

Consumer Learning

Consumer Learning

A **process** by which individuals acquire the purchase and consumption **knowledge** and **experience** that they apply to future related behaviour.

Learning Processes

- **Intentional**
 - learning acquired as a result of a careful search for information
- **Incidental**
 - learning acquired by accident or without much effort

Importance of Learning

- Marketers must teach consumers:
 - where to buy
 - how to use
 - how to maintain
 - how to dispose of products

Learning Theories

- **Behavioural Theories:** Theories based on the premise that learning takes place as the result of observable responses to external stimuli. Also known as *stimulus response theory*.
- **Cognitive Theories:** A theory of learning based on mental information processing, often in response to problem solving.

The difference between classical and operant conditioning - Peggy Andover

- <https://www.youtube.com/watch?v=H6LEcM0E0io>

Elements of Learning Theories

- **Motivation** – acts as spur to learning
- **Cues** – stimuli that give direction to these motives
- **Response** – how individuals react to a drive or cue
- **Reinforcement**

Reinforcement

- A positive or negative outcome that influences the likelihood that a specific behaviour will be repeated in the future in response to a particular cue or stimulus.

Behavioural Learning Theories (Stimulus Response Theories)

- Classical Conditioning
- Instrumental (or Operant) Conditioning

Classical Conditioning

- Pairing a stimulus with another stimulus that elicits a known response to produce the same response when used alone.

Instrumental (Operant) Conditioning

- learning based on a trial-and-error process, with habits formed as the result of positive experiences (reinforcement)

