

Chapter 3

Learning and Memory

**CONSUMER
BEHAVIOR, 8e
Michael Solomon**



Learning Objectives

When you finish this chapter you should understand why:

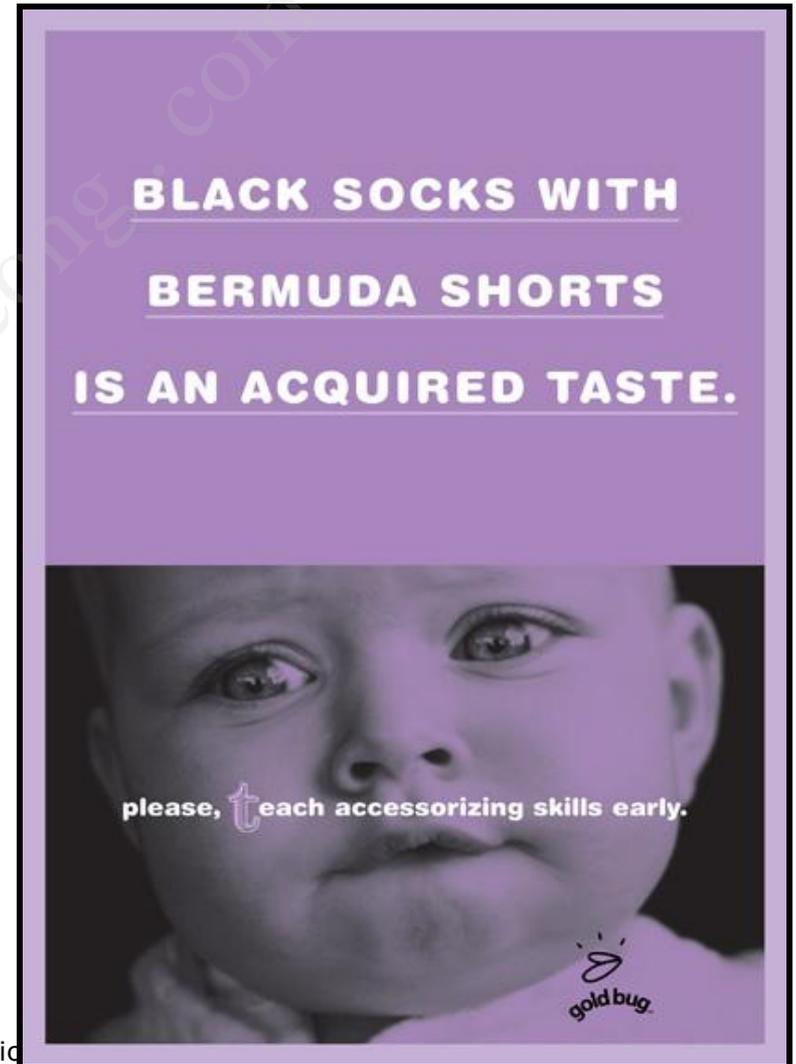
- It's important for marketers to understand how consumers learn about products and services.
- Conditioning results in learning.
- Learned associations can generalize to other things, and why this is important to marketers.
- There is a difference between classical and instrumental conditioning.
- We learn by observing others' behavior.

Learning Objectives (cont.)

- Memory systems work.
- The other products we associate with an individual product influences how we will remember it.
- Products help us to retrieve memories from our past.
- Marketers measure our memories about products and ads.

Learning is a Process

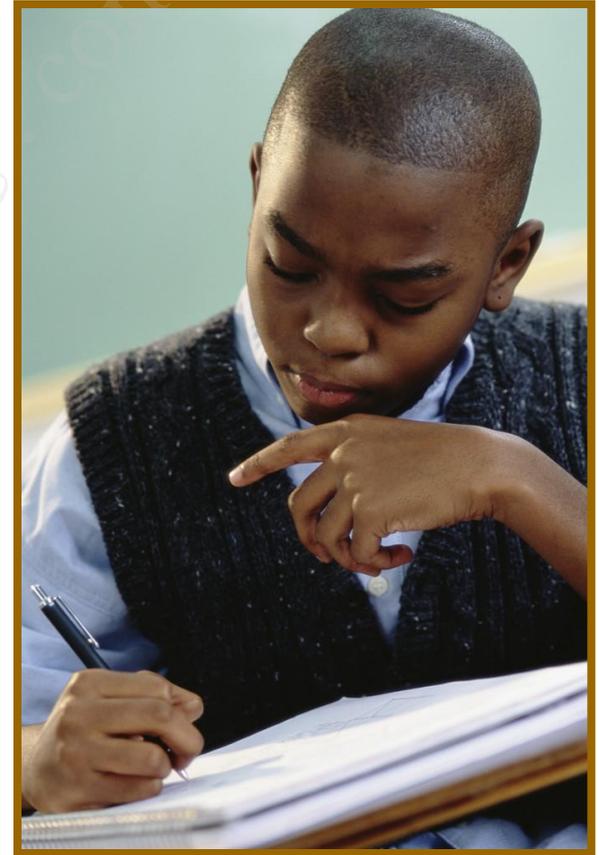
- Our tastes are formed as a result of a learning process, sometimes with painful results.



