

Individual influence Consumer Behavior

Part 2

Module 4

Consumer Learning

A **process** by which individuals acquire
consumption **knowledge** and **experience**
to future related behavior.

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

Learning Processes

- **Intentional**

- learning acquired as a result of a purposeful search for information

- **Incidental**

- learning acquired by accident or without much effort

Importance of Lea

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

Elements of Learning



Two Major Learning Theories

Behavioral Learning

- Based on observable behaviors (responses) that occur as the result of exposure to environmental stimuli

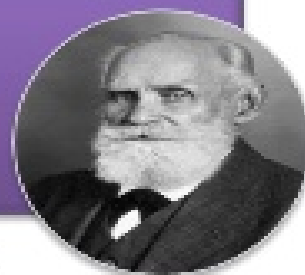
Cognitive Learning

- Learning based on mental information processing
- Often in response to problem solving

Behavioral Learning

It is a process of behavior modification made famous by Ivan Pavlov and his experiments conducted with dogs.

Classical/Pavlovian
Conditioning



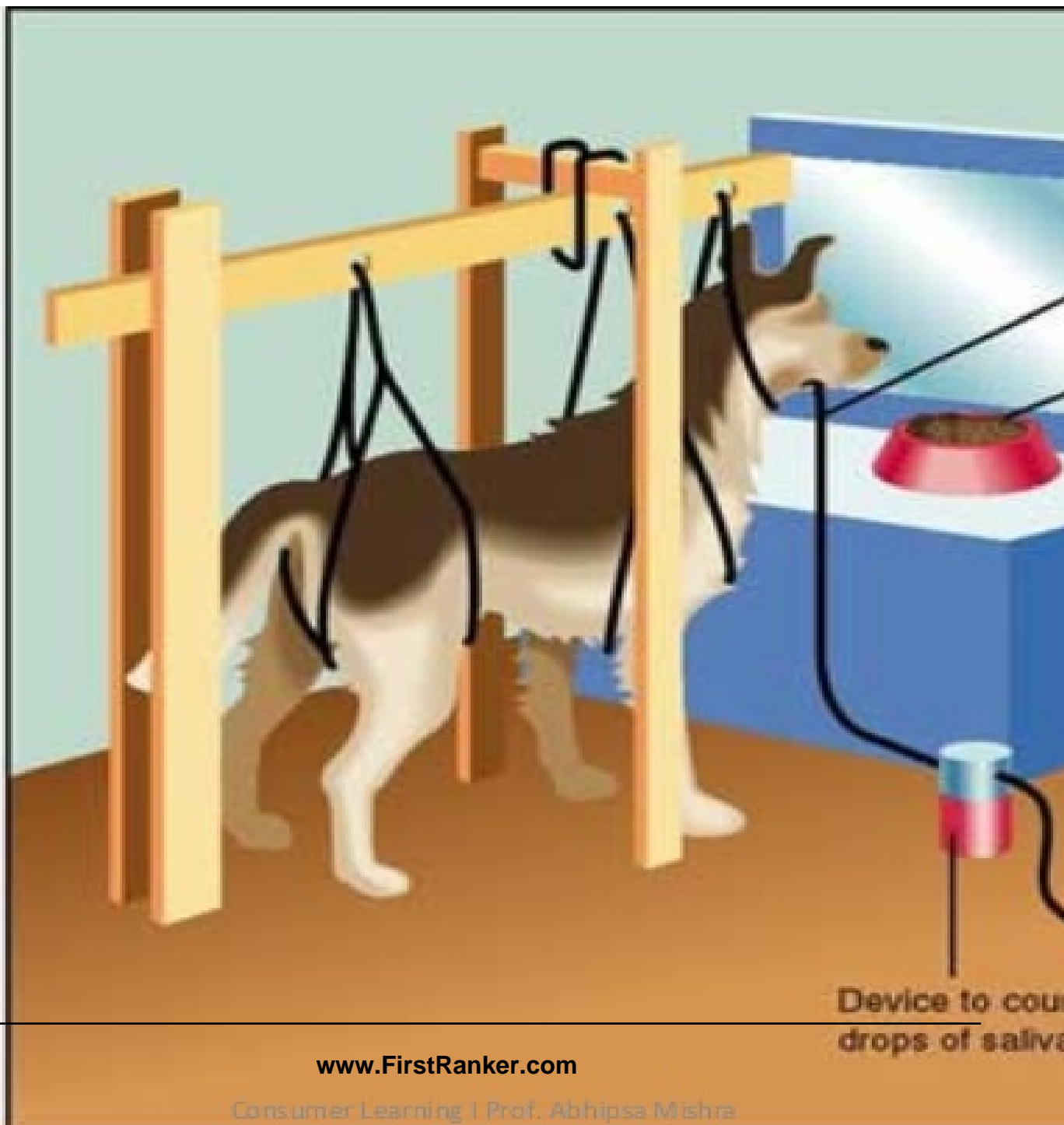
Ivan Pavlov

It is a type of learning in which behavior is modified by its antecedents and consequences.

