

Perception narrative



Perception Question There are many barriers to the precise perception of others' behavior. Each barrier is a possible source of misleading or distorted information.' Discuss the above statement by referring to appropriate theories.

Format: Essay type Words: 3. 711 INTRODUCTION If you are presented with an electronic product and told that it was made in Japan, you will probably expect it to be of high quality, but if you are shown the same product and told that it was made in China, you will probably doubt its quality. Why do people perceive the same object differently depending on where it was made? Why will consumers' probably show preference for an electronic product made in Japan? Consumers form their preferences based on their personal experiences, background and stereotypes (eg. " electronic products made in Japan are the best"). Our perception of a situation is guided by the sensations that flow through our five senses; sight, smell, hearing, touch and taste. Each person processes and interprets the sensory data in an individual way, producing a unique interpretation of reality.

Thus people can emerge with different perceptions of the same object because of the unique process in which the sensory data is interpreted (Kotler, 1994). Perception is defined as ' the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world' (Berelson & Steiner, 1964, p88). Similarly Buchanan & Huczynski (2010, p. 236) define perception as ' the dynamic psychological process responsible for attending to, organizing and interpreting sensory data'.

Our behavior is shaped by our perception of reality. In order to accurately perceive a person's behavior weWant this essay? You can buy it for just ? 1 at [www. mccebooks. com](http://www.mccebooks.com)