Consumer Behavior

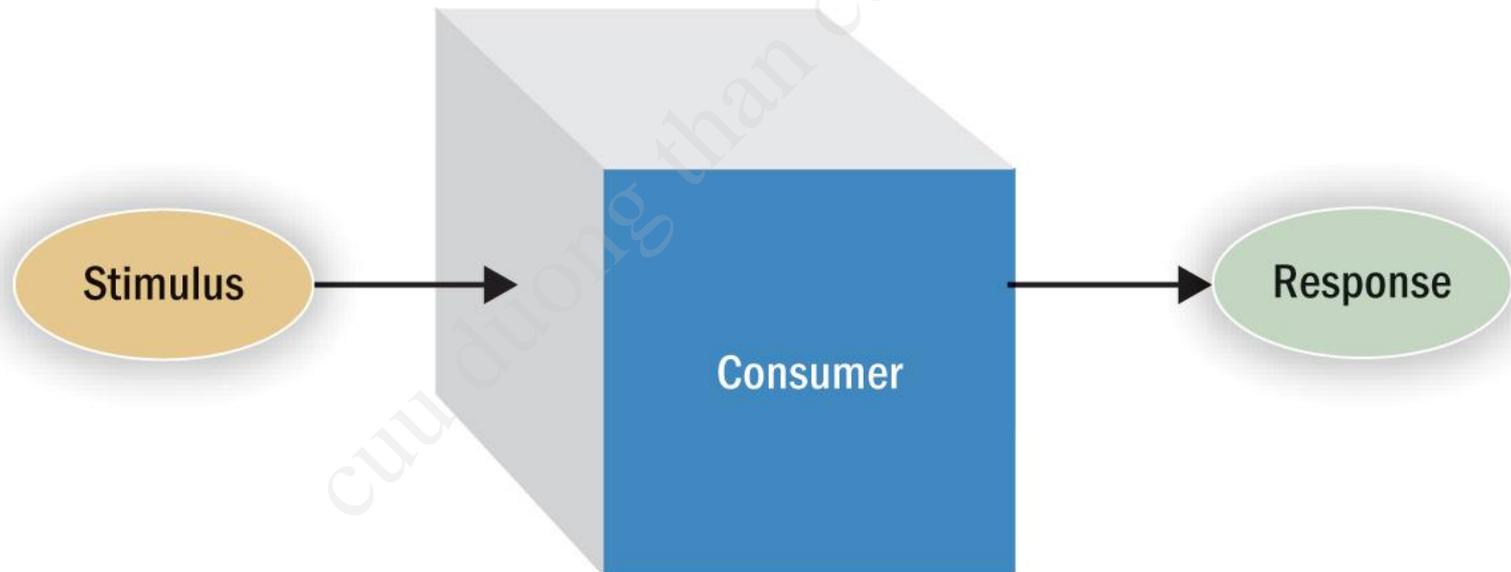
The Learning Process

- Products as reminders of life experiences
- Products + memory = brand equity/loyalty
- Learning: a relatively permanent change in behavior caused by experience
- Incidental learning: casual, unintentional acquisition of knowledge



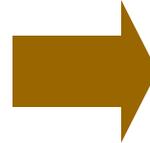
Behavioral Learning Theories

- Behavioral learning theories: assume that learning takes place as the result of responses to external events.

