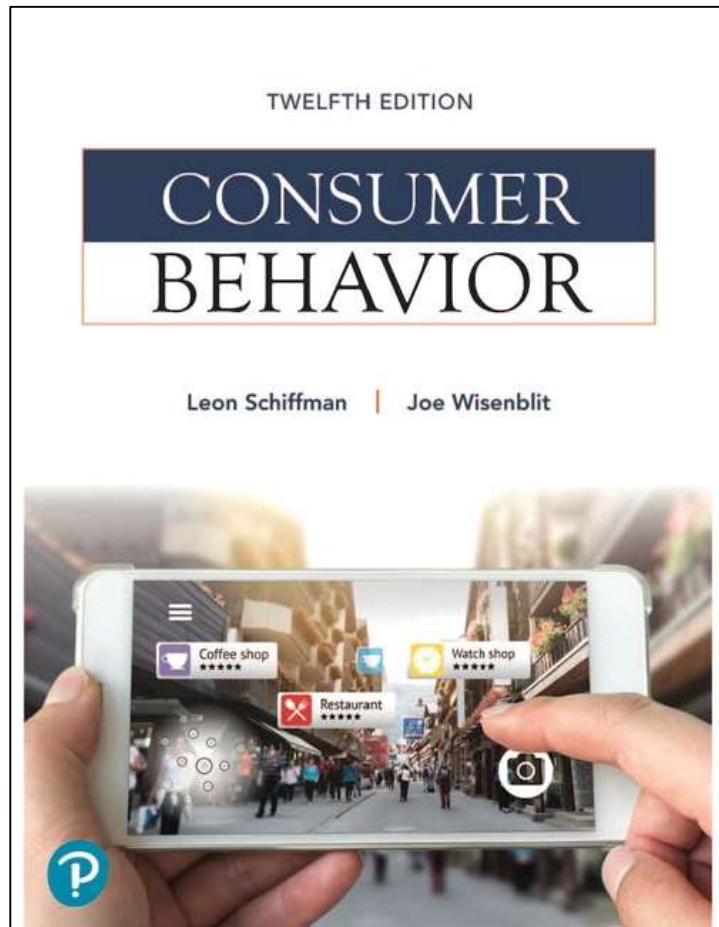


Consumer Behavior

Twelfth Edition



Chapter 5

Consumer Learning

Learning Objectives (1 of 2)

- 5.1** To understand the elements of learning.
- 5.2** To understand behavioral learning, classical conditioning, and the roles of stimulus generalization and discrimination in marketing.
- 5.3** To understand instrumental conditioning and the objectives and methods of reinforcement.
- 5.4** To understand observational learning.
- 5.5** To understand how consumers process information.

Learning Objectives (2 of 2)

