



Libyan International Medical University
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The Perception Process

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Introduction

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- Perception can have various meanings, but in marketing, it is often described as: a process by which a consumer identifies, organizes, and interprets information to create meaning.



The Sensation Stage

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- Sensation describes what occurs when a person's senses are initially exposed to the external stimulus of a product or brand marketing.



The Attention Stage

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- In consumer information processing, attention occurs when a person lingers and gives mental processing capacity to the external stimulus from a product or brand.



The Interpretation Stage

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- Interpretation occurs when a person assigns a meaning to the sensory stimulus from a product or brand marketing.
- Comprehension is aided by expectations and familiarity.



The Retention Stage

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- This is marked by the storage of a product or a brand information in short-term and long-term memory.
- The marketer's goal is to provide positive stimuli in the proceeding stages, that will be translated into the consumers by storing the information about the product or brand into long-term memory.

Conclusion

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- Perception is a psychological variable involved in the purchase decision process that is known to influence consumer behavior.



References

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Thank you!