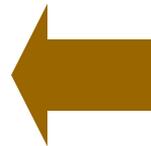


Types of Behavioral Learning Theories

Classical conditioning: a stimulus that elicits a response is paired with another stimulus that initially does not elicit a response on its own.



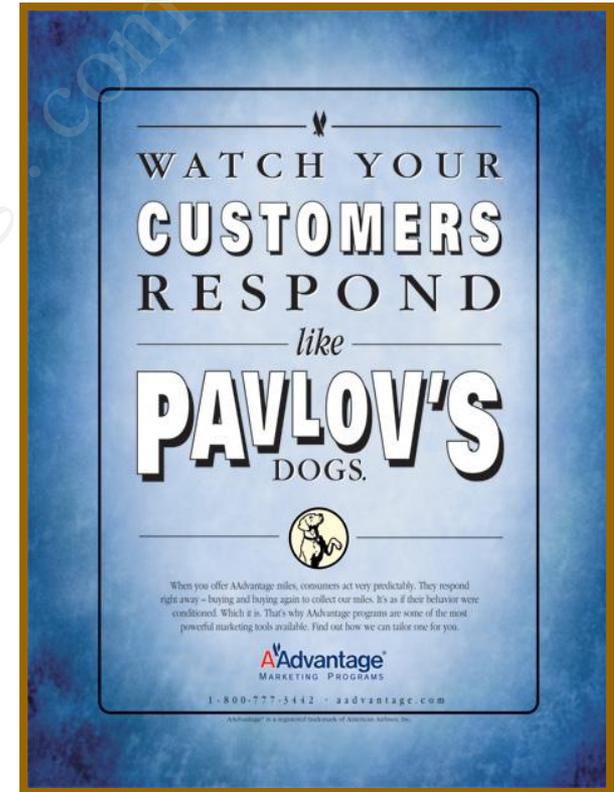
Instrumental conditioning (also, operant conditioning): the individual learns to perform behaviors that produce positive outcomes and to avoid those that yield negative outcomes.



Classical Conditioning

Ivan Pavlov and his dogs

- Rang bell, then squirt dry meat powder into dogs' mouths
- Repeated this until dogs salivated when the bell rang
- Meat powder = unconditioned stimulus (UCS) because natural reaction is drooling
- Bell = conditioned stimulus (UC) because dogs learned to drool when bell rang
- Drooling = conditioned response (CR)



↑ **Click to play
Pavlov's dog game**

Discussion Question

- In the 1980's, the Lacoste crocodile was an exclusive logo symbolizing casual elegance. When it was repeated on baby clothes and other items, it lost its cache and began to be replaced by contenders such as the Ralph Lauren Polo Player.
- Can you think of other logos that have lost their prestige due to repetition?



Consumer Behavior

Marketing Applications of Repetition

Repetition increases learning

- More exposures = increased brand awareness
- When exposure decreases, extinction occurs
 - Example: Izod crocodile on clothes
- However, too MUCH exposure leads to advertising wear out

Marketing Applications of Stimulus Generalization

Stimulus generalization: tendency for stimuli similar to a conditioned stimulus to evoke similar, unconditioned responses.

- Family branding
- Product line extensions
- Licensing
- Look-alike packaging

Masked Branding

Heineken - Microsoft Internet Explorer

http://www.heineken.com/usa/

Heineken

File Edit View Favorites Tools Help

Google Search

New! PageFlink 0 blocked ABC Check AutoLink AutoFill Options

Heineken USA

Home Sitemap Privacy/Terms of Use FAQ & Contact Us My Account

HEINEKEN MUSIC QUIENCHES YOUR THIRST

Enjoy Responsibly
please visit: >>
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heineken.com
BECOME A MEMBER >>

HEINEKEN STATEMENT REGARDING FALSE KATRINA ADVERTISING
MORE

It's all about the beer.

MUSIC FOR LIFE
Like music? Want a lot of it?
EXPAND >>

HEINEKEN DRAFTKEG
Designed to perform under pressure.
CHECK IT OUT

DISCOVER HEINEKEN AROUND THE WORLD

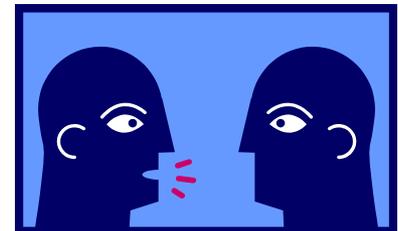
Done Internet

Consumer Behavior

Discussion

Some advertisers use well-known songs to promote their products. They often pay more for the song than for original compositions.