5.6 To understand cognitive learning as a form of consumer decision-making.

5.7 To understand the impact of involvement and passive learning on purchase decisions.

5.8 To understand how to measure the outcomes of consumer learning.

Learning through Ads



Source: Avocados From Mexico, Mexican Hass Avocado Importers Association

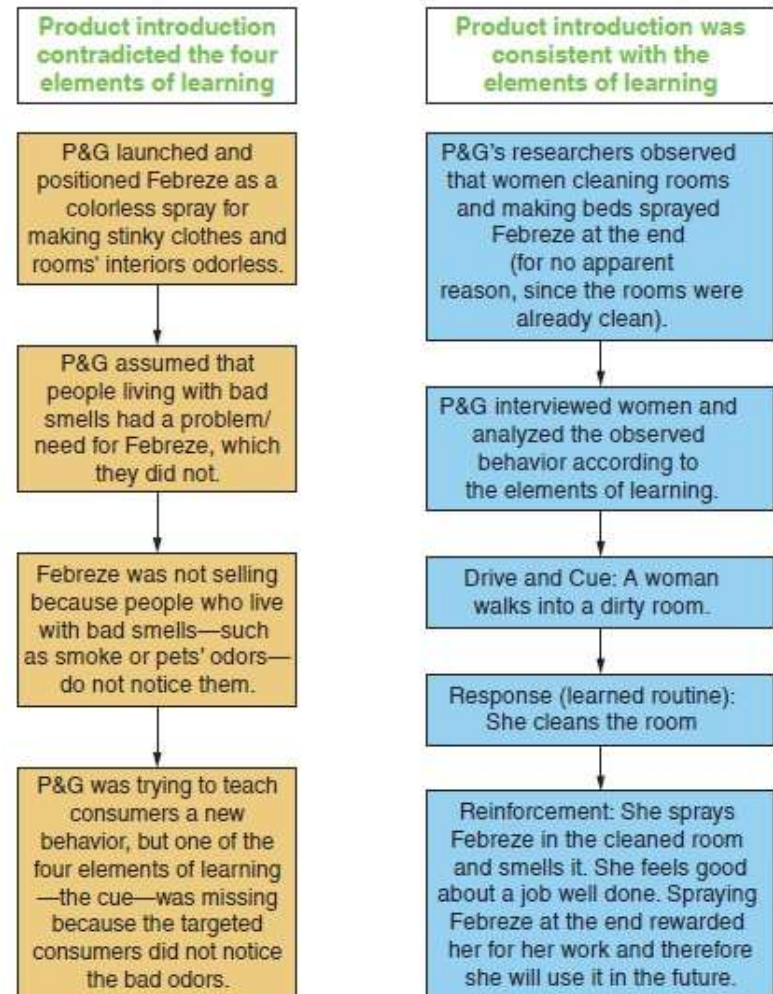
Learning Objective 5.1

5.1 To understand the elements of learning.

Learning

- Intentional vs. incidental learning
- Four elements:
 - Motives
 - Cues
 - Responses
 - Reinforcement

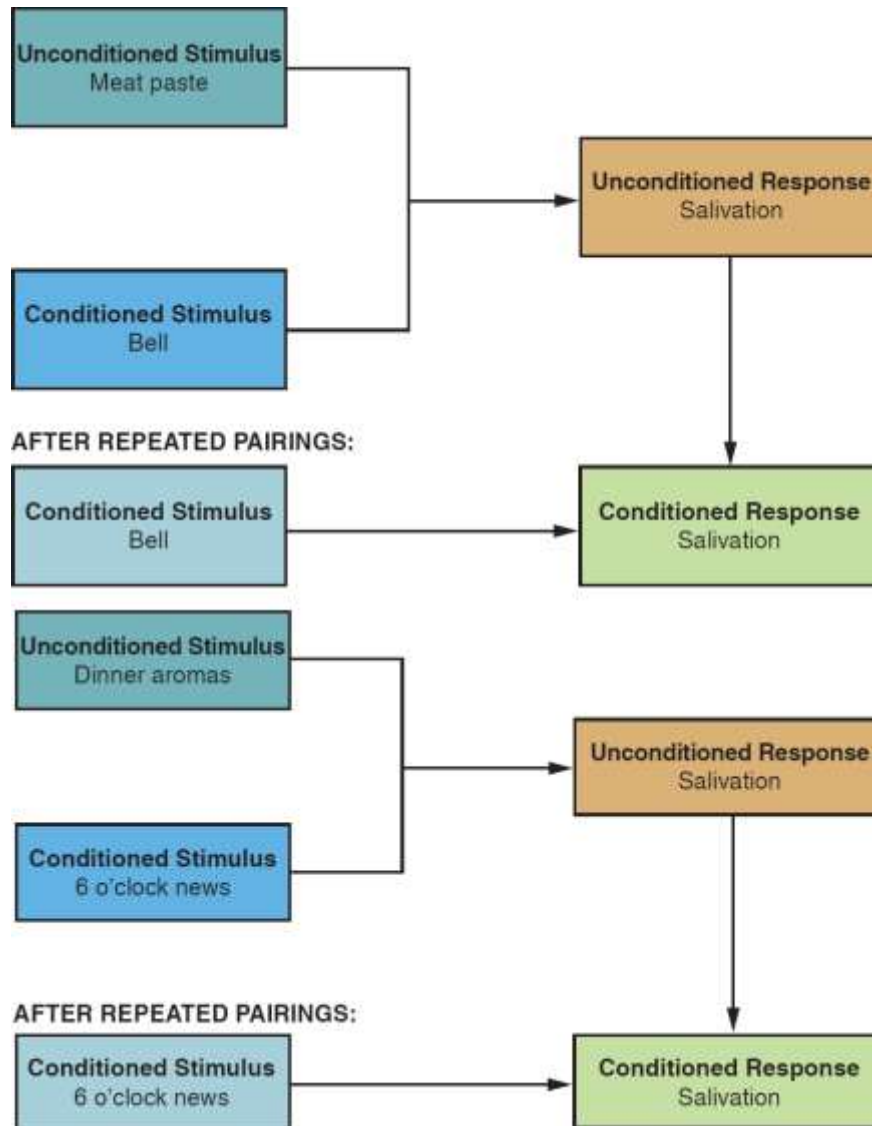
Compare the two introductions of Febreze.