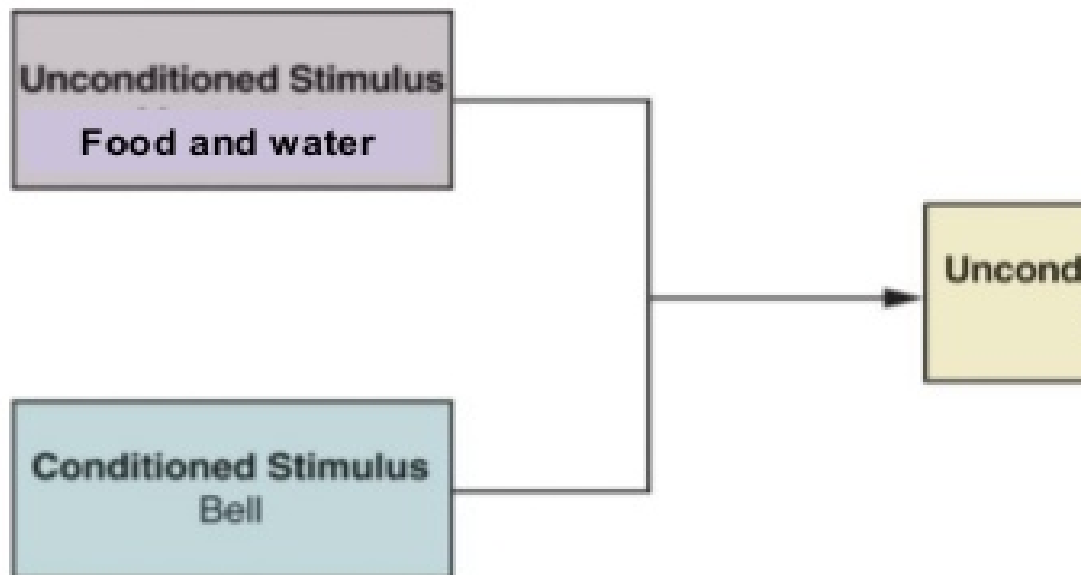
Operant/Instrumental
Conditioning

Classical Conditioning by

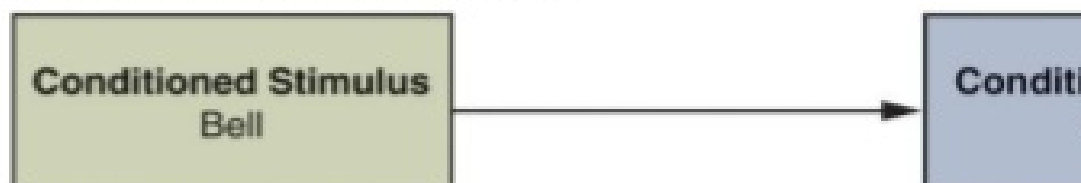
A behavioral learning theory according to which a stimulus is paired with another stimulus that elicits a known response that serves to elicit the same response when used alone.



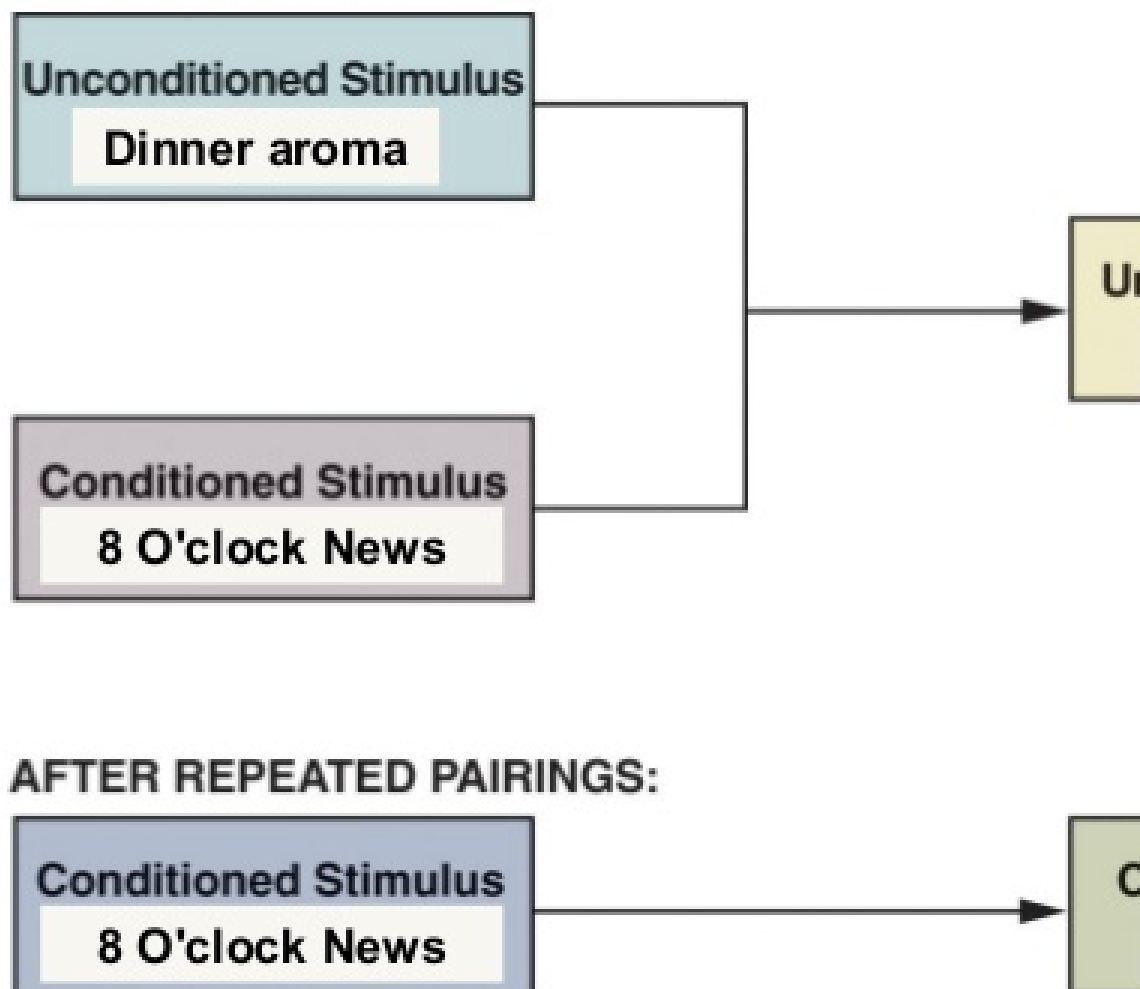
Model of Classical Cond



AFTER REPEATED PAIRINGS:



Example

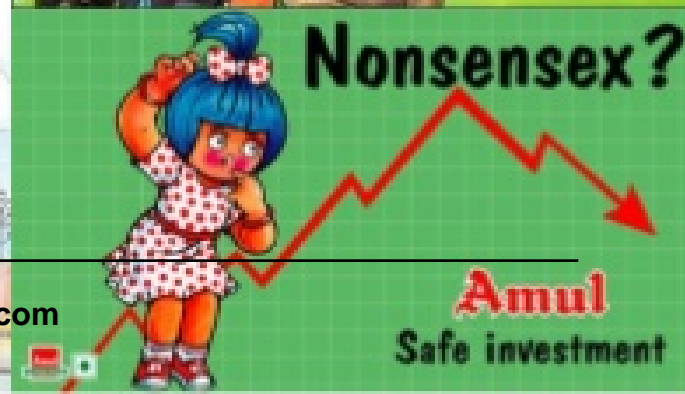
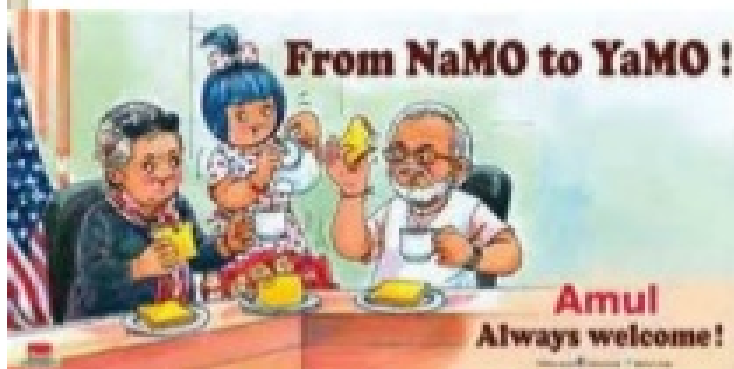