FIGURE 6-1A

Pavlovian Model of Classical Conditioning

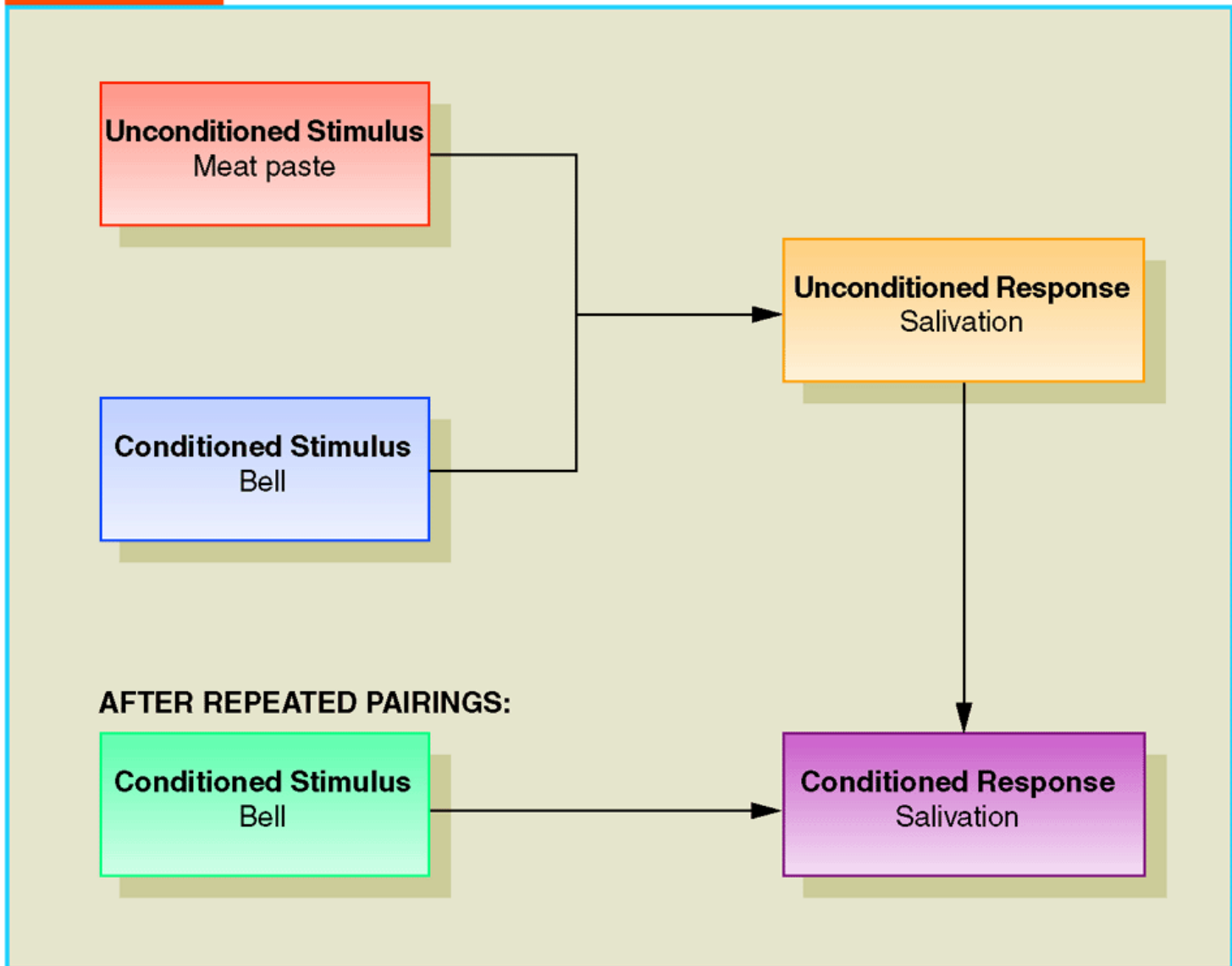
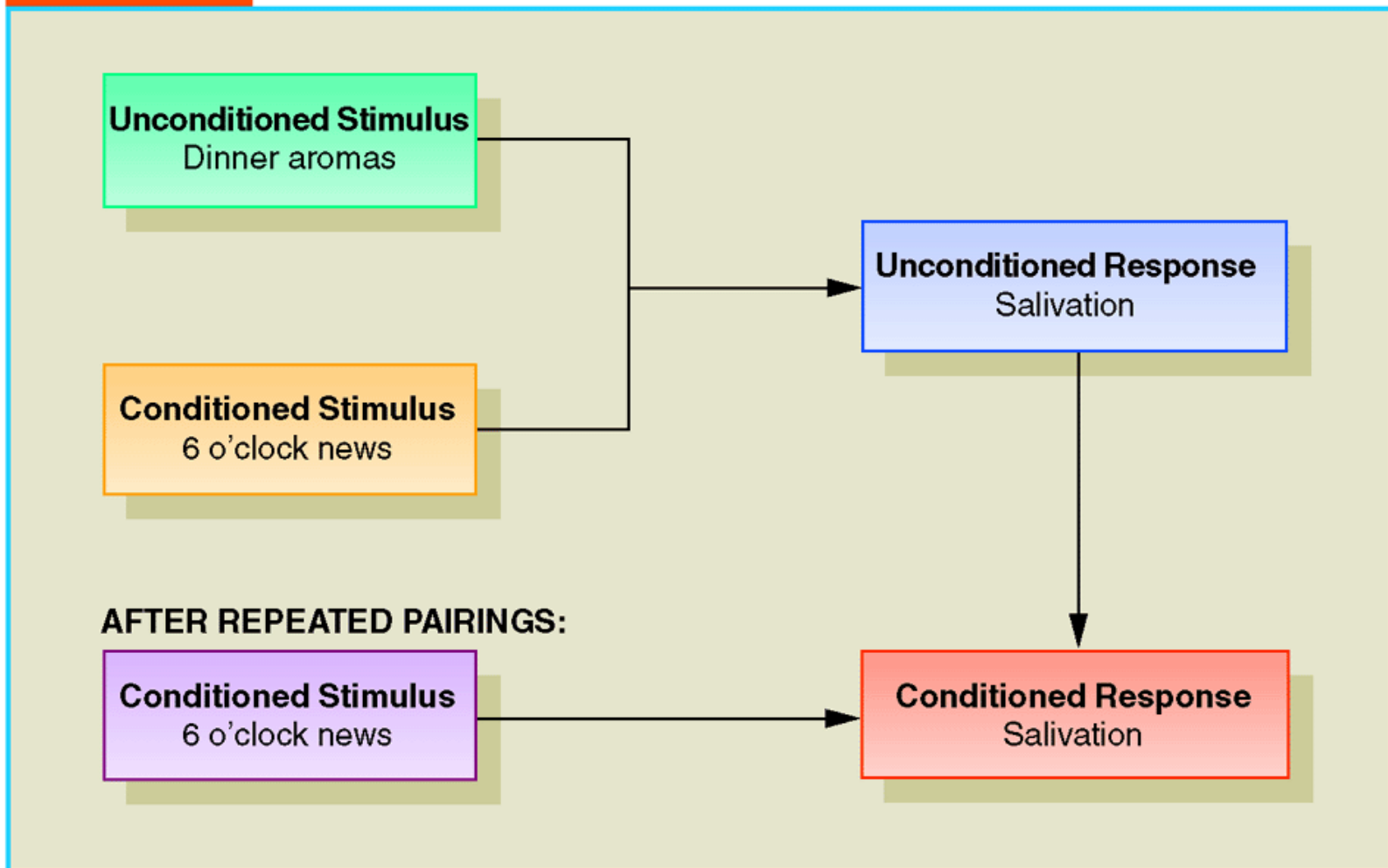


FIGURE 6-1B

Analogous Model of Classical Conditioning



Classical conditioning – cont'd

- Classical conditioning is the learning of associations among events that allows us to anticipate and represent our environment.
- From this viewpoint, classical conditioning is not reflexive action, but rather the acquisition of new knowledge

Neo-Pavlovian Conditioning

- Forward Conditioning (CS Precedes US)
- Repeated Pairings of CS and US
- A CS and US that Logically Belong to Each Other
- A CS that is Novel and Unfamiliar
- A US that is Biologically or Symbolically Salient

Strategic Applications of Classical Conditioning

- Repetition
- Stimulus Generalization
 - The inability to perceive differences between slightly dissimilar stimuli.
- Stimulus Discrimination

Repetition

- Repetition increases strength of associations and slows forgetting
- but over time may result in *advertising wearout*.
- *Cosmetic variations* reduce satiation.

