

A. ASSIGNMENT RECAP

- Choose a brand
- Analyze internal and external factors that brand marketers used to influence target customers
- Provide recommendation to the brand to improve the consumer behavior

Suggested structure:

- 1. Introduction (Suggested 8 Slides)**
- 2. Internal influences**
 - a. Learning (Suggested 8 Slides)
 - b. Motivation (Suggested 5 Slides)
 - c. Attitude (Suggested 4 Slides)
- 3. External influences**
 - a. Cultural value (Suggested 8 Slides)
 - b. Demographics (Suggested 2 Slides)
 - c. Group Influences (Suggested 2 Slides)
- 4. Recommendations (Suggested 6 slides)**
 - a. Cultural value (Suggested 8 Slides)
 - b. Demographics (Suggested 2 Slides)
 - c. Group Influences (Suggested 2 Slides)

B. KEYWORD EXPLANATION

- 1. Classical conditioning:** Classical conditioning is a learning process where a previously neutral stimulus becomes associated with a naturally occurring stimulus. Over time, the neutral stimulus comes to evoke the same response as the natural stimulus.

Example: Brand Associations, Packaging, Celebrity Endorsements, Jingles and Slogans

- 2. Operant conditioning** focuses on the consequences of a behavior to influence future behavior (Rewards and Punishments, Feedback and Reviews, Product Customization, Social Media Engagement)

- 3. Iconic rote learning:**

- Memorizing through repetition
- Association between two or more concepts in the absence of conditioning
- Achieved by repeated advertising messages

4. **Vicarious learning:** Learn by observing others' behavior and adjusting our behavior
Accordingly
5. **Reasoning:** Brand contents using this approach usually provide the information necessary to allow the learning to take place.
6. **Motivation:** The underlying psychological processes that influence consumer decision making steps.
7. **Affective component:** Emotion or feelings about specific attributes or overall object
8. **Cognitive component:** Beliefs about specific attributes or overall object
9. **Behavioral component:** Behavioral intentions with respect to specific attributes or overall object
10. **Other-oriented cultural value:** Appropriate relationships and behaviors with others
11. **Environment-oriented cultural value:** Prescribes a society's relationship with its economic, technical, physical environments
12. **Self-oriented cultural value:** Reflects objectives and approaches to life that are desirable for an individual of a society.
13. **Informational influence:** Behaviors and opinions of reference groups are used as useful pieces of information
14. **Normative influence:** A person satisfies group expectations to gain a reward or avoid a punishment. Approval or Disapproval
15. **Identification influence:** Value-expressive influence. A person uses group norms and values to guide their own attitudes or values. Self-concept & identity