

**A STUDY TO FIND OUT THE PERCEPTION ABOUT
TECHNOLOGY WITH SPECIAL REFERENCE TO
THANAL RESIDENT ASSOCIATION**

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Abstract

Perception is an important input in individual behaviour. It refers to the process of seeing what is there to be seen. The receiver, the received and the situation will influence one's perception. The study of perception is concerned with identifying the process through which we interpret and organise sensory information to produce our conscious of objects and object relationship. Computers may analyse information in an accurate, unbiased, tireless fashion, but the same cannot be said about human beings. We are far from perfect when it comes to gathering information about others and then making judgments about them. In this article we will discuss something about perception about technology and importance of technology with special reference to Thanal Resident Association. Thanal Village Residents Association (VRA) is an advocacy group for Village residents. The VRA holds monthly meetings to discuss important issues related to their association, influence of Technology and how that affects student community.

Key Words: *Perception, Sensory*

Literature Review

Perception

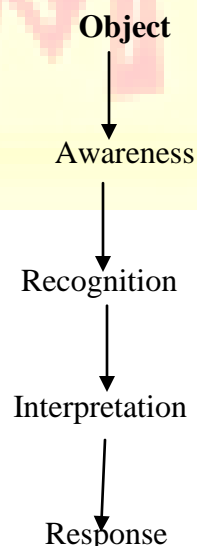
It is believed that successful services deliver responsiveness, empathy, assurance and reliability. In fact services are all about relationships. The study of consumers helps firms and organizations to improve their marketing strategies by understanding issues such as psychology of how consumers think, feel, etc. The psychology of how consumer is influenced by his or environment, how marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach consumer etc. consumer is the most important visitor in our premises, he is not depended.. He is not an outsider to our business he is a part of it. Consumer behaviour is the process by which individuals select, and interpret stimuli into a coherent picture of the world.

Individuals act and react on their basis of perceptions that person's needs, wants values and personal experiences. Thus to the marketer, consumer perceptions are much important than their knowledge of objective reality. It is important that marketers understand the whole notion of perception and its related concepts to more reality to determine what factors influences to buy.

Factors influencing perception:

- 1) In the perceiver
- 2) In the object or target being perceived for
- 3) In the context of the situation in which the perception is made