Learning Objective 5.2

5.2 To understand behavioral learning, classical conditioning, and the roles of stimulus generalization and discrimination in developing in marketing.

Classical Conditioning



Applications of Classical Conditioning

- Associative learning
- Need for repetition
 - Advertising wear-out
 - Three-hit theory
- Stimulus generalization
- Stimulus discrimination

Stimulus Generalization

- Product line extensions
- Product form extensions
- Family branding
- Licensing



Source: Procter & Gamble Co.

Top Licensing Companies



The Walt Disney Company

- Licencing Sales \$56.6 B
- Examples - Disney princesses, *Frozen*, *Star Wars*

Source: carlos
cardetas / Alamy
Stock Photo



Meredith Corporation

- Licensing Sales \$22.8 B
- Examples - Better Homes & Gardens, EatingWell, Shape and Allrecipes

Source: digital-
reflections /
Shutterstock



PVH Corp.

- Licensing Sales \$18 B
- Examples - Calvin Klein, Tommy Hilfiger

Source: B Chris-
topher / Alamy
Stock Photo



Iconix Brand Group

- Licensing Sales \$12 B
- Examples - *Peanuts* - based on the iconic comic strip, by Charles Schulz.

Source: Entertain-
ment Pictures /
Alamy Stock Photo



Warner Bros. Consumer Products

- Licensing Sales \$6.5 B
- Examples - Batman, Superman, Wonder Woman, Justice League

