



Consumer Learning



Consumer Behavior

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Chapter 5 Learning Objectives



5.1 To understand the elements of learning in the context of consumer behavior.

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

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

5.4 To understand the role of observational learning in consumer behavior.

Chapter 5 Learning Objectives



5.5 To understand the elements of information processing, including receiving, storing, and retrieving consumption-related information.

5.6 To understand cognitive learning as a framework for consumer decision-making.

5.7 To understand consumer involvement and passive learning, and their impact on purchase decisions and the retention and recall of promotional communications.

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

Learning through ads



Source: Samsung Gulf Electronics

FIGURE 5.1 Samsung Ads Featuring Consumer Learning

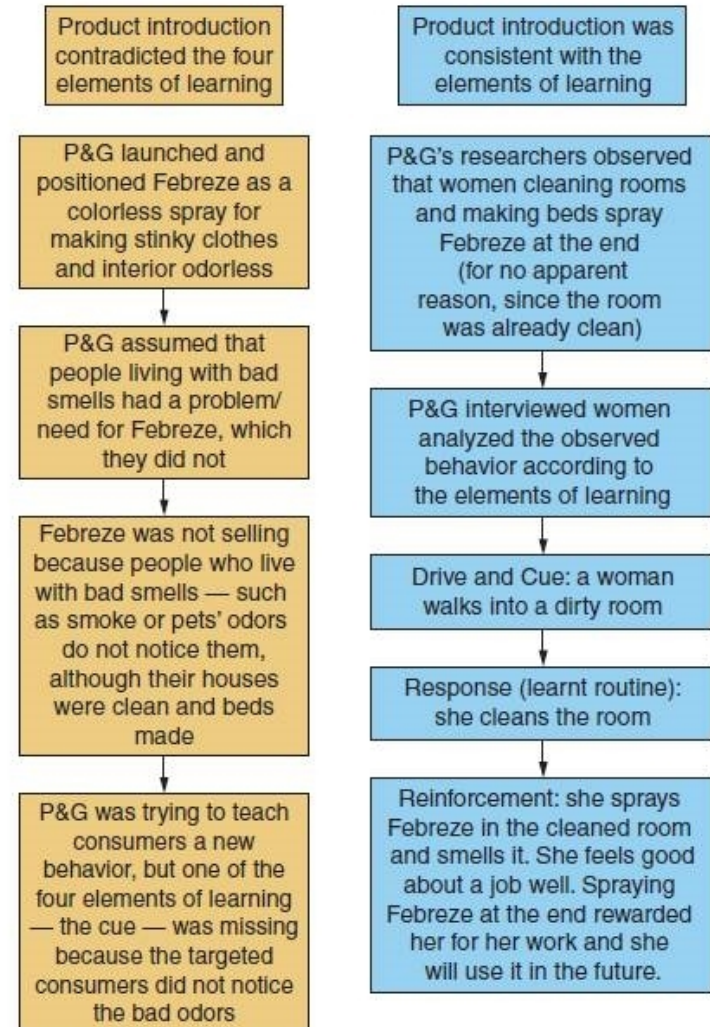
Learning Objective 5.1

5.1 To understand the elements of learning in the context of consumer behavior.

Learning

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

Compare the two introductions of Febreze.