Fig: 1:1 Perceptual Framework

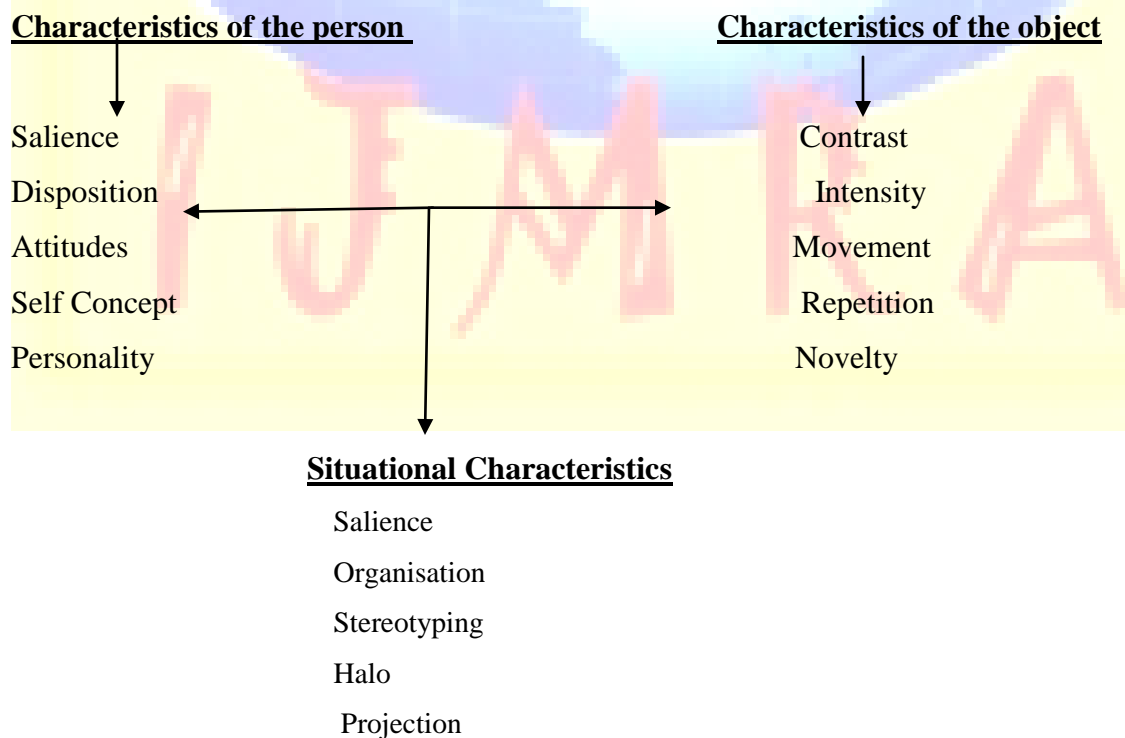


Perception is the set of the process by which individual becomes aware of, and interprets information about the environment. People often tend to assume that reality is objective, that we all perceive the same things in the same way. A stimulus makes the individual aware of the object which must then be interpreted

Characteristic of the person

A person’s own characteristics also affect how he or she perceives and interprets things. The most important characteristics are salience, disposition, attitudes, self-concept, and personality. Salience is the individual’s feeling about how important the object is. The more salient the object is to you, the more attention you are likely to pay it. An individual’s disposition also affects how he or she perceives things. Disposition is a short term emotional response triggered by various environmental stimuli. Whereas our disposition tends to be a short term mood or emotional response, our attitudes are longer –lasting feelings about things. Attitudes can affect perceptions in dramatic ways. Self concept also affects perception. It is a person’s personality. A person’s personality is the set of distinctive traits and features that make a person unique.

Fig: 2:2 Characteristics and processes that affect perception



Managerial Implication of Perception

Perception has many implications for managers in organisations, particularly in motivation, hiring and performance appraisal.

Perception & Motivation

Perception of the workplace plays a major role in motivation. Suppose an employee is experiencing some unexpected money trouble. Because of her disposition (she is worried) and the salience of money (it is unusually important to her at the moment), She will be especially sensitive to issues to compensation. Through projection, she may assume that everyone in the organisation also cares mainly about money. A large pay raise given to another employee will seem frustrating and will intensify her efforts to get pay raise of her own, focusing even more attention on her own pay, the pay of others, and how they compare to one another.

Perception and Hiring

Hiring new employees can be affected by perception in many ways. Contrast or novelty in the job applicant can affect his or her chances of getting the job. The person doing the hiring may stereotype applicants on the basis of race,sex,or may allow the halo effect to color an overall perception of applicant.

Attitude Change

Attitudes are not carved in stone, indeed, they are often rather sickle. Because of their dynamic, nature attitudes should not be taken for granted .Favourable product attitudes if neglected may gradually erode to a less Favourable state, just like the nature of a long forgotten acquaintance indeed both positive & negative attitudes may become more neutral simply because of the passage of time .Attitude persistence represents an attitudes immunity to such corrosion .Often however attitudes changes because we encounter something that warrants their revision changing consumer attitudes is a frequent business objective .converting non users into product users may require an attitude adjustment. Perception plays an important role here.

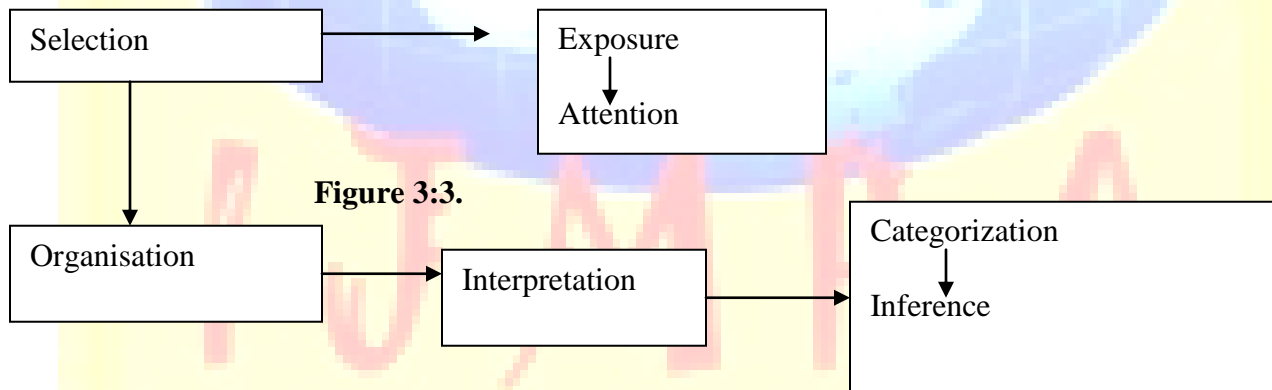
Marketing Stimuli and Consumer Perceptions