Source:
tanuha2001 /
Shutterstock

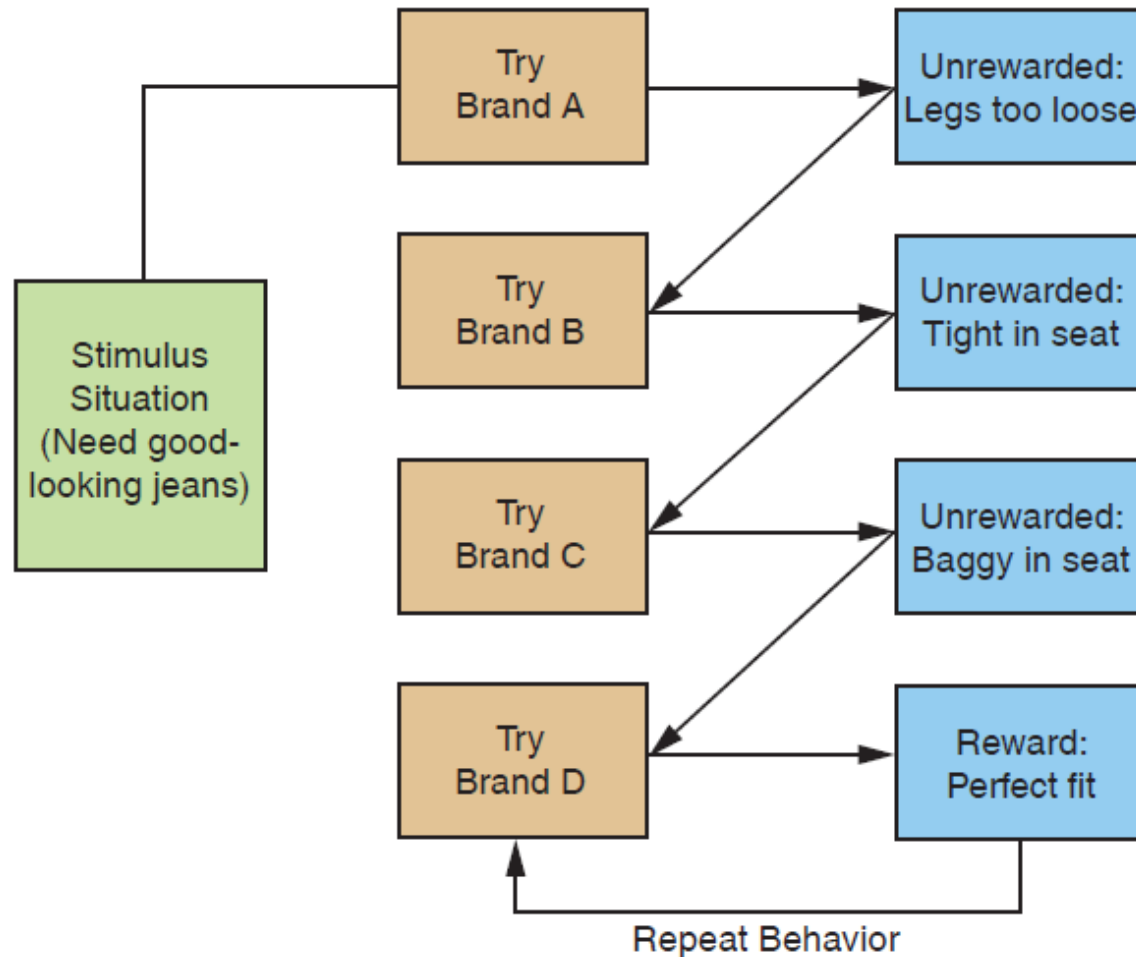
Stimulus Discrimination

- Brand differentiation
- Market leaders want consumers to distinguish between products and imitators
- Relevant, meaningful, valuable differentiation

Learning Objective 5.3

5.3 To understand instrumental conditioning and the objectives and methods of reinforcement.

Instrumental Conditioning



Discussion Questions

- What is the difference between positive reinforcement and negative reinforcement?
- What is the difference between negative reinforcement and punishment?
- What is the difference between extinction and forgetting?

