need for cognitive closure, including a study

**including a discussion about application to everyday life**

**Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]**

Ans.

One relevant issue is application to everyday life. Research on sales techniques has clear practical value, as all are widely used in real marketplaces. Customer-focused techniques lead to trust,

Another issue is cultural differences. Sales techniques can differ in effectiveness across cultures. Customer-focused selling may work better in

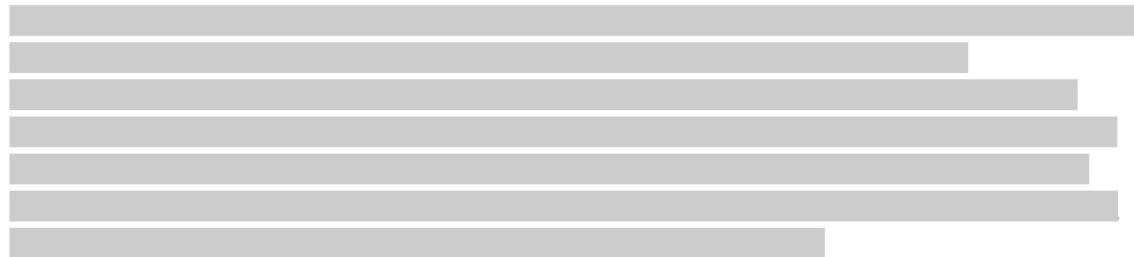
A final issue is determinism versus free-will. Sales techniques and compliance strategies support a deterministic view, as buyers' decisions are decided by communication style rather than their deliberate evaluation. For example, DTR increases

**4 a) Describe what psychologists have discovered about:**

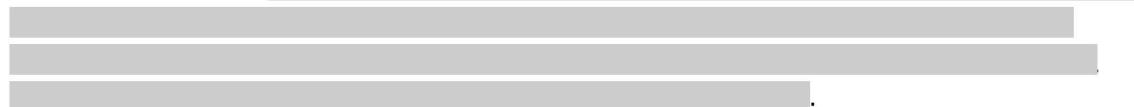
- the Engel-Kollat-Blackwell (EKB) model of buyer decision-making, and
- post-purchase cognitive dissonance, including factors that increase dissonance and ways to reduce it, including a study. [6]

**Ans.**

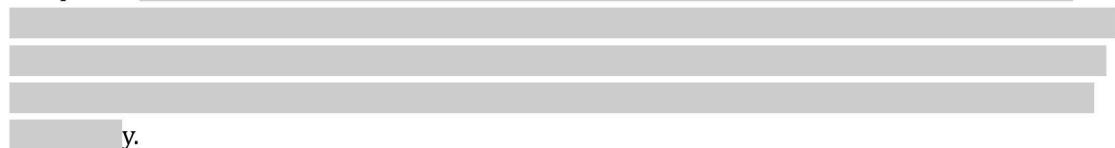
The Engel-Kollat-Blackwell (EKB) model explains buyer decision-making as a linear, information-processing sequence. Consumers first receive input such as



Post-purchase cognitive dissonance is psychological discomfort caused by a conflict between beliefs and behaviour



Nordvall investigated cognitive dissonance in low-involvement grocery choices. Participants completed



y.

**4 b) Evaluate what psychologists have discovered about:**

- the Engel-Kollat-Blackwell (EKB) model of buyer decision-making, and
- post-purchase cognitive dissonance, including factors that increase dissonance and ways to reduce it, including a study.

**including a discussion about cultural differences**

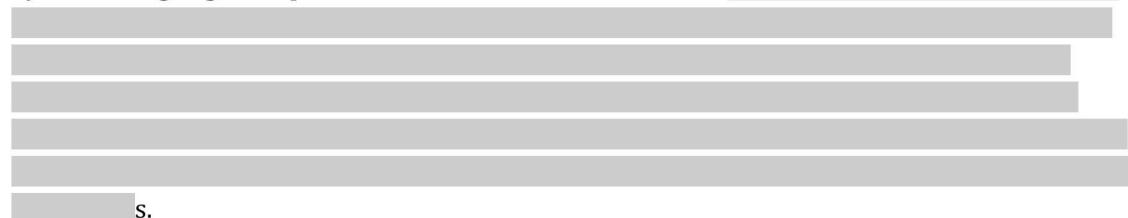
**Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]**

**Ans.**

One relevant issue is cultural differences. The EKB model explicitly includes culture as an external factor influencing problem recognition, evaluation of alternatives and post-purchase

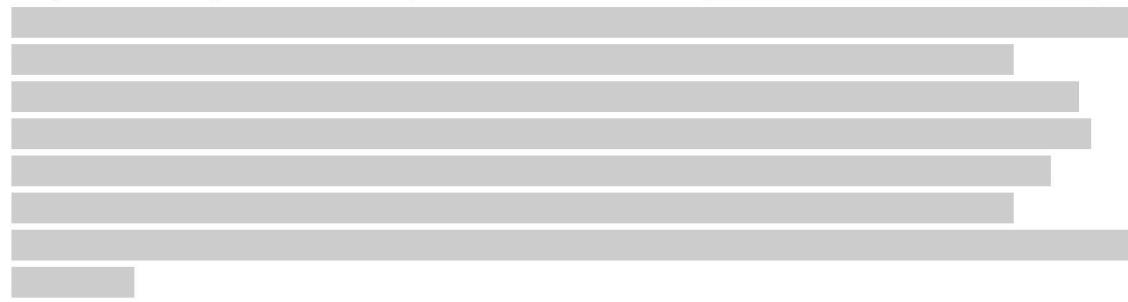


Another issue is reductionism versus holism. The EKB model uses a relatively holistic approach by combining cognitive processes, individual differences and



s.

A final issue is the use of objective and subjective data. The EKB model is supported largely by subjective self-reports of attitudes, beliefs and satisfaction,



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