The two most important types of stimuli influencing consumer behaviour are marketing and environmental (social and cultural influences) .Marketing stimuli are any communicatory or physical stimuli designed to influence consumers. The product and its components (Packages, contents, physical (or intrinsic) stimuli communications designed to influence consumer

behaviour are secondary (or extrinsic) stimuli that represent the product either through words, pictures & symbolism or through other stimuli associated with the product (price, store in which it was purchased, effect of the sales person) To survive in a competitive market manufactures must constantly expose consumers to secondary marketing stimuli. The key requirement in communicating secondary stimuli to consumers is the development of a product concept .A product concept is a bundle of product benefits that can be directed to the needs of a defined group of consumers through messages symbolism stimuli into a coordinated product position that can be communicated to consumers .Two key factors determine which stimuli consumer perceive and how they interpret them.1) The characteristics of the stimulus and 2) the consumer's ability to perceive the stimulus. These two influences interact in a determining consumer Perception.

Perceptual Selection

Having described the nature of stimuli and the factors that affect stimulus perception, we can now turn to describing the process of perception. The steps in perceptual process –Selection, Organisation, and Interpretation are shown in the **figure 3:3**



The first component of perception is selection .For perceptual selection to occur the consumer must first see or hear the stimulus and then respond to it .Three process define such selection ,exposure ,attention and selective perception.

Exposure

Occurs when consumers sense (sight, sound, touch, smell) are activated by a stimulus.

Consumers pick and choose the stimuli they are exposed to Eg: A consumer in the market for a new car is more likely to look for car ads.

Attention –Is the momentary focusing of a consumer’s cognitive capacity on a specific stimulus when consumers notice a TV ad a new product on a shelf or a car in a show room attention has taken place .Sensory factors can also increase consumer’s attention. for example sound such as the use of a jingle voice-overs of famous people in a commercial or smells such as scratch and sniff print ads for perfume.

Selective Perception –Means that two consumers may perceive the identical advertisement package or product very differently .Selective and attention occur because people’s beliefs influence what they choose to listen or read .Selective organization occurs because people organize information to be consistent with their beliefs.

Perceptual organisation

People do not experience the numerous stimuli they select from the environment as separate and discrete sensations rather they tend to organize them into groups and perceive them as unified wholes. Three of the most important principles of perceptual organizations are Figure and Ground, Grouping and Closure.

Perceptual Selectivity

Perception is a selective process .As people can sense only limited amount of information in the environment, they are characteristically selective. By selection, certain aspects of stimuli are 1) Screened out and others are 2) admitted. Those which are screened out fall below the threshold. The first component of perception is selection .For perceptual selection to occur the consumer must first see or hear the stimulus and then respond to it .Three process define such selection ,exposure ,attention and selective perception.

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Intellectual Abilities: Various Forms of Intelligence

Traditionally, When people speak about someone's' intelligence, they are referring to a specific kind of ability that psychologists term cognitive intelligence. This refers to the ability to understand complex ideas, to adapt effectively to the environment, to learn from experience to engage in various forms of reasoning, and to overcome obstacles by careful thought. Success in some jobs, such as top executive position requires high levels of information processing-cognitive effort involving the combination, integration and use of complex information.

Specific Applications

We evaluate how much effort our co-workers are putting into their jobs. When a new person joins a work team he or she is immediately sized up by other team members, in many cases these judgments have important consequences for the organisation.

Few of the more obvious applications:

Employment interview

Performance Expectations

Ethnics profiling

Performance Evaluation

Employee effort

Perceptual organisation

Perceptual organisation focuses on what takes place in the perceptual process once the information from the stimuli is received. This aspect of perception is commonly known as perceptual organisation.

The Important forms of Perceptual organisation: fig: 4:4

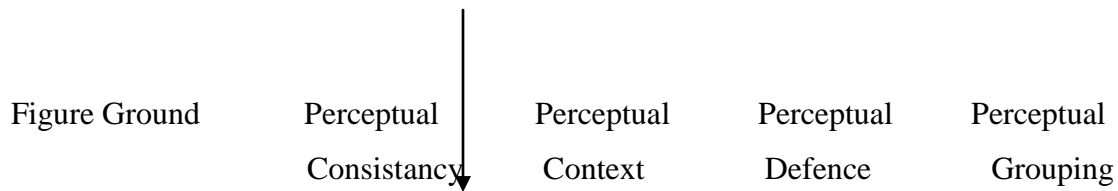


Figure-ground

Figure-ground is considered the most basic form of perceptual organisation. In the perceptual field certain factors are considered to significant and give meaning to the person, and certain others which are either 1) unimportant, 2) cannot be studied are left as insignificant. The meaningful portion is called figure and the insignificant portion is labeled as ground.