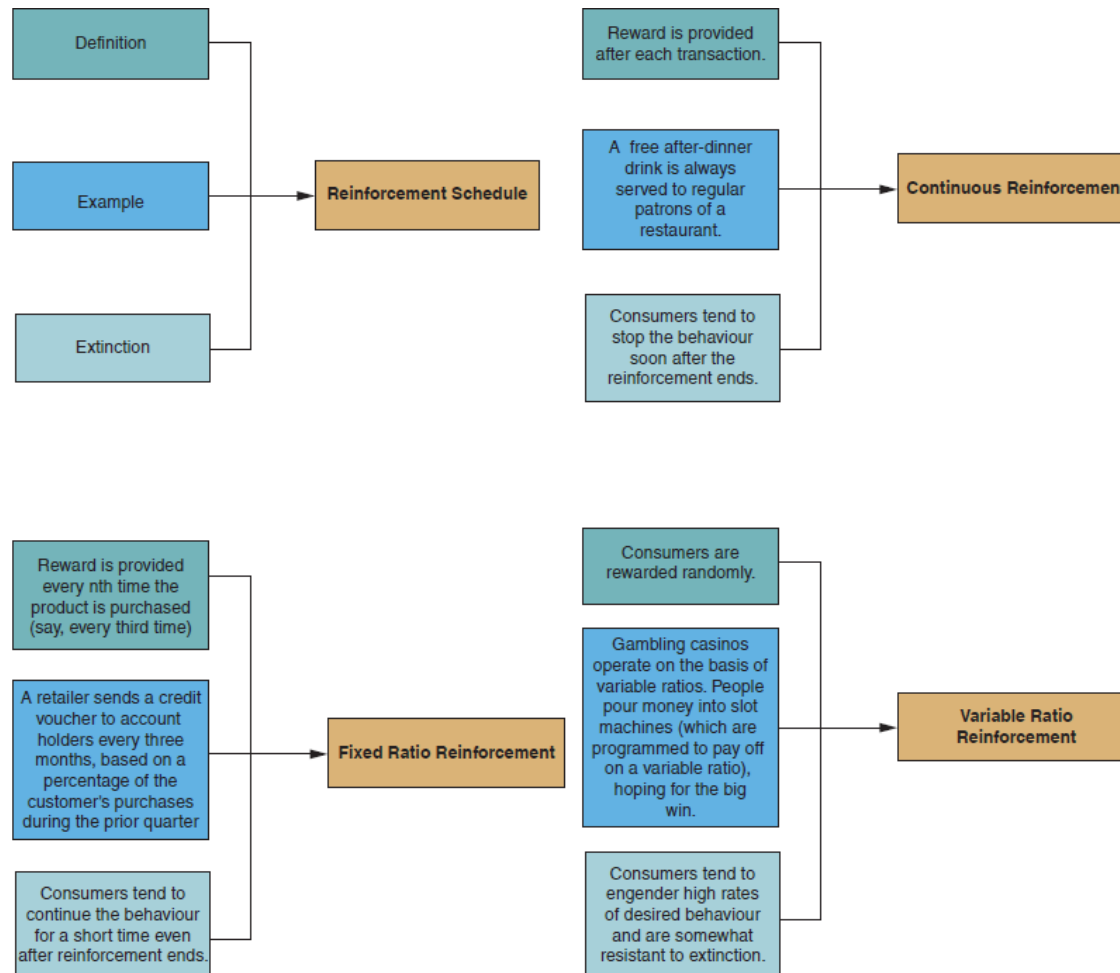
Incentivized Advertising

- Provides consumers with rewards for watching ads
- Consumers may try to avoid ads

Reinforcement Schedules (1 of 2)

- Continuous
- Fixed ratio
- Variable ratio

Reinforcement Schedules (2 of 2)



Extinction and Forgetting

Defined

Extinction occurs when a learned response is no longer reinforced and the link between the stimulus and the expected reward is eliminated.

Forgetting is the point at which the link between the stimulus and the expected reward ceases to exist.

Customer Satisfaction and Retention

- Satisfaction and repeat patronage
- Frequent shopper programs
- Shaping

Mass Vs. Distributed Learning

- Should a learning schedule be spread out over a period of time?
- Should a learning schedule be “bunched up” all at once?

Learning Objective 5.4

5.4 To understand observational learning.

Observational Learning

Defined

Also known as modeling, observational learning occurs when people observe and later imitate observed behaviors

Learning Objective 5.5

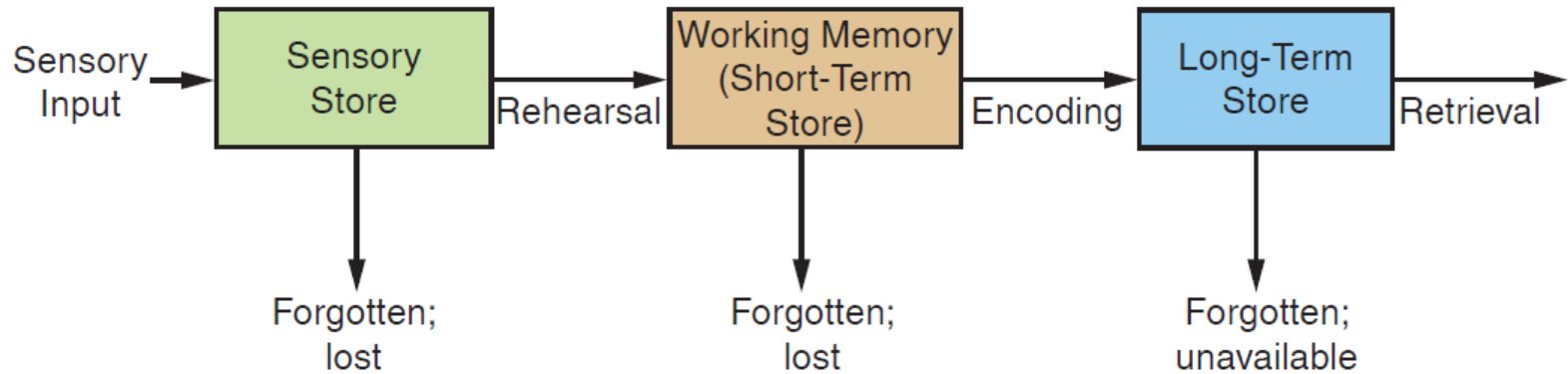
5.5 To understand how consumers process information.

Sensory Store

Defined

A location in the brain where the sensory input lasts for just a second or two. If it is not processed immediately, it is lost.