- *Why do advertisers do this? How does this relate to learning theory?*
- *How do you react when one of your favorite songs turns up in a commercial?*
- *If you worked for an ad agency, how would you select songs for your clients?*



Instrumental Conditioning

- Behaviors = positive outcomes or negative outcomes
- Instrumental conditions occurs in one of these ways:
 - Positive reinforcement
 - Negative reinforcement
 - Punishment
- Extinction

Instrumental Conditioning

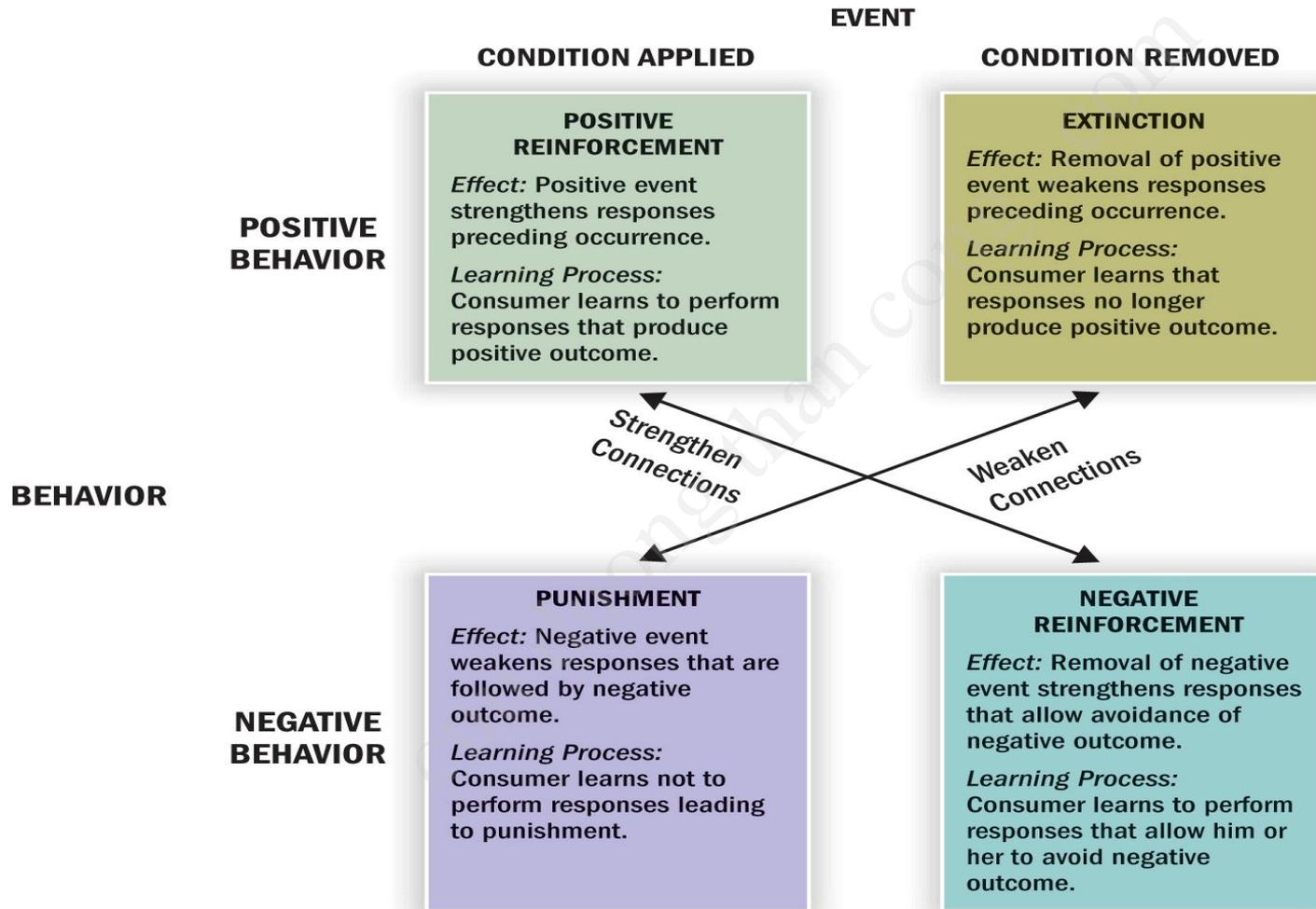


Figure 3.2

Instrumental Conditioning (cont.)