Strategic Applications of Classical

Basic Concepts

- Repetition
 - Stimulus generalization
 - Stimulus discrimination
- Increases association between conditioned and unconditioned stimulus
 - Slows the rate of forgetting
 - Advertises a problem

Repetition of the Message with Var More Information Processing by



Strategic Application Classical Conditioning

Basic Concepts

- Repetition
- Stimulus generalization
- Stimulus discrimination
- Having response different
- Helps to success
- Useful
 - Product
 - Family
 - License

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Introducing M&M's® Premiums in Raspberry Almond.
Briskful raspberry flavored white chocolate & almond wrapped in dark chocolate.
New M&M's® Premiums. Shimmering chocolate gems in five glamorous flavors.

Strategic Application Classical Conditioning

Basic Concepts

- Repetition
- Stimulus generalization
- Stimulus discrimination

- Selective stimulus
- Opposite generalization
- This is the basic way

Cognitive Associative Learning

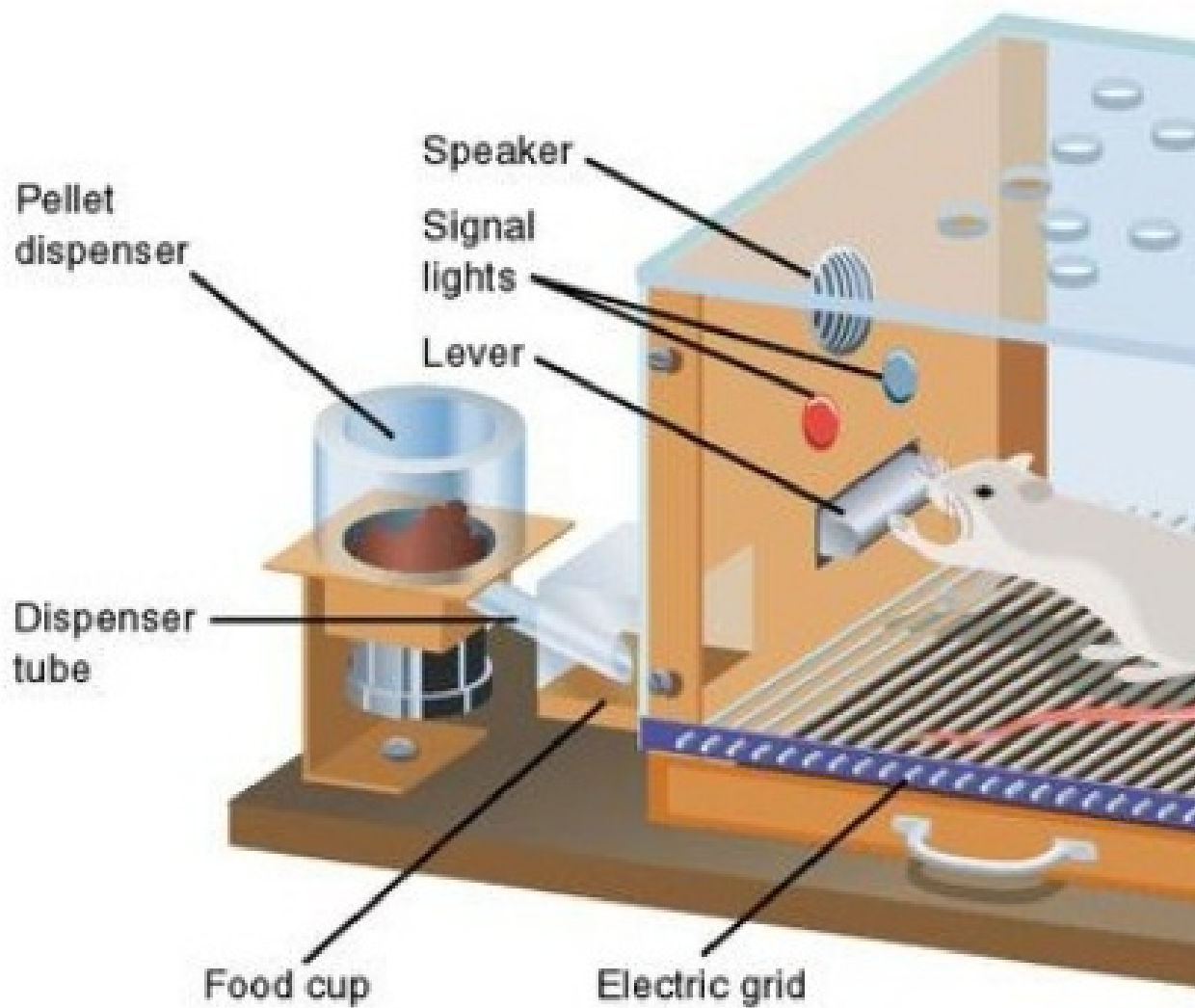
- Also called *Neo-Pavlovian* theory
- Learning involves not only the formation of new *reflexes*; it is the acquisition of *knowledge* about the world
- Under this theory, consumers are seen as active information seekers who use logical and perceptual relations among events in the environment with their own preconceptions, forming a sophisticated representation of the world