Three-Hit Theory

- Repetition is the basis for the idea that three exposures to an ad are necessary for the ad to be effective
- The number of actual repetitions to equal three exposures is in question.

Stimulus Generalization

- The inability to perceive differences between slightly dissimilar stimuli.
- Marketing applications
 - Product Line, Form and Category Extensions
 - Family Branding
 - Licensing
 - Generalizing Usage Situations

Stimulus Discrimination

- The ability to select a specific stimulus from among similar stimuli because of perceived differences.

Classical Conditioning and Marketing Strategy

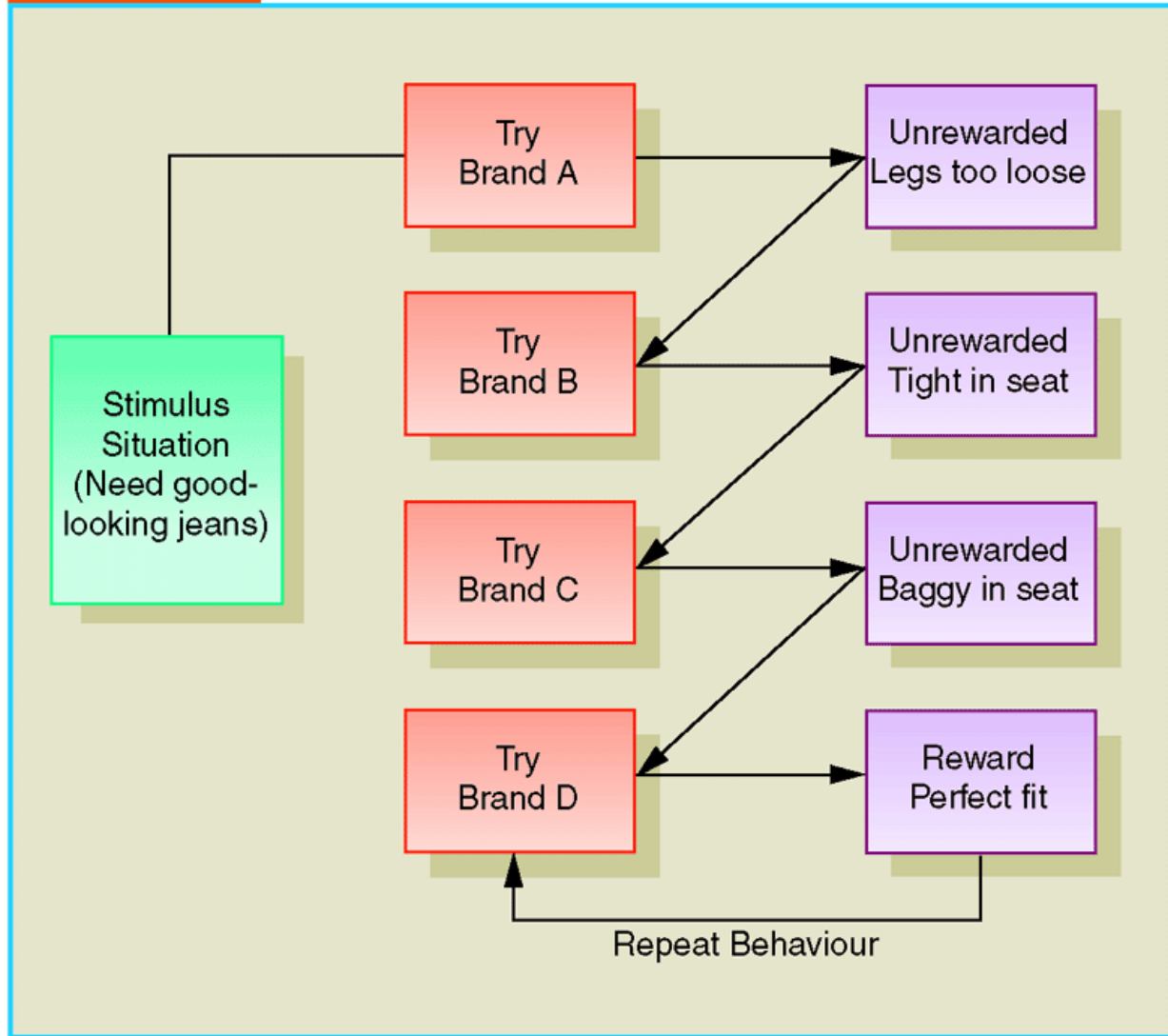
- Identify and pair product with a known, well-liked stimulus
 - More attention
 - More favourable attitudes
 - Greater intention to buy the product
 - Learning of key attributes
- Use stimulus generalization effectively
- Distinguish the product through effective use of stimulus discrimination