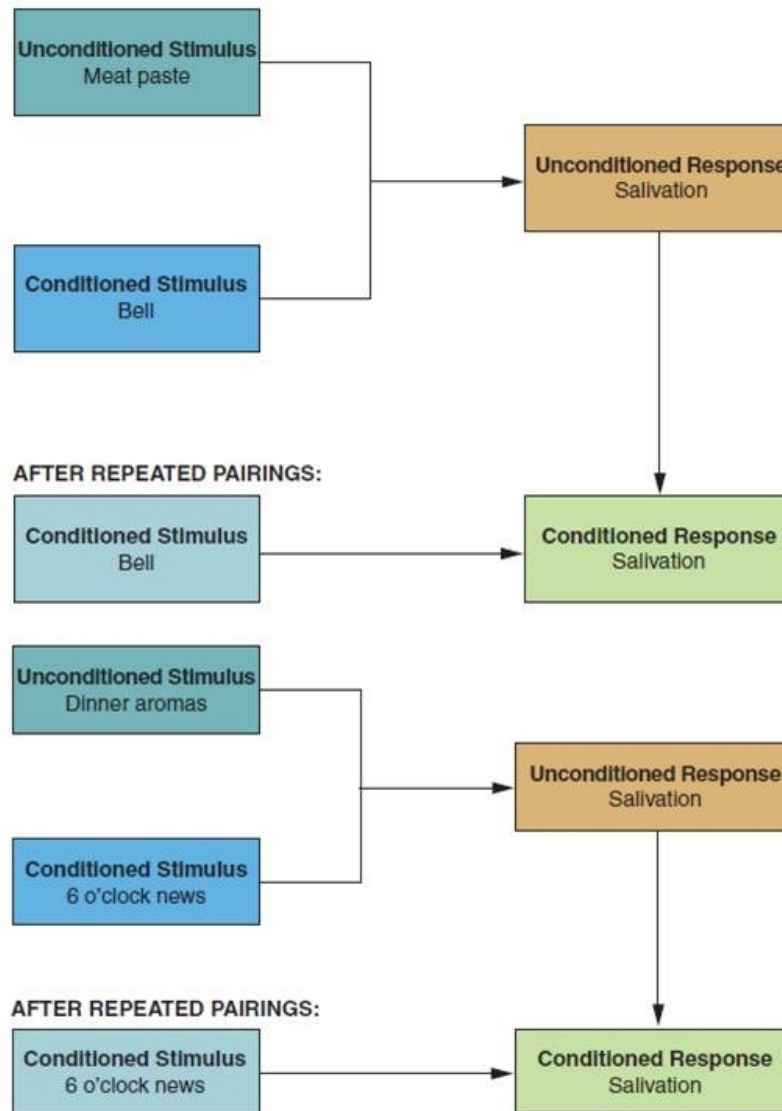


Learning Objective 5.2

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

Classical Conditioning

FIGURE 5.3A AND B
Classical Conditioning



Applications of Classical Conditioning

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

Why does Fresh Step use different versions of its ad?

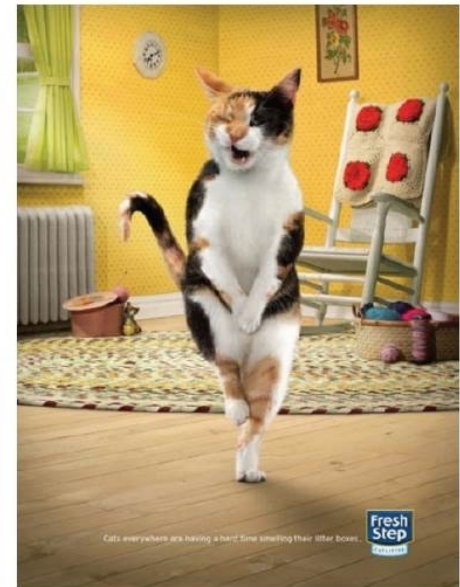
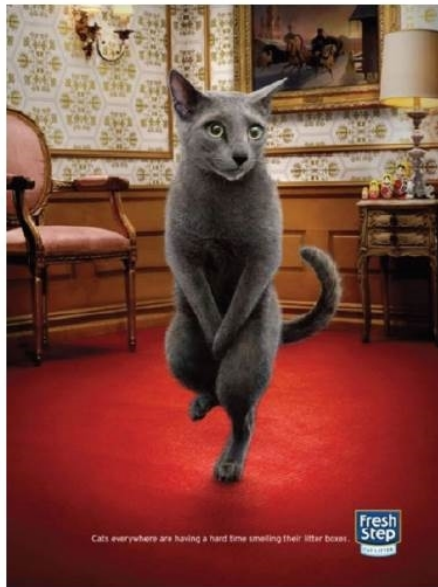