- Reinforcement schedules include:
 - Fixed-interval (seasonal sales)
 - Variable-interval (secret shoppers)
 - Fixed-ratio (grocery-shopping receipt programs)
 - Variable-ratio (slot machines)

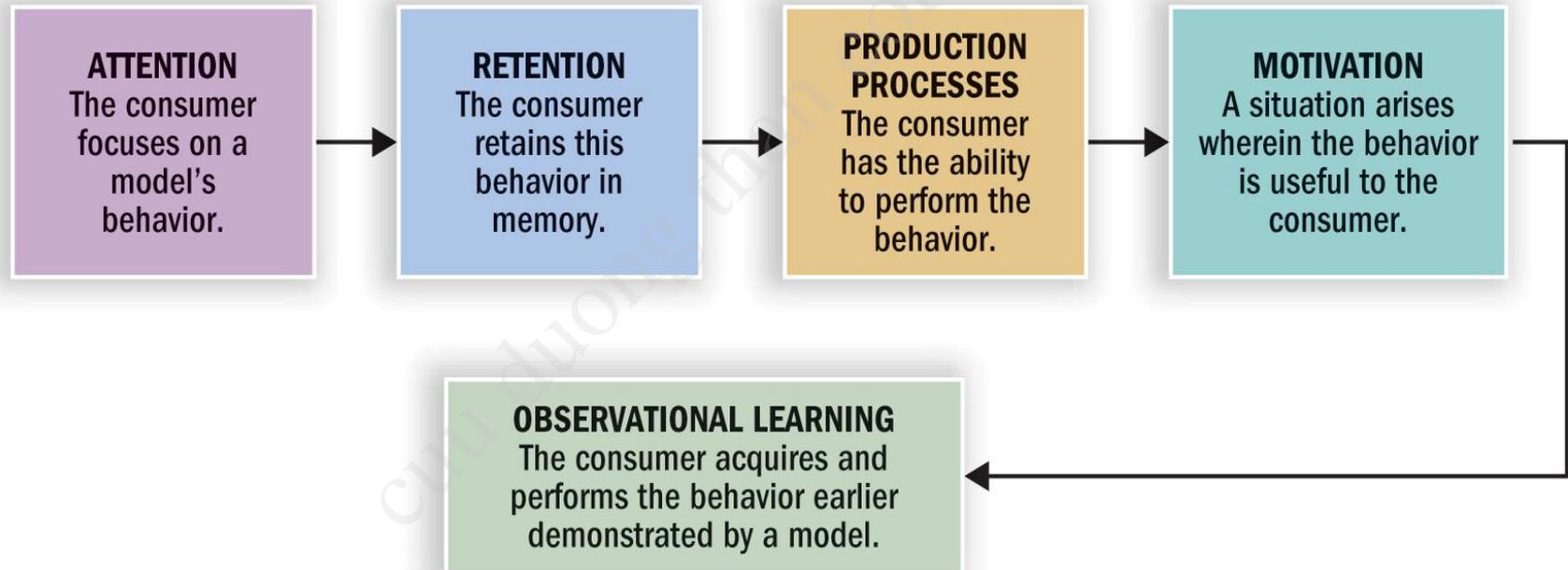
Cognitive Learning Theories: Observational Learning

We watch others and note reinforcements they receive for behaviors

- Vicarious learning
- Socially desirable models/celebrities who use or do not use their products

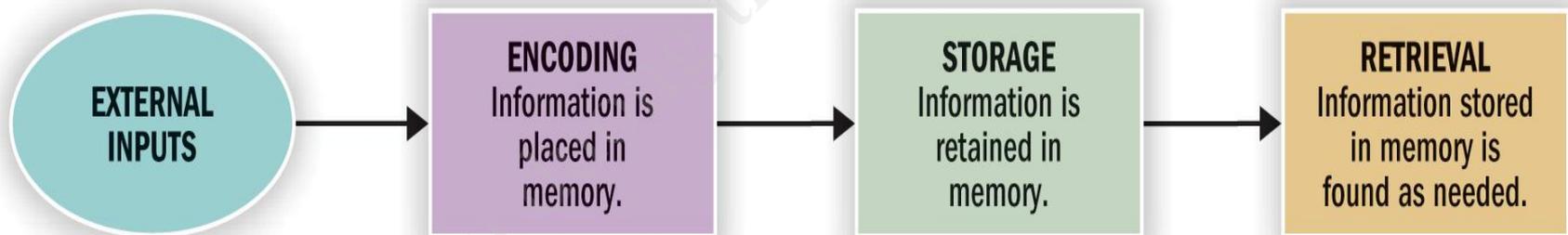
Observational Learning (cont.)