Perceptual Consistency

Consistency is sophisticated form of perceptual organisation. It gives a person a sense of stability in a changing world. Consistency permits an individual to interpret the stimuli in such a manner that these stimuli more or less accurately reflect the consistencies of the real world. The essence of perceptual consistency is that the 1) shapes, 2) sizes, 3) colours, 4) brightness and 5) location of an object are fairly constant regardless of the information received by the senses.

Perceptual Context

The highest, most sophisticated form of perceptual organisation is context. It gives 1) meaning 2) value to simple, stimuli, objects, events in the environment. The principle of context can be simply understood by the well known doodles as under:



The visual stimuli without context become completely meaningless. But when the doodles are placed in a verbal context they take on meaning and value to the person who perceives.

Perceptual Defence

People often screen out perceptual stimuli that make them uncomfortable and dissatisfying. Perceptual defence is performed by:

- 1) denying existence or importance of conflicting information

- 2) distorting the new information to match the old
- 3) accepting the existence of the new information that treat it as non-representative exception.

Perceptual Grouping

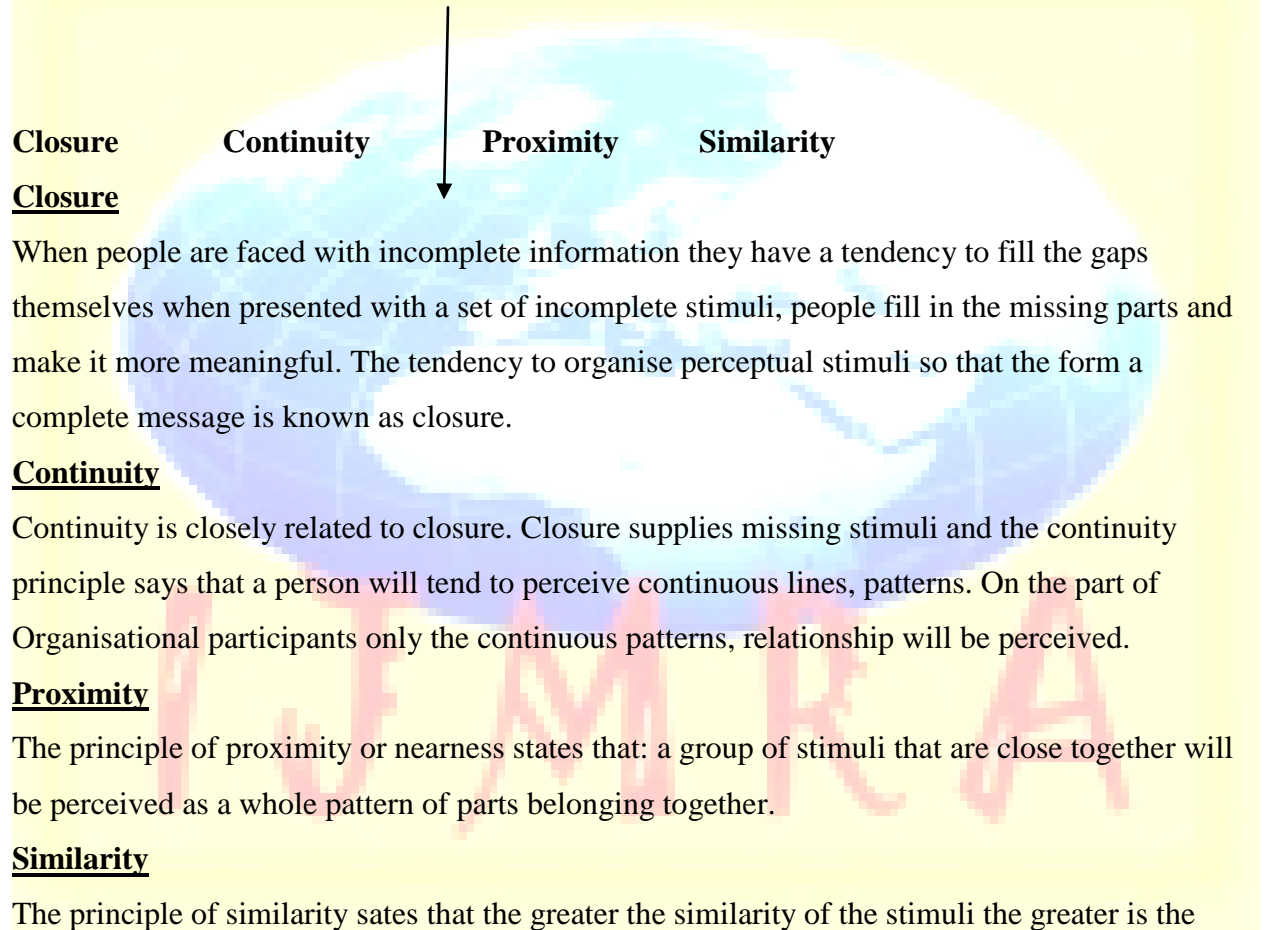
Grouping principle of perceptual organisation is very elementary. It seems to be closely inherent. These groupings are based on certain uniformities.

