

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:

I/ Introduction (Suggested 8 Slides)

II/ Internal influences

- 1) Learning (Suggested 8 Slides)
- 2) Motivation (Suggested 5 Slides)
- 3) Attitude (Suggested 4 Slides)

III/ External influences

- 1) Cultural value (Suggested 8 Slides)
- 2) Demographics (Suggested 2 Slides)
- 3) Group Influences (Suggested 2 Slides)

IV/ Recommendations (Suggested 6 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

C. Reference

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