Instrumental Conditioning

- Consumers learn by means of trial and error process in which some purchase behaviours result in more favorable outcomes (rewards) than other purchase behaviours.
- A favorable experience is instrumental in teaching the individual to repeat a specific behaviour.
- Foremost proponent was BF Skinner

FIGURE 6-2

A Model of Instrumental Conditioning



Reinforcement

- **Positive Reinforcement:**
Positive outcomes that strengthen the likelihood of a specific response
- Example: Ad showing beautiful hair as a reinforcement to buy shampoo
- **Negative Reinforcement:**
Unpleasant or negative outcomes that serve to encourage a specific behaviour
- Example: Ad showing wrinkled skin as reinforcement to buy skin cream

Other Concepts in Reinforcement

- Punishment
 - Choose reinforcement rather than punishment
- Extinction
 - Combat with consumer satisfaction
- Forgetting
 - Combat with repetition

Instrumental Conditioning and Marketing

- Make the product the ultimate reward
- Provide samples and free trials
- Provide non-product rewards
- Practice relationship marketing
- Reinforcement Schedules
 - Shaping
- Massed versus Distributed Learning

Cognitive Learning Theory

- Learning through problem solving, which enables individuals to gain some control over their environment.
- Three types:
 - Observational learning (Vicarious Learning)
 - Route Learning
 - Reasoning

Observational Learning

- individuals learn by observing the behaviour of others, and consequences of such behaviour.
- Also known as **modeling or vicarious learning**.

Iconic Rote Learning

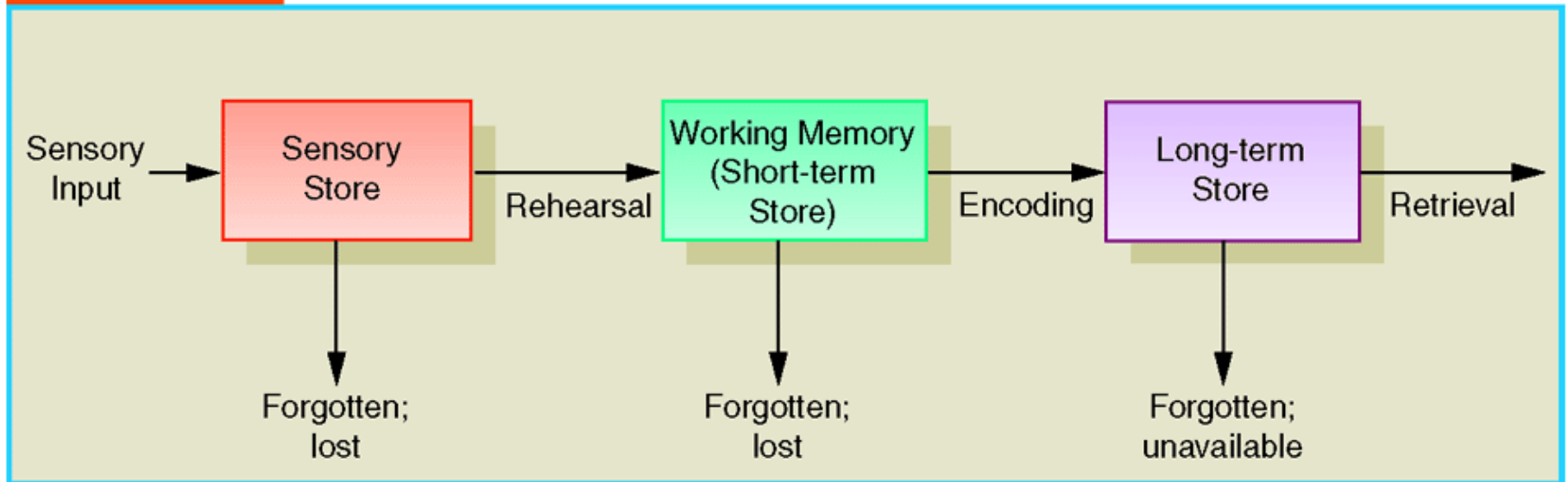
- Learning concepts through simple repetition
 - Repeated ads teach consumers about a product's attributes

