



[Frequently Asked Questions]

[Consumer Perception]

Subject:	Business Economics
Course:	B.A., 5 th Semester, Undergraduate
Paper No. & Title:	Paper – 521(Five Two One) Consumer Behavior
Unit No. & Title:	Unit - 2 Consumer as an Individual
Lecture No. & Title:	2: Consumer Perception

Frequently Asked Questions

Q1: What do you mean by consumer perception?

A1:It refers to the process by which a customer selects, organizes and interprets information/stimuli inputs to create a meaningful picture of the brand or the product.

Q2: What is meant by Sensation?

A2:It is the immediate and direct response of the sensory organs to stimuli.

Q3: What Absolute Threshold means?

A3: The lowest level at which an individual can experience a sensation is called the absolute threshold.

Q4: What is meant by differential Threshold?

A4: The minimal difference that can be detected between two similar stimuli is called the differential threshold.

Q5: Define Consumer Imagery.

A5: Consumers have a number of enduring perceptions, or images, that are particularly relevant to the study of consumer behavior. Products and brands have symbolic value for individuals who evaluate them on the basis of their consistency with their personal pictures of themselves.

Q6: What do you understand by subliminal perception?

A6: People are motivated below their level of conscious awareness. People are also stimulated below their level of conscious awareness

Q7: what does Perceptual Selection mean?

A7: Consumers subconsciously exercise a great deal of selectivity as to which aspects of the environment they perceive. An individual may look at some things, ignore others and turn away from still others. In actually people perceive only a small fraction of the stimuli to which they were exposed.

Q8: What do you understand by perceived price and imagery?

A8: The manner in which the marketer prices a product and creates an image also has an impact on consumer decision making. The manner in which a consumer perceives a product to be

- Fair/unfair, or
- High priced, medium priced or low priced

Has an influence on his purchase intention, action as well as satisfaction/dissatisfaction.

Q9: What is meant by reference price?

A9: The reference price is defined as a base price that a consumer uses to compare against another price.

Q10: Define brand image.

A10: Brand image is defined as the manner in which the consumer forms perception about a brand. It denotes the set of associations related to the brand, that the consumer retains in his memory.