Instrumental (Operant) Conditioning

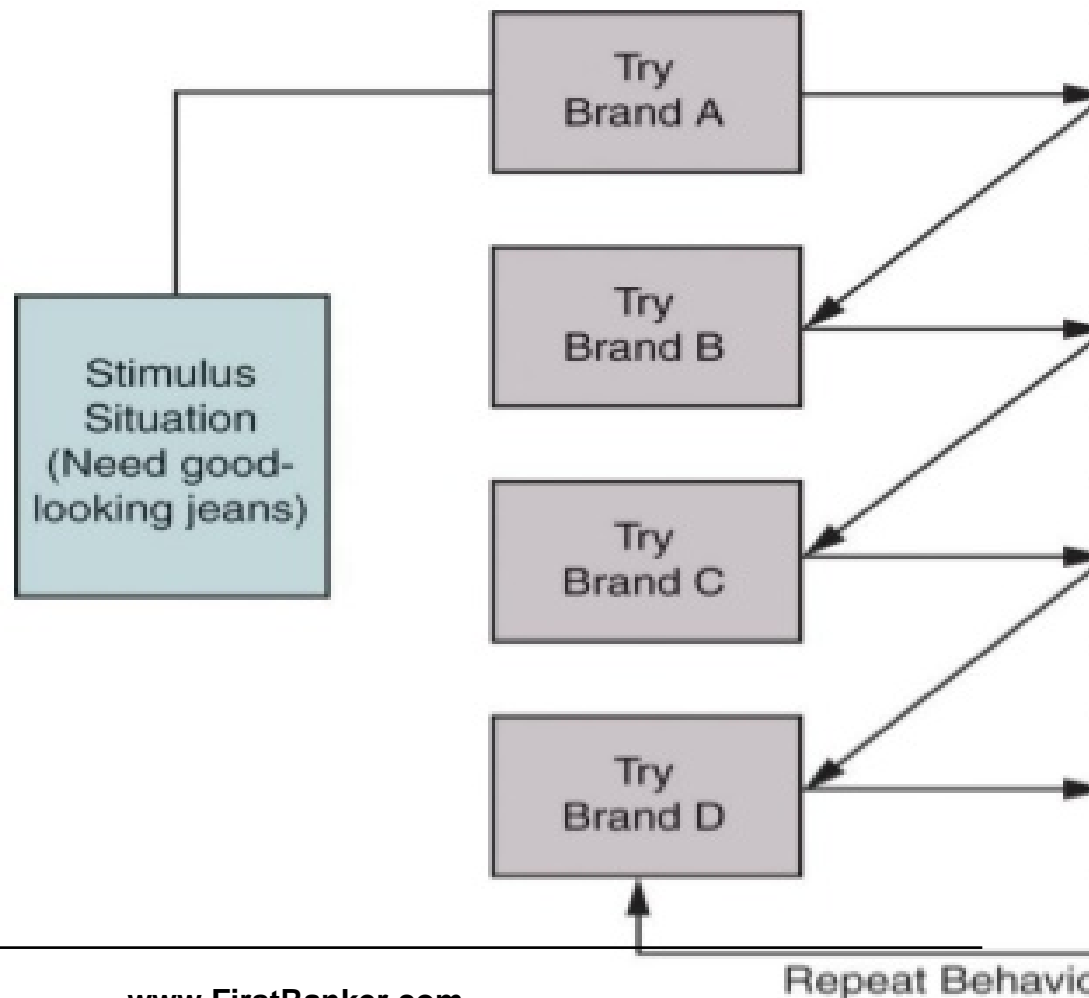
Burrhus Frederic Skinner

Skinner believed that the best way to understand behaviour is to look at the causes of an action and its consequences. He called this approach operant conditioning

A behavioral approach based on a trial-and-error process with habits formed through reinforcement (reinforcement of certain responses)



A Model of Instrumental



Reinforcement of B

| Positive | |
|-----------------------|-----|
| Positive outcome | N |
| Strengthen likelihood | End |

Positive reinforcement is a good thing that leads to a desired behavior – Going to the gym made you feel good the next day.

Negative outcome is a bad thing that happens as a result of a behavior. You ate a donut every morning for a week and gained 10 pounds of weight over the past week. This causes you to feel bad the other day and to stop eating donuts.

Reinforcement of Behavior

Extinction

A learned response is no longer reinforced. The reinforcement is removed.

The link is eliminated between stimulus and reward

Extinction and **forgetting** are easily confused. These two words mean different things. If the response is forgotten it can be learned again by remembering. If it is extinct, it is unlearned. The link between stimulus and the response is destroyed.

Strategic Applications of Instrument

- **Customer Satisfaction (Reinforcement)** means that each time the customer has a positive experience with the product or service, the customer has been positive reinforcement.
- This is the reason relationship marketing is so important.

Strategic Applications of Instrumental Reinforcement

- Reinforcement Schedules can vary
- They can be (otherwise called “**Schedules of reinforcement**”)
 - Total (or continuous) reinforcement
 - Systemic (fixed ratio) reinforcement
 - Random (variable ratio) reinforcement
- Marketers will often use random reinforcement bonus for the customer and fixed reinforcement for loyalty points or rewards.

Strategic Applications of Instrumental

- **Shaping** is a procedure in which reinforcement is used to guide a response closer and closer to the desired response.
- Shaping occurs by having the reinforcement occur **BEFORE** the behavior occurs.
- In this situation, the consumer can be reinforced with a reward before they actually make a purchase and purchase a product.

Strategic Applications of Instrument

- **Massed versus distributed learning:** learning and the exposure to the stimulus in a relatively short period of time or be distributed over a longer period. Media planners are often faced with this decision when putting together an advertising campaign.

Elaboration Likelihood

ELM

Two Routes

1. Central Route

- Message elaboration; the path of cognitive processing that involves scrutiny of message content

- Message Elaboration

The extent to which a person carefully thinks about the RELEVANT arguments contained in a information

Two Routes

1. Peripheral Route

- Mental shortcut process that accepts
based on irrelevant cues as opposed
about the issue
 - “click, whirr” - programmed response; au