Cognitive Learning (1 of 2)



Information Processing

- Storing information
 - Sensory store
 - Short-term storage
 - Long-term storage
- Rehearsal
 - Encoding
 - Information overload
- Retention
 - Chunking
 - Retrieval

Information Overload

Defined

A situation that occurs when consumers receive too much information and find it difficult to encode and store it

Retaining Information

- Brand imprinting
- Sound symbolism
- Linguistic characteristics

Chunking Aids Retrieval



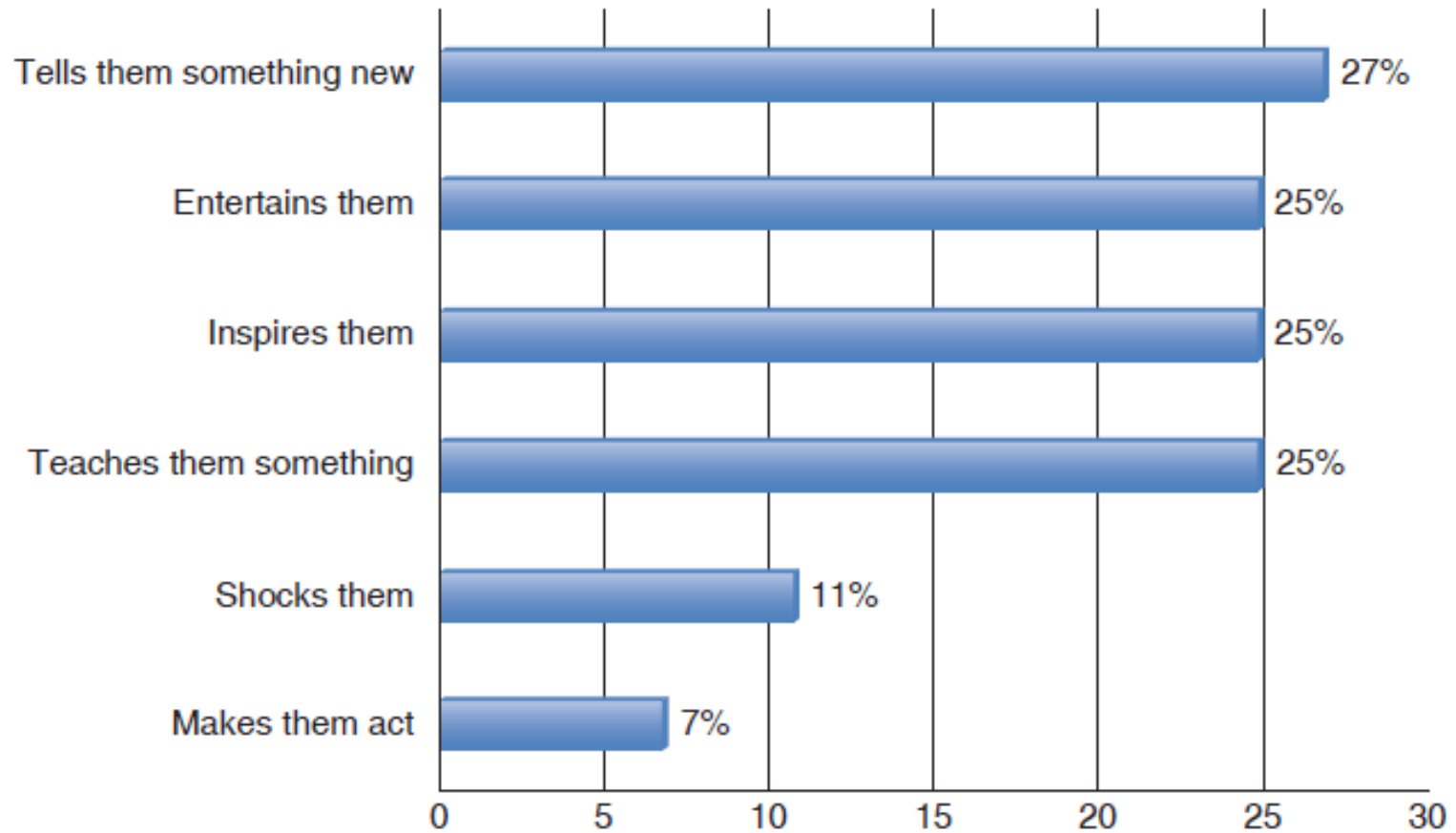
Source: Swedish Tourist Association

Environmental Triggers

Defined

Cues in the environment that remind a person of something, and then she or he talks about it

Content That Captivates



Note: ages 16+

Learning Objective 5.6

5.6 To understand cognitive learning as a form of consumer decision-making.

Cognitive Learning (2 of 2)

Defined

The premise that learning occurs in the form of sequential, mental processing of information when people face problems they wish to resolve.