- Modeling: imitating others' behavior



Role of Memory in Learning

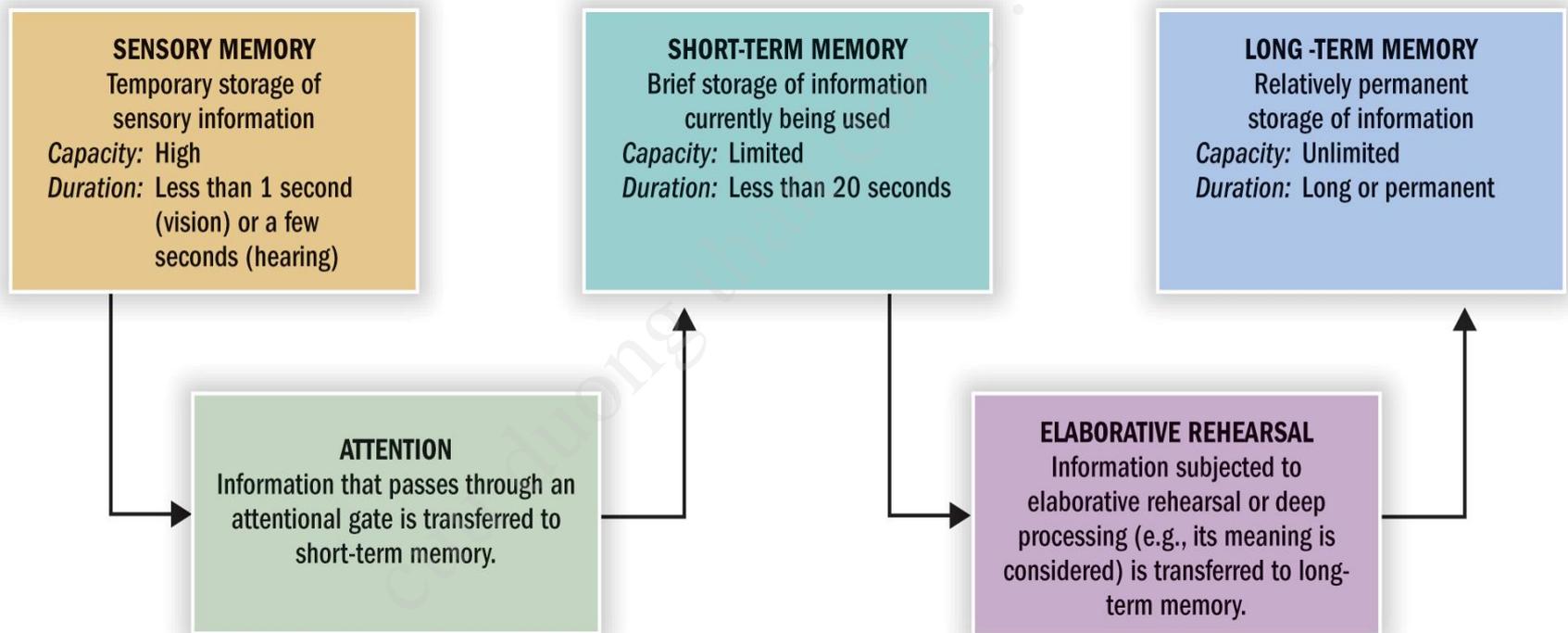
- Memory: acquiring information and storing it over time so that it will be available when needed
- Information-processing approach
 - Mind = computer and data = input/output



How Information Gets Encoded

- Encode: mentally program meaning
- Types of meaning:
 - Sensory meaning, such as the literal color or shape of a package
 - Semantic meaning: symbolic associations, such as the idea that rich people drink champagne
- Episodic memories: relate to events that are personally relevant

