**Three Key Perceptual Processes:**

1. **Selective Attention:**
   * It means a person will focus only on things in which he has interest.
   * Example: A consumer browsing through a magazine may selectively pay attention to advertisements for products or services that align with their interests or needs, while ignoring ads for irrelevant or uninteresting offerings.
2. **Selective Distortion:**
   * Selective distortion occurs when individuals interpret information in a way that aligns with their existing beliefs, attitudes, or expectations. People may unconsciously distort or reinterpret information to fit their preconceived notions or biases, leading to subjective perceptions that may differ from objective reality.
   * Example: A consumer may interpret ambiguous product information in a way that supports their positive perception of a particular brand, even if the information is contradictory or misleading.
   * For example, a car manufacturer may emphasize the safety features of its vehicles in an advertisement, targeting consumers who prioritize safety. These consumers may selectively distort the message to reinforce their belief that the advertised car is the safest option available.
3. **Selective Retention:**
   * Selective retention refers to the tendency of individuals to remember and recall information that is consistent with their existing attitudes, beliefs, or preferences while forgetting or disregarding information that contradicts them. People are more likely to retain information that reinforces their positive perceptions and experiences.
   * Example: A satisfied customer is more likely to remember positive reviews or testimonials about a product they like, while selectively forgetting negative feedback or criticisms.