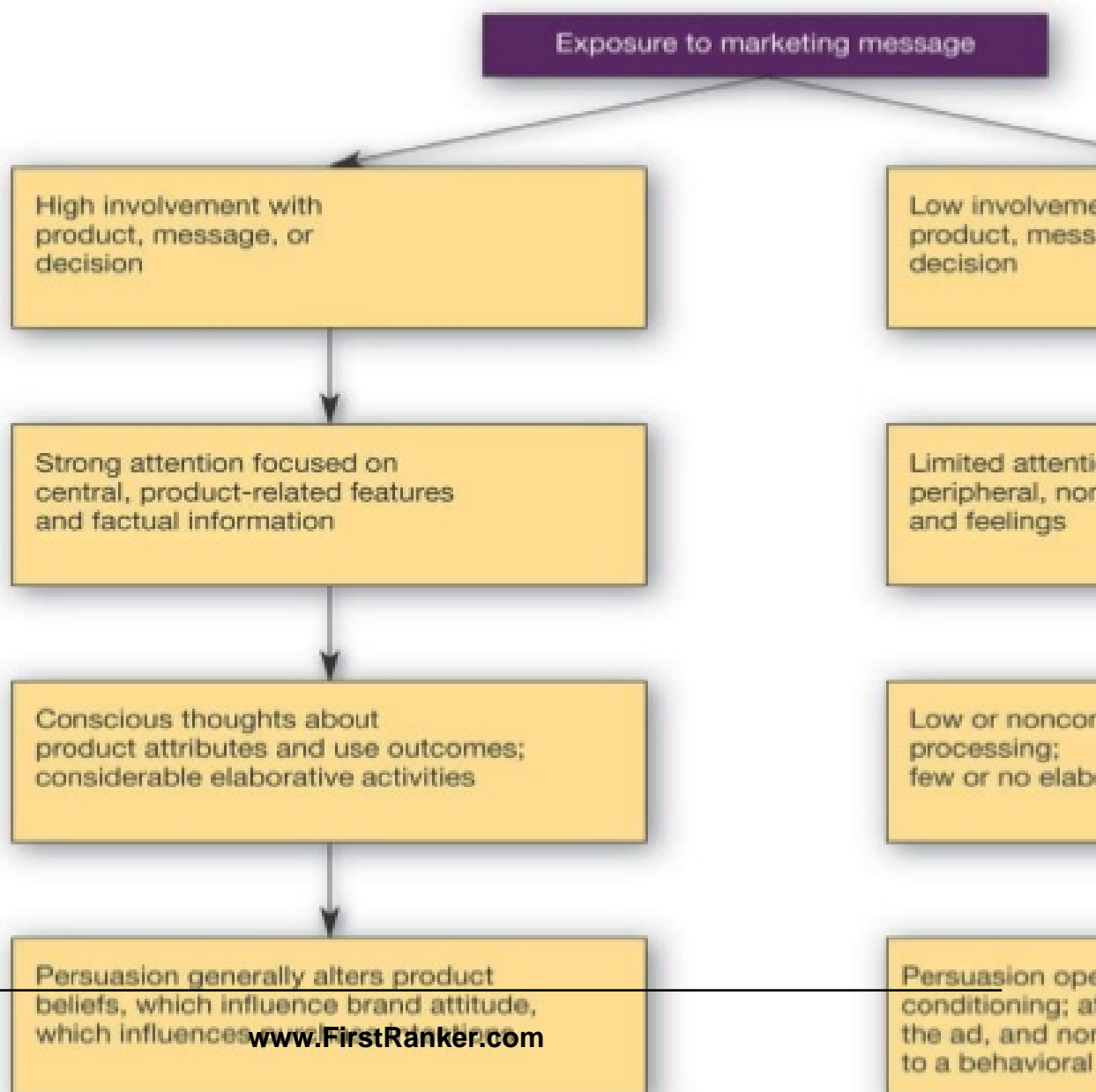
“Click, whirr” Cues

1. Reciprocation (exchange)
2. Consistency
3. Social Proof
4. Liking
5. Authority
6. Scarcity

The Elaboration Likelihood Model

Central route to persuasion

Peripheral route to persuasion



Attitudes

What is an attitude?

- Expressions of inner feelings that reflect
is favorably or unfavorably predisposed
- In marketing, “object” can be a brand,
service, a service provider, a retail store,
advertisement, in essence, any marketing
- Opinions

Attitudes

Nature

- **Attitudes Are Acquired, We Are Not Born**
- **Attitudes Can Be Positive Or Negative**
- **Attitudes May Be Complex And Contradictory**
- **Attitudes Are Functional For An Individual**
- **Attitudes Have Different Intensities**
- **Attitudes Have Centrality, How Well They Reflect Our Values,**
- **Attitudes Are Personally Unique To Each Individual**
- **Attitudes Can Be Modified And Influenced**
- **Attitudes Are Assumed To Be Linked To Behavior**

Purchasing)

Why, From a Marketer's point of view, do we need to know about Attitudes?

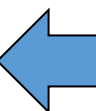
- **If a consumer is favorably disposed toward a product or service then you want to keep them so disposed**
- **If they are unfavorably disposed toward a product or service then you want to change their attitude.**

Models of Attitu

The Tri-component Model of

The ABCs of attitudes:

- The Affective Component (based on feelings; – I feel good about myself when I drive a BMW)
- The Behavioral Component (likely action toward consumer behavior point of view, the consumer product) – I will buy a BMW next time
- The Cognitive Component (based on beliefs; a marketing stimulus) – I think BMWs are quality



Implications of Attitude Research Marketing Strategy

- **Product positioning and repositioning**
- **Shows which attribute has a competitive advantage and which has a disadvantage**
- **Advertising-focus on certain attributes/benefits**
- **Marketing research**
- **Segmentation**
- **Distribution: select outlets for which consumers have favorable attitudes**