Discussion Question

How would the ad influence the behavior of an individual who was engaged in a cognitive learning process?

Figure 5 .11 Cognitive Learning: Crest Pro-Health

One toothpaste protects all these areas dentists check most:

Ordinary Toothpaste	Crest Pro-Health
<input checked="" type="checkbox"/> FIGHTS CAVITIES	<input checked="" type="checkbox"/> FIGHTS CAVITIES
<input checked="" type="checkbox"/> FIGHTS TARTAR	<input checked="" type="checkbox"/> FIGHTS TARTAR
<input checked="" type="checkbox"/> WHITENS	<input checked="" type="checkbox"/> WHITENS
<input checked="" type="checkbox"/> FRESHENS BREATH	<input checked="" type="checkbox"/> FRESHENS BREATH
<input type="checkbox"/> FIGHTS SENSITIVITY	<input checked="" type="checkbox"/> FIGHTS SENSITIVITY
<input type="checkbox"/> FIGHTS GINGIVITIS	<input checked="" type="checkbox"/> FIGHTS GINGIVITIS
<input type="checkbox"/> FIGHTS PLAQUE	<input checked="" type="checkbox"/> FIGHTS PLAQUE



ADA
Accepted
American
Dental
Association

Introducing **Crest Pro-Health**. The toothpaste that addresses all these areas dentists check most and has received the ADA seal for cavities, gingivitis, sensitivity, plaque, and whitening. It also prevents tartar buildup and freshens breath. So if you want to check all these boxes, you know which box to look for.

crestprohealth.com

Crest Healthy, Beautiful Smiles for Life.

Representations of Cognitive Learning (1 of 2)

Generic States of Cognitive Learning

- Knowledge
- Evaluation
- Behavior

Tri-Component Attitude Model

- Definition—All attitudes have three components
 - Cognitive
 - Affective
 - Conative

Aida

- Definition—Developed to explain how marketing and selling messages engage consumers
 - Attention
 - Interest and Desire
 - Action

Innovation Adoption

- Definition—Developed by Everett Rogers to explain how consumers adopt new products and services
 - Awareness
 - Interest and Evaluation
 - Trial and Adoption

Representations of Cognitive Learning (2 of 2)

Innovation Decision-Making

- Definition—Revised version of Everett Rogers' consumer adoption process
 - Knowledge
 - Persuasion
 - Decision, Implementation, and Confirmation

Simple Consumer Journey

- Definition—The nonlinear circular consumer journey includes a post-purchase stage in which a consumer enters into a relationship with a brand that often plays out on social media
 - Consider
 - Evaluate
 - Buy and Post-Purchase Experience—Enjoy, Advocate, and Bond

Consumer Decision-Making

- Definition—The stages consumers pass through when making logical decisions
 - Need Recognition
 - Search and Evaluation
 - Purchase and Post-Purchase Evaluation

Expanded Consumer Journey

- Definition—nonlinear consumer journey in which consumers backtrack, skip steps, reject, or opt out at any stage
 - Need/Want Recognition, Awareness/Knowledge, Consider/Examine
 - Search/Learn, Like/Trust, Sees Value/Willing to Pay, Commit/Plan
 - Consumer, Satisfaction/Dissatisfaction, Loyal/Repeat Buyer, Engage/Interact, Actively Advocate

Learning Objective 5.7

5.7 To understand the impact of involvement and passive learning on purchase decisions.

Hemispheric Lateralization



Source: Mercedes-Benz USA, LLC

Passive Learning

Defined

A form of learning in which consumers receive information from repeated exposures which is fully processed after a product is purchased

Learning Objective 5.8

5.8 To understand how to measure the outcomes of consumer learning.

Measures

- Aided recall (recognition)
- Unaided recall (recall)

How does the Starch Readership Ad Study measure ad effectiveness?

Brand Equity

Defined

The intrinsic value of a brand name. This value stems from the foundations of brand loyalty: the consumer's perception of the brand's superiority, the social esteem that using it provides, and the customer's trust and identification with the brand.

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