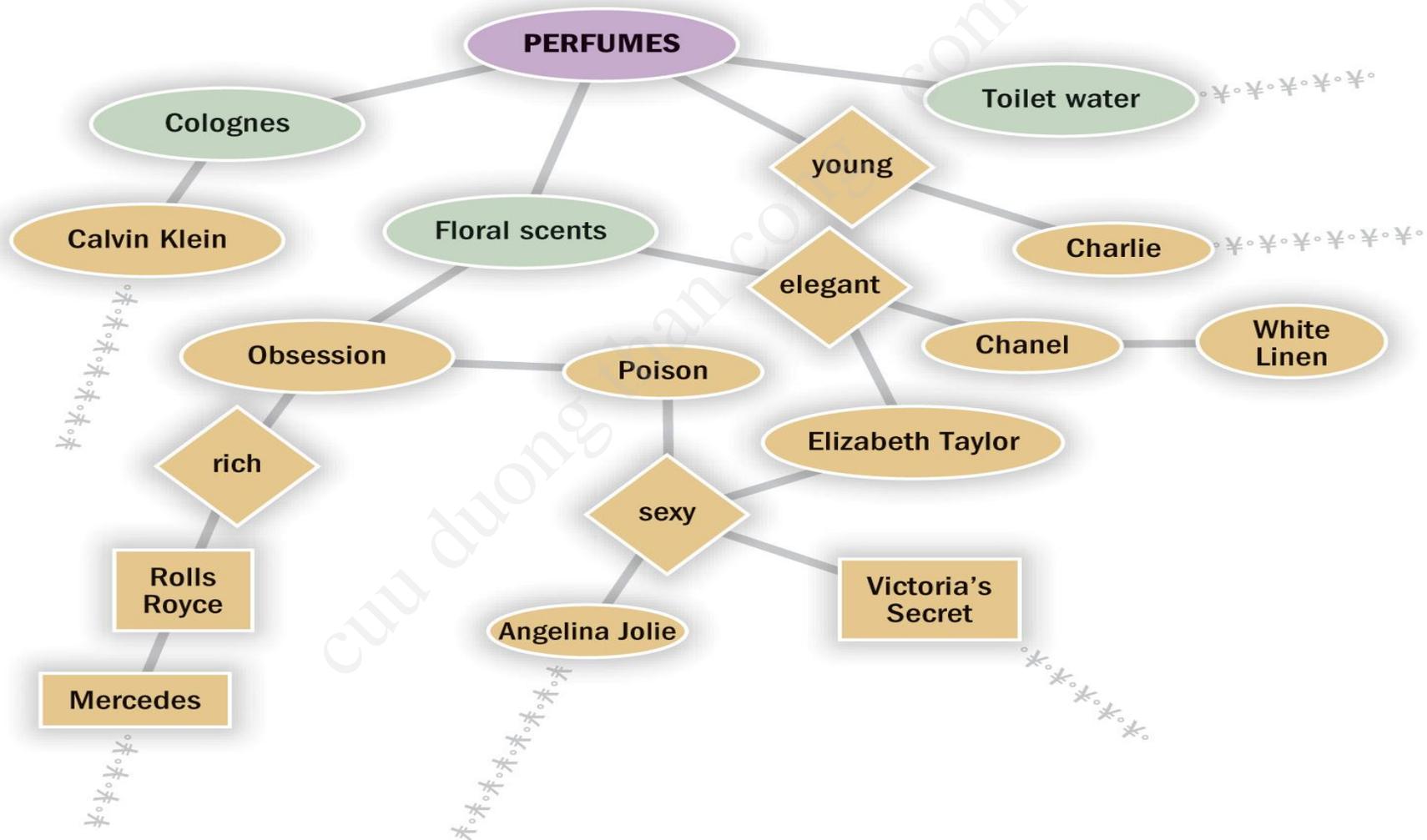
Memory Systems



Associative Networks

- Activation models of memory
 - Associative network of related information
 - Knowledge structures of interconnected nodes
 - Hierarchical processing model
 - [See next slide for an example of an associative network]

Associative Networks for Perfumes



Hoang Duc Binh, MBA, 2008

3-23

Figure 3.6

Spreading Activation

- As one node is activated, other nodes associated with it also begin to be triggered
- Meaning types of associated nodes:
 - Brand-specific
 - Ad-specific
 - Brand identification
 - Product category
 - Evaluative reactions

