



# Brand Messaging and Communications

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# Pod 1

- Perceptions



# Perception

- The process of developing an interpretation of a stimulus, or, in other words, deciding what a stimulus means.
- It is perhaps the most crucial process in customer behavior for two reasons:
  - What customers perceive is what affects their actions
  - What is perceived is not necessarily what is "true"



# Process of Perception

- Perception is constructive; people construct interpretations on the fly.
- The meanings are constructed as needed and are based upon two major factors:
  - The "actual" stimulus or event : Exposure and Attention (what is salient)
  - Our prior expectations and what we know (perceptual interpretation)

# Overview of Perceptual Process