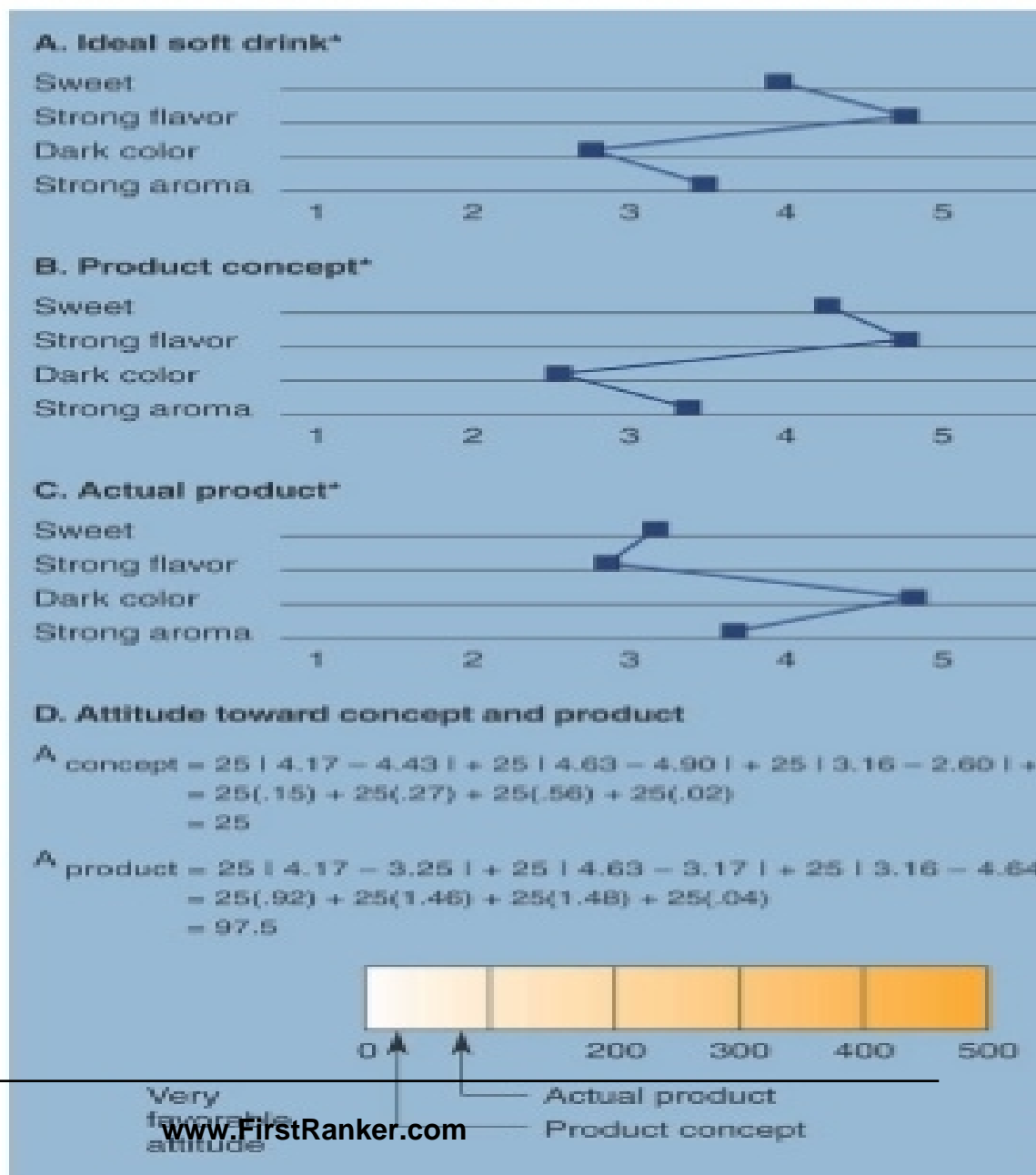
Multi-Attribute Attitude

- **What is a multi-attribute attitude model?**

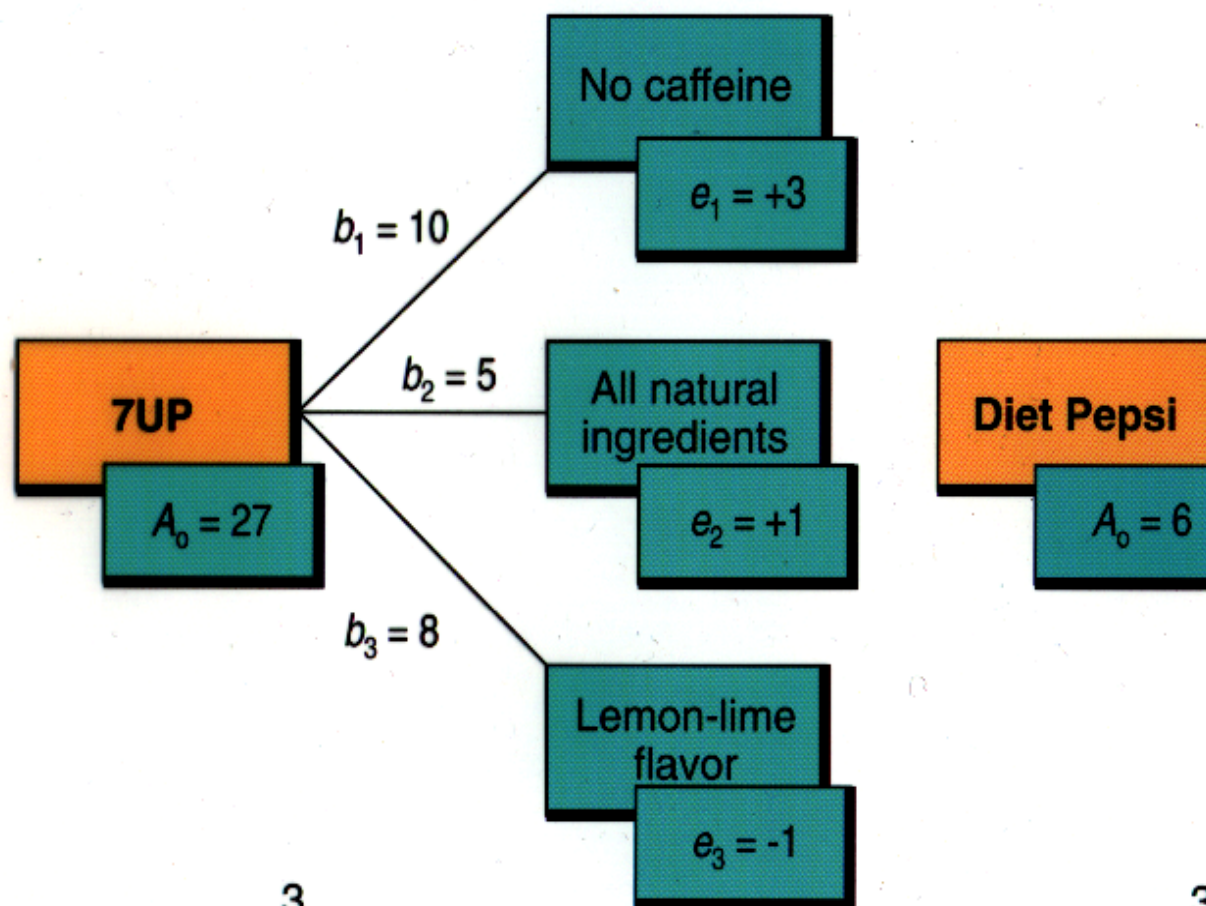
It is a mathematical representation of the nonconscious process consumers use in evaluating the overall **cognitive** attitude toward a particular object.

