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Marketing and PR

Perception is considered as one of the most important psychological factors that are present in the behavior of all humans. Perception is a process by which a person not only organizes but selects and interprets stimuli in different situations. In the context of business, consumer perception is very important. Several factors are there that facilitate in shaping the perception of consumers while they purchase any product. Consumer awareness regarding a specific brand is determined by the marketing strategy of the company. When a consumer is exposed to a stimuli, he or she may depict interest in the exposure (Ladhari, 10). However, the interest in particular stimuli is dependent upon personal preferences. Specifically, advertisement plays a key role in shaping the perception of a consumer. Typically, customers are more tempted by the look of the product, packaging, pricing, and popularity. Additionally, product size, color and, information quality are also the major factors that can influence consumer perception regarding a specific product.

The decision-making ability of an individual is also dependent upon situational factors. For instance, customers will not buy a product from a place which is overcrowded and workers depict a lack of ambiance. Furthermore, the nature of advertisement and TV program also influence a person to buy a specific product. During a TV program, several advertisements appear that a person may skip or watch. However, if an advertisement is shown multiple times, it sticks in the subconscious mind of an individual and consumers will, in turn, buy the same product.

Brand reputation is another factor that influences the consumer’s perception. If a brand is popular on social media sites and several customers have posted positive reviews of the products, then many people will buy the product. This is because people perceive that if a product has positive reviews then it must be of high quality. Additionally, due to the rise in the awareness of issues such as pollution, people are prone to buy eco-friendly products. When an advertisement is shown on TV and brochures are given to the people regarding the negative effects of pollution, it changes people perception and they automatically, avoid buying products that contain any hazardous ingredient or is packed in a material that is not environmentally safe (Ladhari, 17). Thus, the perception of an individual has a great influence on his or her buying habits.

**Works Cited**

Ladhari, Riadh, Nizar Souiden, and Beatrice Dufour. "The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions." *Journal of Retailing and Consumer Services* 34 (2017): 10-18.