

REVISION CARDS - PERCEIVED OBSOLESCENCE

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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WHAT IS PERCEIVED OBSOLESCENCE?

Perceived Obsolescence is when a customer decides to upgrade a product, because the one he / she owns, is considered out of date, even though it still works.

Manufacturers try to persuade potential customers to update / upgrade an existing product. This is often carried out through advertisements, that imply the customers 'existing' product is old fashioned and that he/she needs the new product.

Central to 'perceived obsolescence', is the customer's perception of himself / herself. Manufacturers try through advertising, to 'plant' the need for the potential customer to upgrade to the new product, so that their personal image is 'enhanced'.

E.G. OF PERCEIVED OBSOLESCENCE

A customer with a mobile phone, has been persuaded through advertising, that a new hi-tech smart phone will enhance his personal image. The old phone works well, but he now thinks it is out of date and regards it as old fashioned.

OLD PHONE
OLD IMAGE



UPDATED PHONE
NEW PERCEIVED
STYLISH IMAGE



1. What is Perceived Obsolescence? 4 marks

2. Describe an example of Perceived Obsolescence. 3 marks