- Its elements include:
 1. Beliefs about an object's attributes
 2. Ideal performance levels for each attribute
 3. Relative importance attached to each attribute

Multiattribute Attitude



A 7-1 (Exhibit 7.4) An example of the multiattribute attitude



$$\text{Attitude}_{7UP} = \sum_{i=1}^3 b_i e_i$$

$$A_0 = (10)(3) + (5)(1) + (8)(-1)$$

$$A_0 = 30 + 5 - 8$$

$$A_0 = 27$$

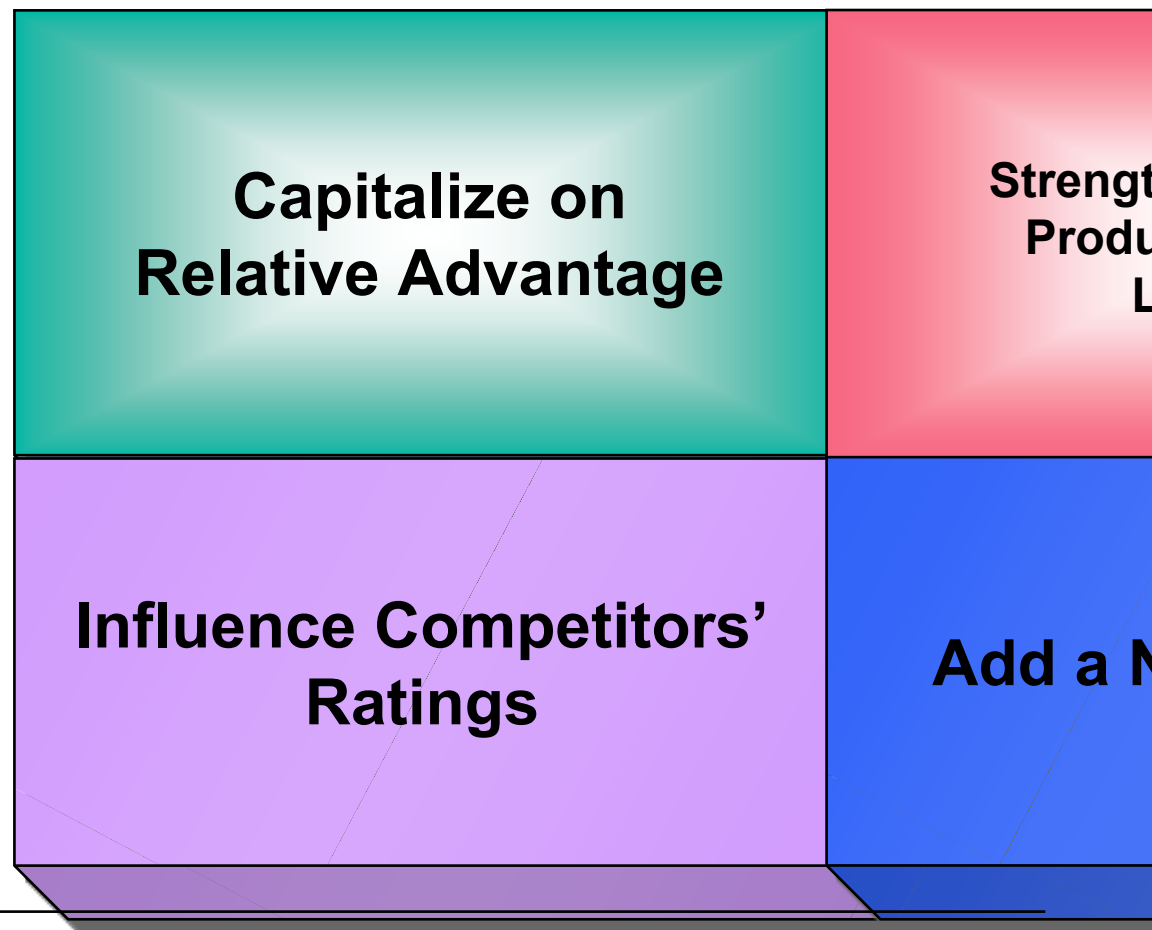
$$\text{Attitude}_{DP} = \sum_{i=1}^2 b_i e_i$$

$$A_0 = (7)(2) + (18)(-1)$$

$$A_0 = 14 - 18$$

$$A_0 = -4$$

Strategic Implications of the Multiattribute Model





Designing Persuasive Com

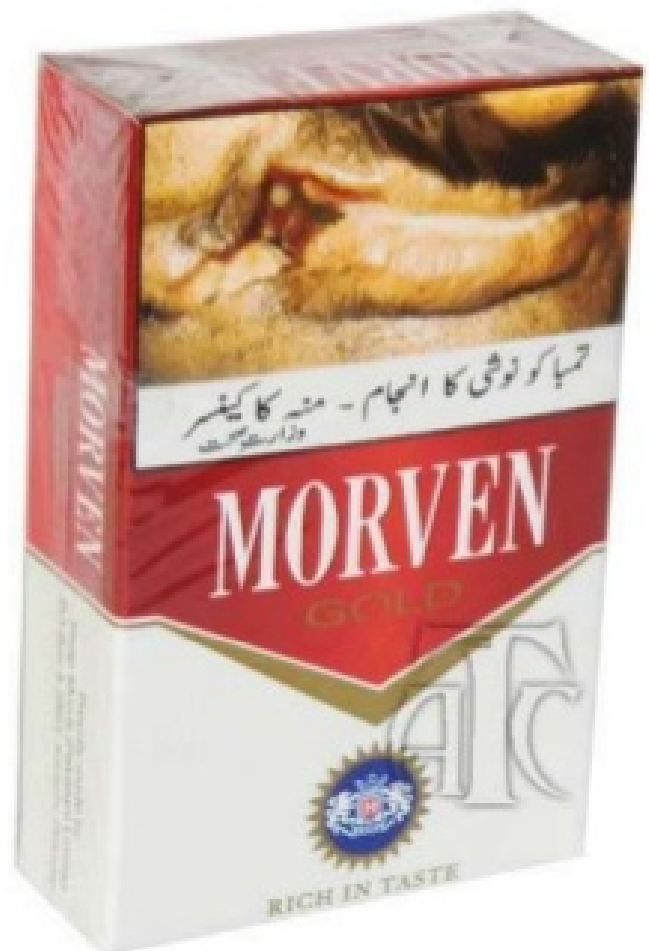
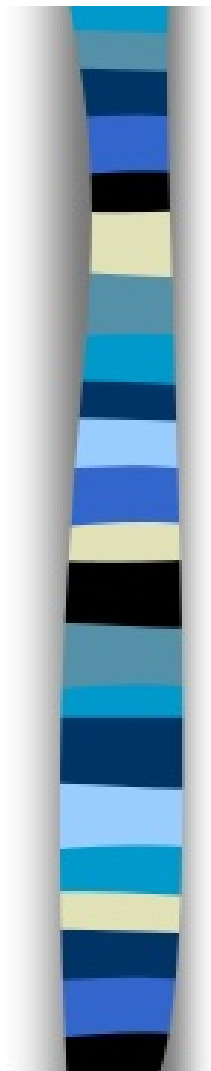
■ Message Presentation