Reasoning

- Highest level of cognitive learning
- Involves creative thinking
- Depends on how information is processed and stored

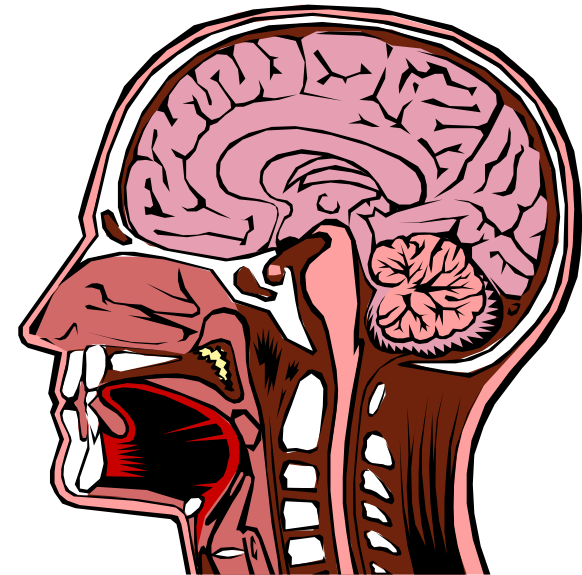
FIGURE 6-3

Information Processing and Memory Stores

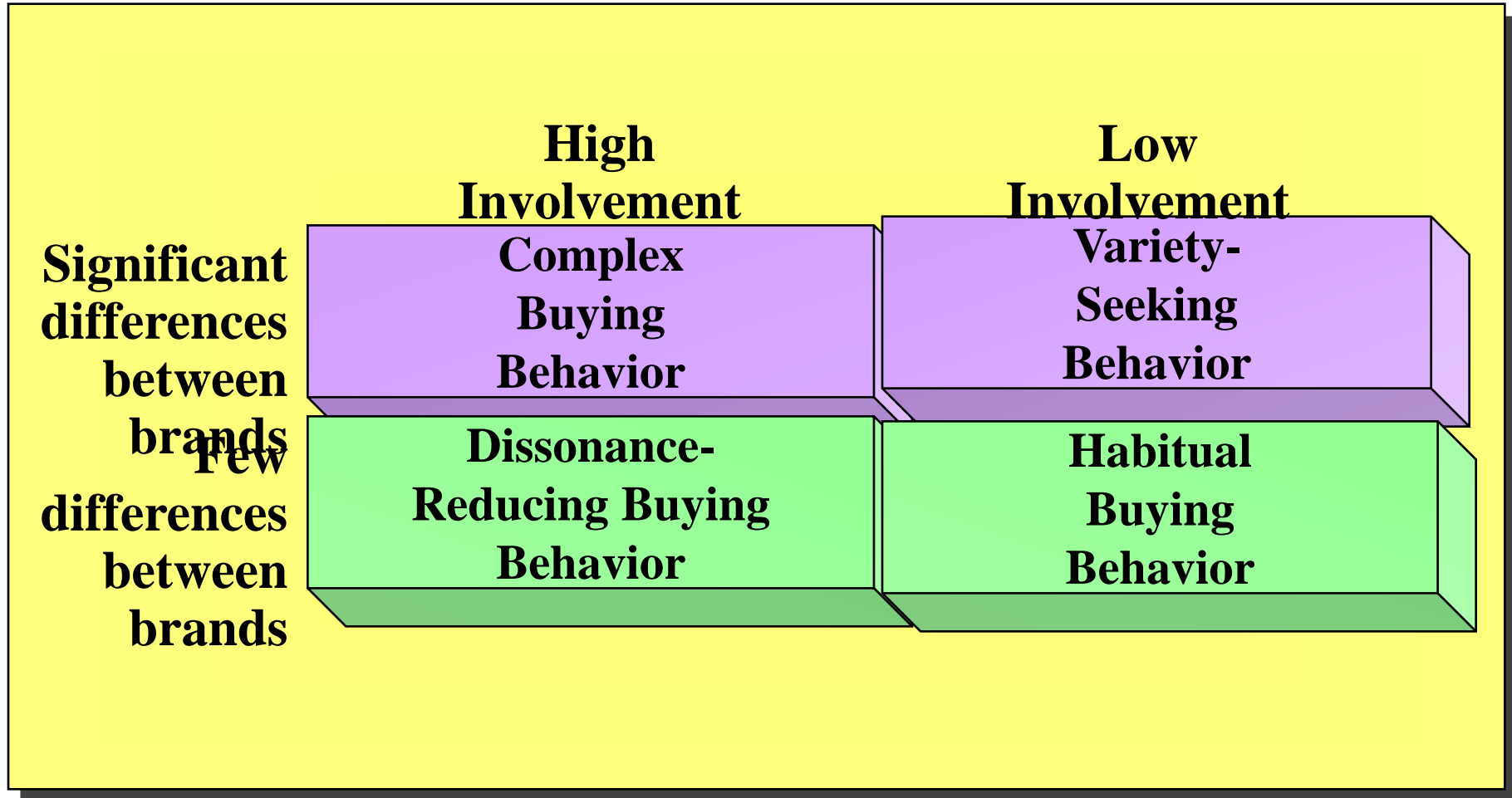


Retention

- The total package of associations brought to mind when a cue is activated is called a **Schema**
- Information is stored in long-term memory
 - *Episodically*: by the order in which it is acquired
 - *Semantically*: according to significant concepts