FIGURE 5.4 The Same Advertising Message Expressed Differently

Stimulus Generalization

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



Stimulus Discrimination



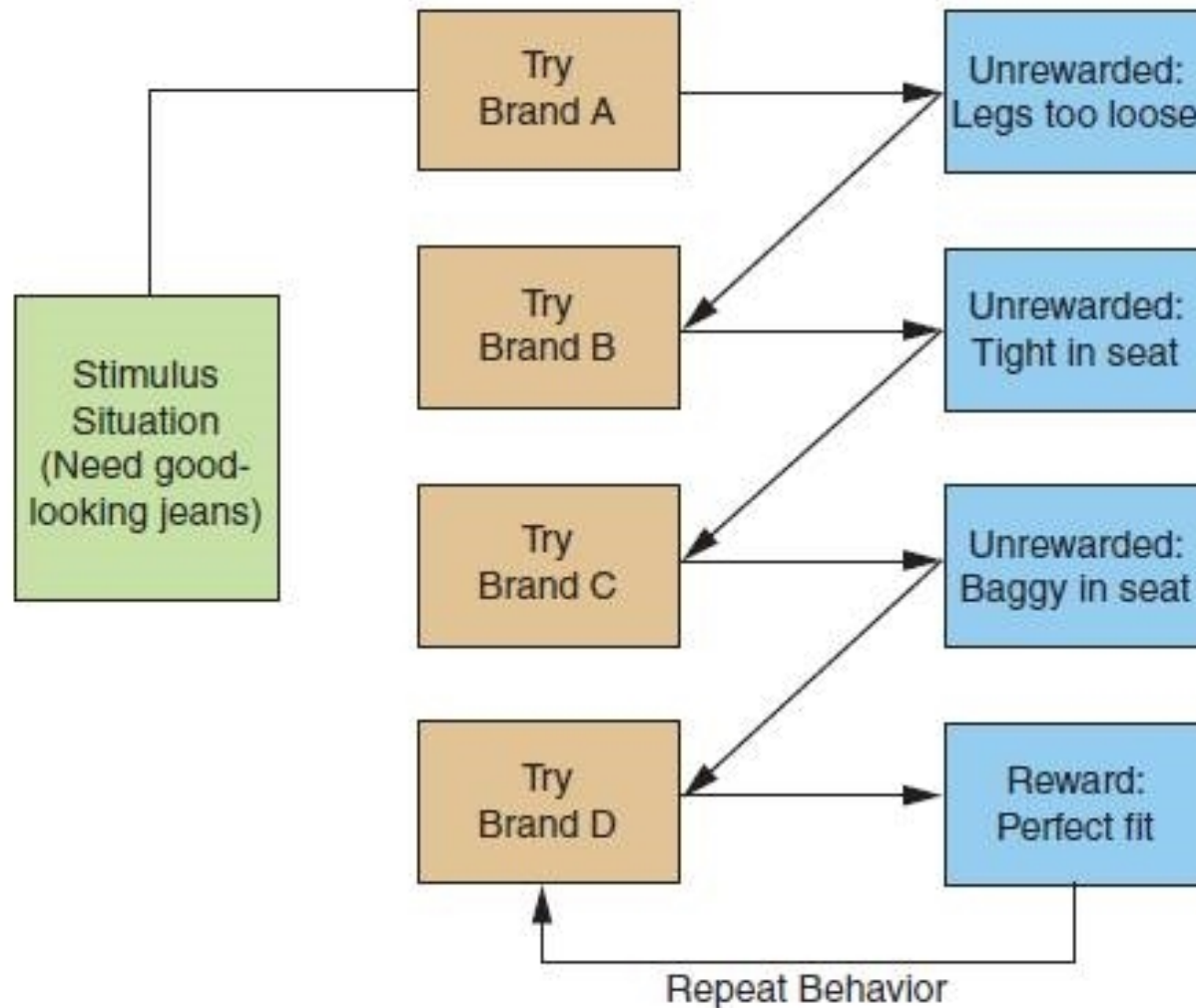
Which concept of behavioral learning applies to the introduction of this product?



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?

Reinforcement Schedules

Continuous

Fixed ratio

Variable
ratio

Other Applications of Instrumental Learning

- Shaping
- Mass vs. distributed learning

When is a distributed learning schedule preferred?