- Resonance
- Message Framing
- Comparative advertising
- One-sided Versus Two-sided Message
- Order Effects

Designing Persuasive Communication

Message Structure and Presentation

- Resonance
- Message framing
- Comparative advertising
- Order effects
- Wordplay
- Used to convey a specific meaning with a metaphor



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Designing Persuasive Com

Message Structure and Presentation

- Resonance
- Message framing
- Comparative advertising
- Order effects
- Positive
- Negative
- One-sided

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FORGET MARKS
antiMarks
FAIRNESS CREAM

FOREVER



P. V. NARAYANA MURTHY
FOUNDATION
FOR EDUCATION
AND SOCIAL ENTREPRENEURSHIP

SCHOLARSHIP
2009

Names of shortlisted candidates for the P.V.

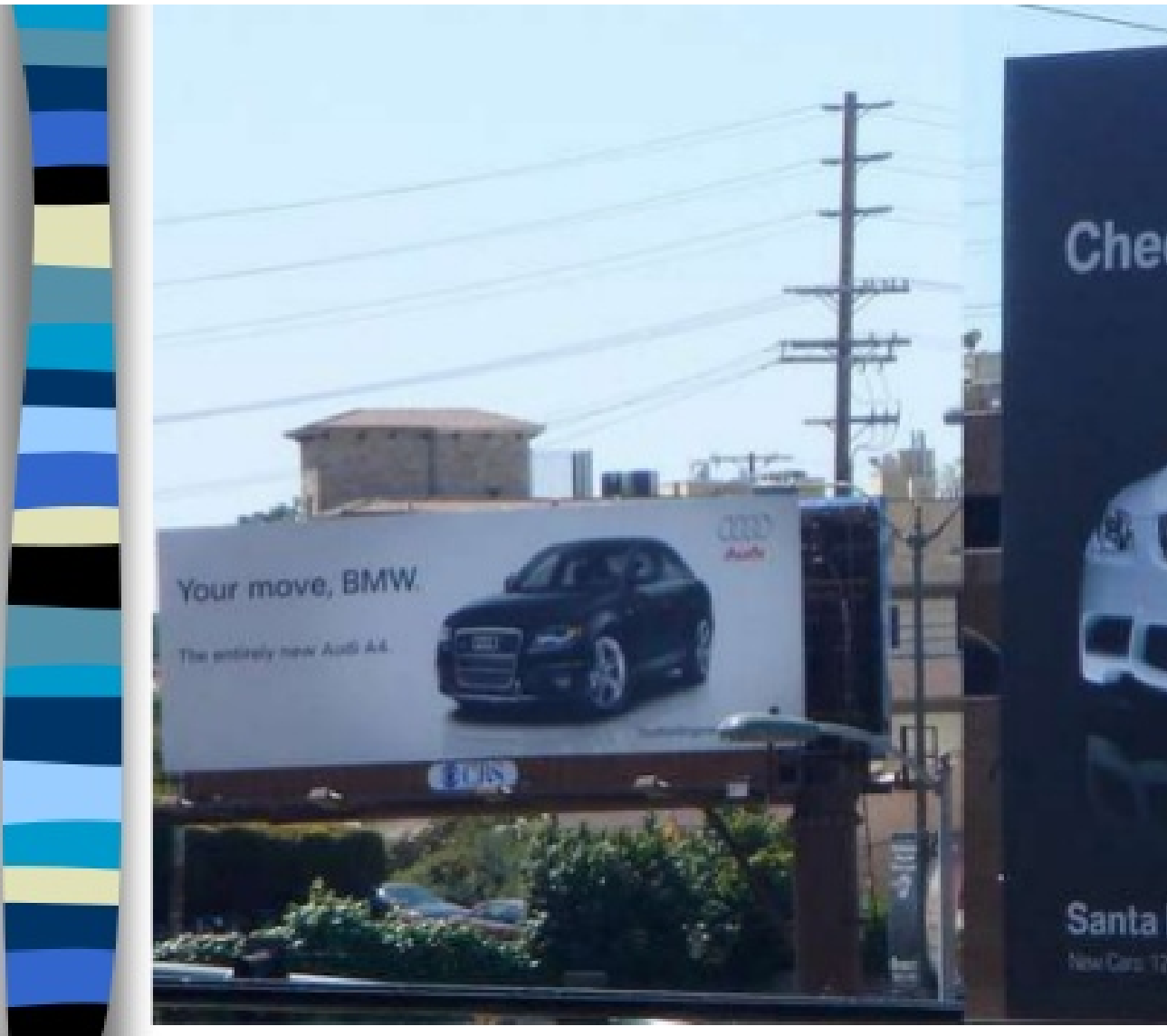
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Positive Framing in Fair &

Designing Persuasive Communication

Message Structure and Presentation

- Resonance
- Message framing
- Comparative advertising
- Order effects
- Marketed as superior brand
- Useful for





Dove in a comparative ad aga

Designing Persuasive Communication

Message Structure and Presentation

- Resonance
- Message framing
- Comparative advertising
- Order effects
- Primacy
- Recency



Assignment

- Communication strategy
 - Target audience
 - Media strategy
 - Message strategies