Types of Consumer Behaviour



Information processing and Involvement Theory

- Developed from stream of research called Hemispherical lateralization or Split – Brain theory
- **Central and Peripheral Routes to Persuasion**
 - highly involved consumers are best reached through ads that focus on the specific attributes of the product (the central route)
 - uninvolved consumers can be attracted through peripheral advertising cues such as the model or the setting (the peripheral route).

Elaboration Likelihood Model (ELM)

- The **elaboration likelihood model (ELM)** of persuasion is a dual process theory describing the change of attitudes form. The **ELM** was developed by Richard E. Petty and John Cacioppo in 1986. The **model** aims to explain different ways of processing stimuli, why they are used, and their outcomes on attitude change.
- a person's level of involvement during *message processing* determines which route to persuasion is likely to be effective

TWO ROUTES TO PERSUASION

- Central: ***message elaboration – the extent to which a person carefully thinks about issue-relevant arguments contained in a persuasive communication***

The more listeners work to attend to the message the less influenced they are by content-irrelevant factors

- Peripheral: ***shorthand method to accept or reject a message without any active thinking about the attributes of the issue or the object of consideration***

The more listeners attend to content-irrelevant factors, the less the impact of the message

Note: Two Dimensions

- Messages can be ***constructed*** with a view either to elaborated or peripheral processing, or some mixture of the two
- Messages can be ***interpreted*** through attention either mainly to elaborated or to peripheral features, or some mixture of the two