Learning Objective 5.4

5.4 To understand the role of observational learning in consumer behavior.

Observational Learning

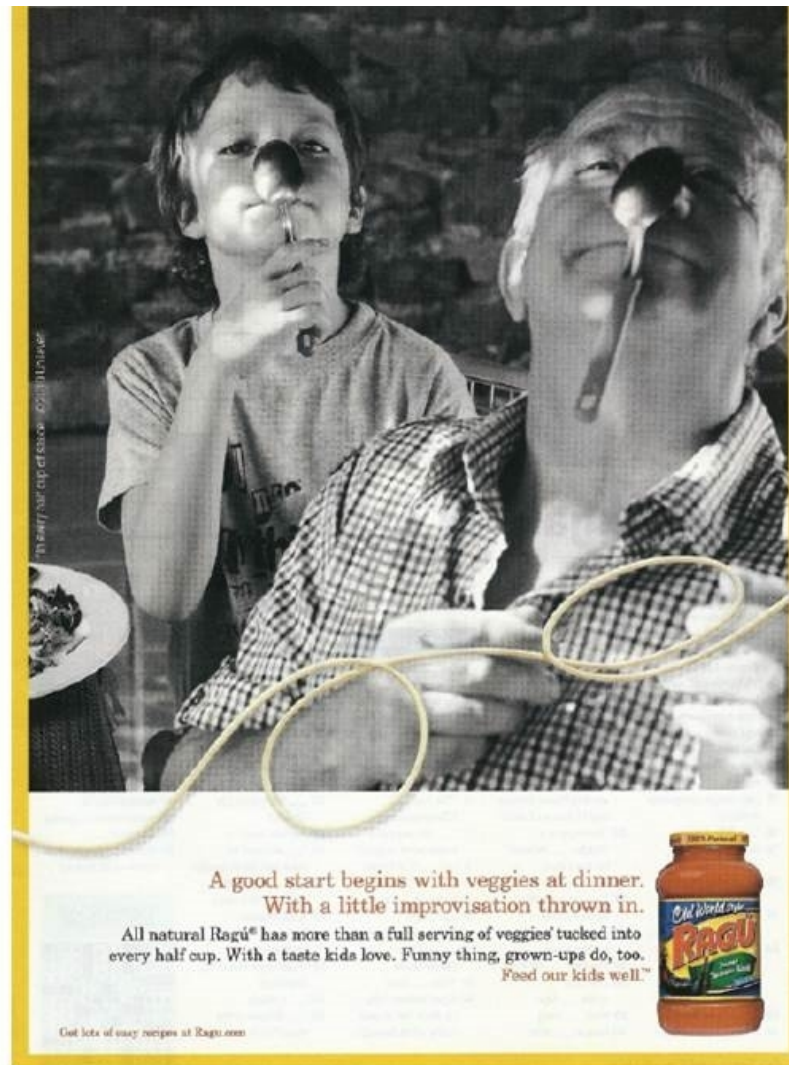
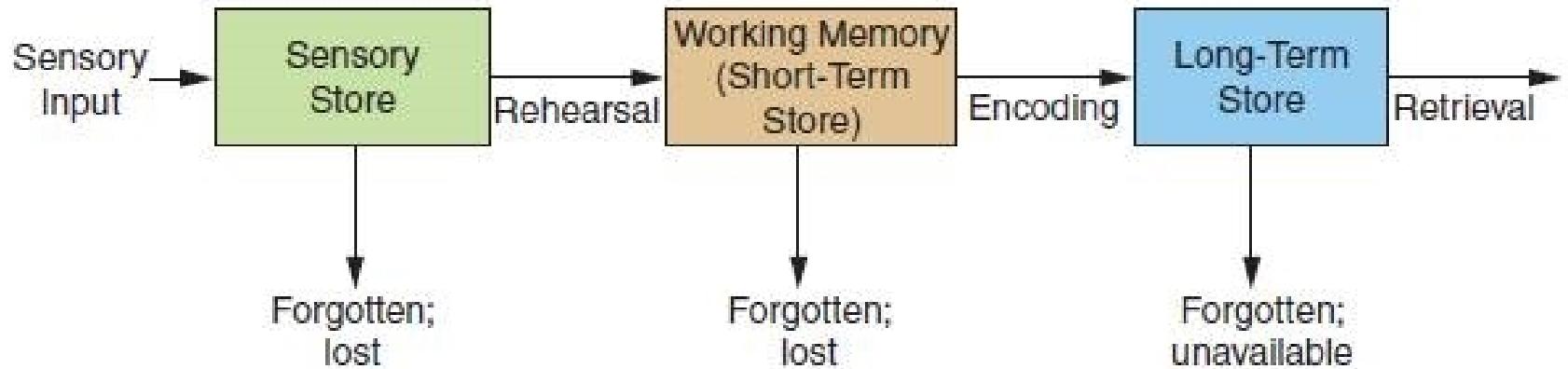


FIGURE 5.9 Eating Ragu Is Fun: Observational Learning from Grandfather to Grandson

Learning Objective 5.5

5.5 To understand the elements of information processing, including receiving, storing, and retrieving consumption-related information.

Cognitive Learning



Information Processing

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

Learning Objective 5.6

5.6 To understand cognitive learning as a framework for consumer decision-making.

Cognitive Learning

TABLE 5.1 Representations of Cognitive Learning

GENERIC STAGES OF COGNITIVE LEARNING	TRI-COMPONENT ATTITUDE MODEL	AIDA	INNOVATION ADOPTION	INNOVATION DECISION- MAKING
Knowledge	Cognitive	Attention	Awareness	Knowledge
Evaluation	Affective	Interest and Desire	Interest and Evaluation	Persuasion
Behavior	Conative	Action	Trial and Adoption	Decision and Confirmation

Discussion Question

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

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

Passive
the
Featured in



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.

