## September 21, 2012

* Personal Processes
  + Learning
    - Permanent change in thought process or behavior that occurs as a result of reinforced experience
    - Results in development of our habits, skills, attitudes, beliefs, preferences, emotions, etc
  + Theories
    - Cognitive Theory
      * Applying existing knowledge (mental files) to practical problems
      * Learn from the experiences of other people.
      * Relevant to complex purchases (High involvement). E.g. Insurance, car, house
    - Conditioning Theory
      * Trial and error process
      * Satisfaction leads to repeat response
      * Relevant to simple purchases (Low involvement). E.g. Chocolates, toothpaste, cereal
  + Results of Learning
    - Attitude -> Brand Interest -> Habit (Safe, simple, and essential)/Breaking Acquiring Reinforcing -> Brand Loyalty
  + Persuasion
    - Change in belief, attitude, or behavioral intention caused by advertising
    - Elaboration Likelihood Model (ELM)
      * Central Route to Persuasion
        + High involvement product
        + Cars, etc
      * Peripheral Route to Persuasion
        + Low involvement product
        + Food