The Elaboration Likelihood Model

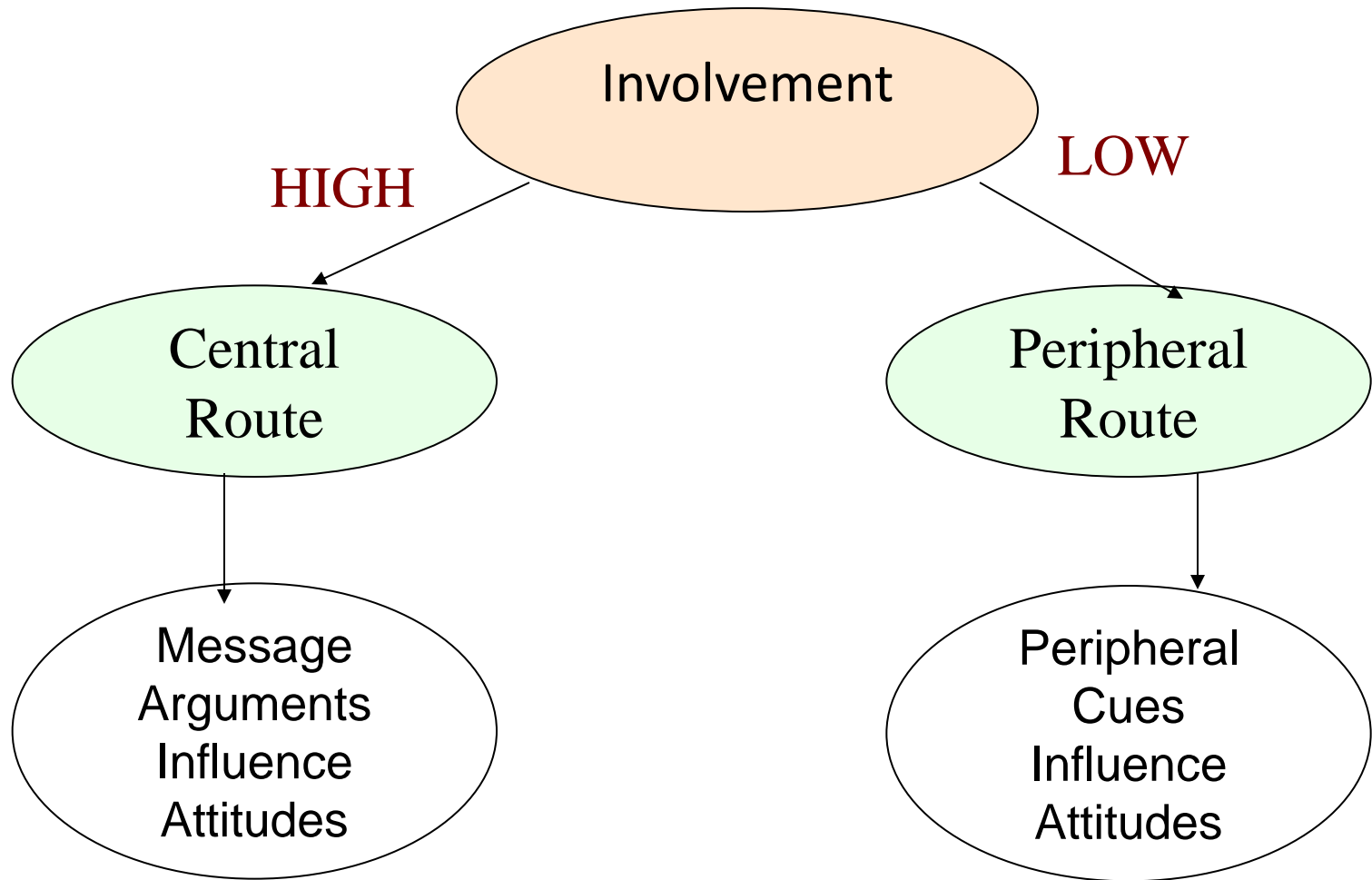
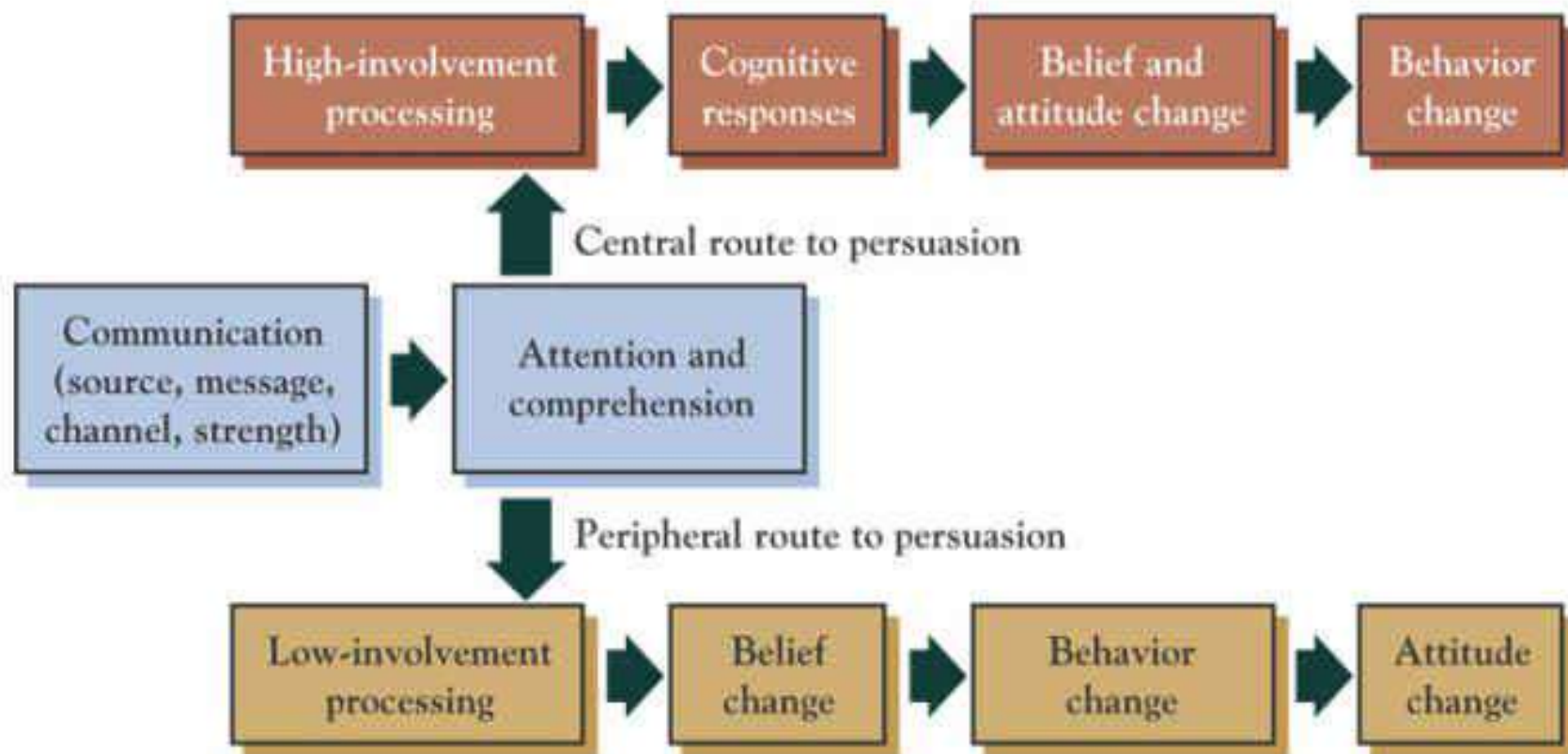
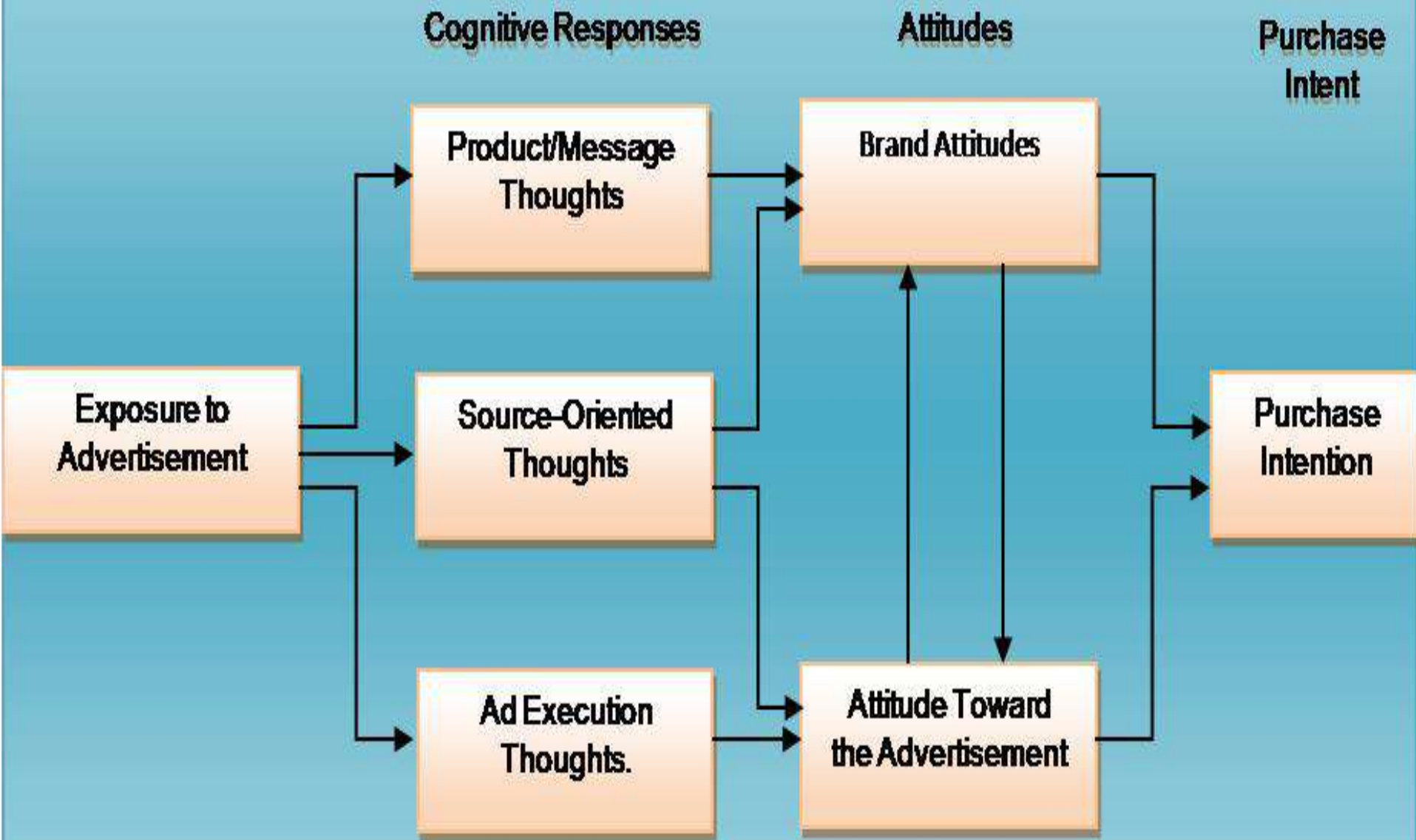


Exhibit 13.4 Elaboration Likelihood Model of Persuasion



Gambar1: A Model of Cognitive Response



Cognitive Learning and Marketing Strategy

- Use rote learning to teach consumers about the brand
- Use reasoning or problem solving for complex or high-involvement products
- Use modelling to extinguish negative behaviour
- Use knowledge of information processing to help consumers store, retain and retrieve messages.

Measures of Consumer Learning

- Recognition and Recall Measures
 - Aided and Unaided Recall
- Cognitive Responses to Advertising
- Copy-testing Measures
- Attitudinal and Behavioural Measures of Brand Loyalty