Levels of Knowledge

- Individual nodes = *meaning concepts*
- Two (or more) connected nodes = *proposition* (complex meaning)
- Two or more propositions = *schema*
 - We encode info that is consistent with an existing schema more readily
 - Service scripts

Retrieval for Purchase Decisions

Retrieving information often requires appropriate factors and cues:

- Physiological factors
- Situational factors
 - Consumer attention; pioneering brand; descriptive brand names
- Viewing environment (continuous activity; commercial order in sequence)
- Postexperience advertising effects

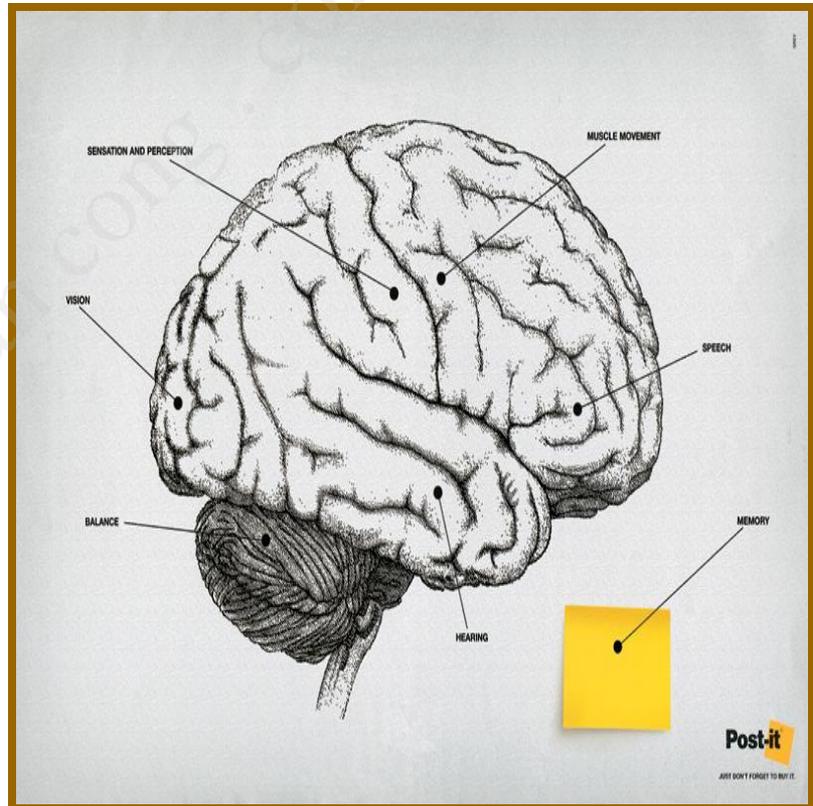
Retrieval for Purchase Decisions (cont.)



- Appropriate factors/cues for retrieval (cont.):
 - State-dependent retrieval/mood congruence effect
 - Familiarity
 - Salience/von Restorff effect (mystery ads)
 - Visual memory versus verbal memory

What Makes Us Forget?

- Decay
- Interference
 - Retroactive versus proactive
- Part-list cueing effect



Products as Memory Markers

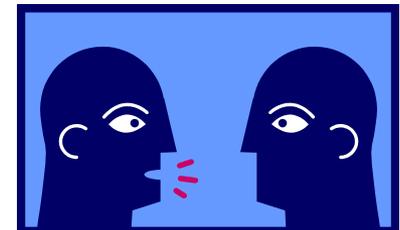
- Furniture, visual art, and photos call forth memories of the past
- Autobiographical memories
 - The marketing power of nostalgia
 - Retro brand: updated version of a brand from a prior period
 - Nostalgia index



↑ **Click image for**
www.fossil.com

Discussion

- *Marketers often evoke memories of the “good ol’ days” by marketing products with nostalgic images. Though it seems this strategy targets only middle-aged or older consumers, it can be used toward college students.*
- *What “retro brands” are targeted to you? Were these brands that were once used by your parents?*
- *What newer brands focus on nostalgia, even though they never existed before?*



Measuring Memory for Marketing Stimuli

- Recognition versus recall
- The Starch Test
- Problems with memory measures
 - Response biases
 - Memory lapses
 - Memory for facts versus feelings