



**[Glossary]**

**[Consumer Perception]**

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

## Glossary:

- **Consumer Perception** - 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.
- **Sensation**- It is the immediate and direct response of the sensory organs to stimuli.
- **The Absolute Threshold**-The lowest level at which an individual can experience a sensation is called the absolute threshold.
- **The differential Threshold**-The minimal difference that can be detected between two similar stimuli is called the differential threshold.
- **Consumer Imagery** - 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.