ADA
Seal of Acceptance

crestprohealth.com

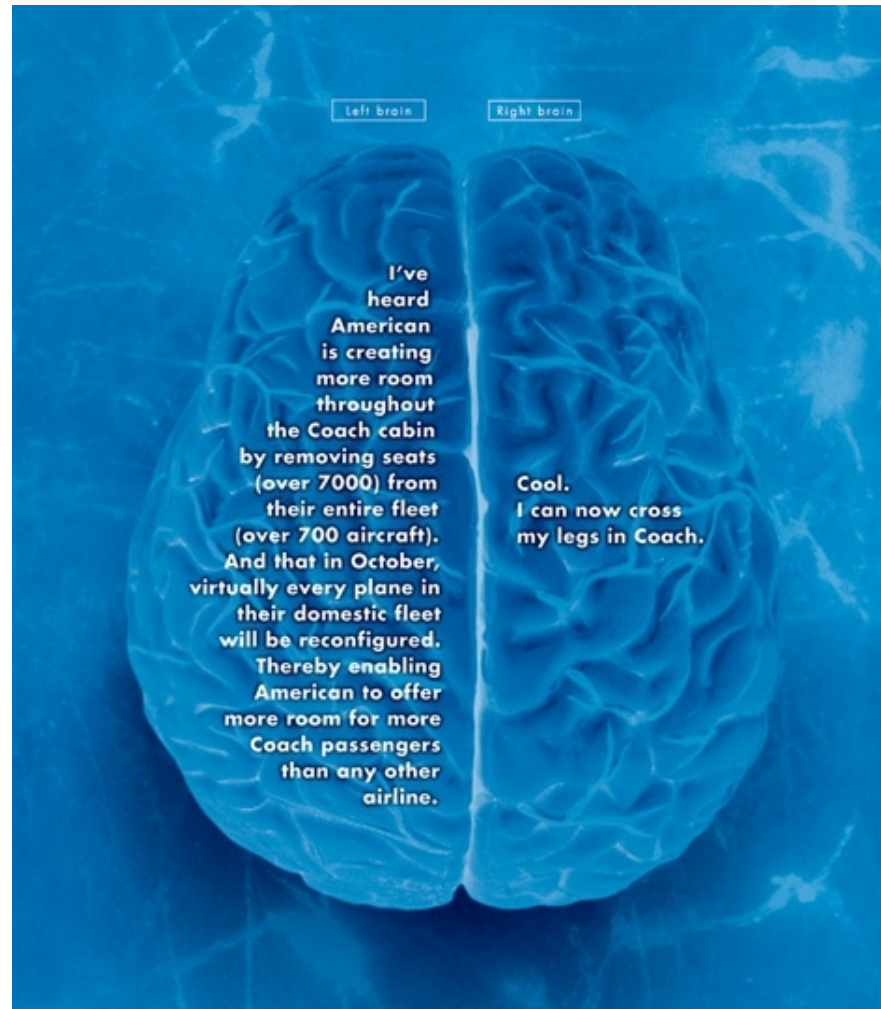
Crest Healthy, Beautiful Smiles for Life.

FIGURE 5.11 Cognitive Learning: Crest Pro-Health

Learning Objective 5.7

5.7 To understand consumer involvement and passive learning, and their impact on purchase decisions and the retention and recall of promotional communications.

Hemispheric Lateralization



MORE ROOM THROUGHOUT COACH. ONLY ON **American Airlines**
COACH HAS MORE CLASS™



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Learning Objective 5.8

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

Recognition and Recall Measures

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

How does the Starch Readership Ad Study measure ad effectiveness?

Brand Loyalty

- Depends on
 - Risk aversion/variety seeking
 - Brand reputation/substitute availability
 - Social influence
- Types
 - Covetous
 - Inertia
 - Premium

TABLE 5.2 Characteristics of Brand-Loyal Consumers

1. They tend to stick with brands that they know and trust and with the best-known brands.
2. They believe that staying with the brands they like simplifies their lives.
3. They let friends try other products and switch only if a product is really outstanding.
4. They avoid buying something different just for the sake of being different.
5. They view liked brands as “friends,” with whom they want to maintain relationships.
6. They believe that they save money by not buying new brands until others buy them and tell them whether or not they like the new brands.
7. They view themselves as “brand-loyal shoppers.”

Brand Equity

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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