Fig: 5:5

The important form of perceptual organisation is

Closure Continuity Proximity Similarity

Closure



When people are faced with incomplete information they have a tendency to fill the gaps themselves when presented with a set of incomplete stimuli, people fill in the missing parts and make it more meaningful. The tendency to organise perceptual stimuli so that they form a complete message is known as closure.

Continuity

Continuity is closely related to closure. Closure supplies missing stimuli and the continuity principle says that a person will tend to perceive continuous lines, patterns. On the part of Organisational participants only the continuous patterns, relationship will be perceived.

Proximity

The principle of proximity or nearness states that: a group of stimuli that are close together will be perceived as a whole pattern of parts belonging together.

Similarity

The principle of similarity states that the greater the similarity of the stimuli the greater is the tendency to perceive them as a common group. Similarity is conceptually related to proximity; but in most cases is stronger than proximity.

Thanal Resident Association & use of Technology

Indian economy had experienced major policy changes in early 1990s. The new economic reform, popularly known as, Liberalization, Privatization and Globalization (LPG model) aimed at making the Indian economy as fastest growing economy and globally competitive. Technology is the making, usage and knowledge of tools, techniques, crafts, systems or methods of organization in order to solve a problem or serve some purpose. In the modern world even in rural areas of Kerala technology plays a vital role. A small Resident Association like Thanal which consists of 56 households in almost all the houses technology plays a vital role. But when we compare old generation and young generation their perception about technology is different. Old generation still believes in the traditional concepts that have become a part and parcel of their life but young generation seems to be enjoying the latest technology.

POPULATION AND SAMPLING

Research is a scientific Investigation by means of logical and systematic methods to discover new facts or old facts, and analyse their sequences, interrelationships, and natural terms which govern them.

Sampling

Stratified random sampling is applied for this study.

It is selection method for achieving greater degree representatives that is, decreasing the probable sampling error.

Total Houses in Thanal Resident Association- 56

Total population-280

Sample selected $-2*56=112$

OBJECTIVES OF THE STUDY

- To find out the perception about technology within the association
- To find out whether the old or young generation is interested in technology
- To find out whether technology is a replacement in future

DATA COLLECTION AND ANALYSIS

Pre collection activity – Agree goals, target data, definitions, methods

1. Collection – data collection
2. Present Findings – usually involves some form of sorting, analysis and/or presentation.

Data collection method used for this study

- By personal interview.

Limitation of the study

People are reluctant to answer some of the questions because of so many sentiments they are having (Religious, orthodox beliefs etc.)

Most of the residents are known personally to the researcher so validity of answer may not be accurate.

Findings

- It seems that young generation seems to be more interested in technology.
- In an orthodox Indian family due to some sentiments old generation still prefers to follow the traditional methods they consider modern technology as Rakash, (Evil).
- Families in the resident association believe that if technology is there to help they can save considerable time and enjoy more in their personal life.
- Even the old generation knows about the importance of technology they are very reluctant to accept it.
- Families strongly believe technology can replace old concepts in future

Conclusion

In conclusion, the technology available to people at Thanal resident Association has influenced their lives .The most important contribution of technology to society is making the lives of common people much easier and helping them achieve what was previously not possible but because of certain myths and concept old generation is having, most of the time technology is not accepted or is not getting the status that it serves. In India were youth population is comparatively higher when you compare with other countries we can say that in the near future technology will have its upper hand It will play a vital role in every body's life even in a small association like Thanal.

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