Individual influen
Consumer Beha
Part 2

Module 4

Consumer Learn

A process by which individuals acquire

consumption knowledge and experien

to future related behavior.

- https://www.youtube.com/watch?v=TspgZ0

Learning Process

- **Intentional**
  - learning acquired as a result of a
    information

    ■ **Incidental**

    -- learning acquired by a
    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
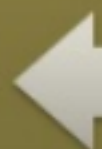
Two Major Learning T

Behavioral Learning

- Based on observable behaviors (re
  that occur as the result of exposu

Cognitive Learning

- Learning based on mental informa
  processing
- Often in response to problem solv

Behavioral Learn

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

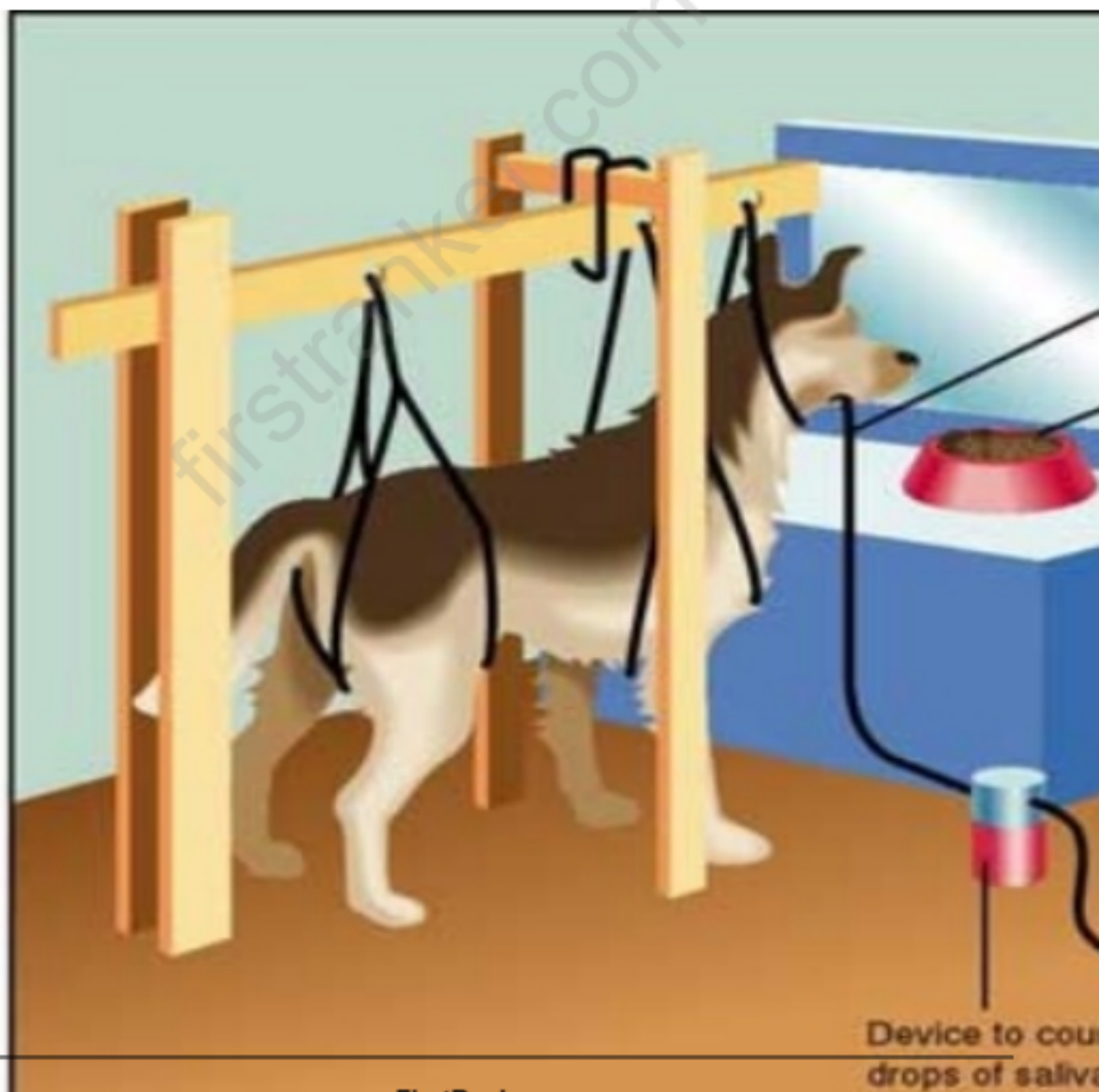Classical/Pavlovian Conditioning

Ivan Pavlov

It is a typ in which behavior its antec consequ

Operant/Ins Conditionin
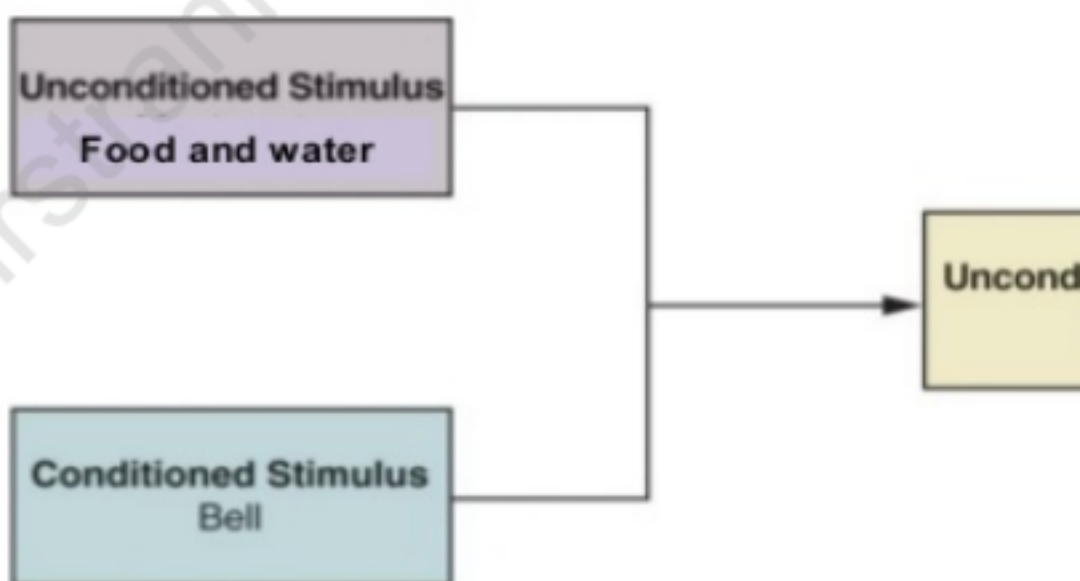
Classical Conditioning by

A behavioral learning theory accor
a stimulus is paired with another s
elicits a known response that serv
the same response when usec

Device to cou
drops of saliva

Consumer Learning | Prof. Abhipsa Mishra

Model of Classical Cond

Unconditioned Stimulus
Food and water

Conditioned Stimulus
Bell

Uncond

AFTER REPEATED PAIRINGS:

Conditioned Stimulus
Bell

Conditi

Example

Unconditioned Stimulus
Dinner aroma

Conditioned Stimulus
8 O'clock News

Ur →

AFTER REPEATED PAIRINGS:

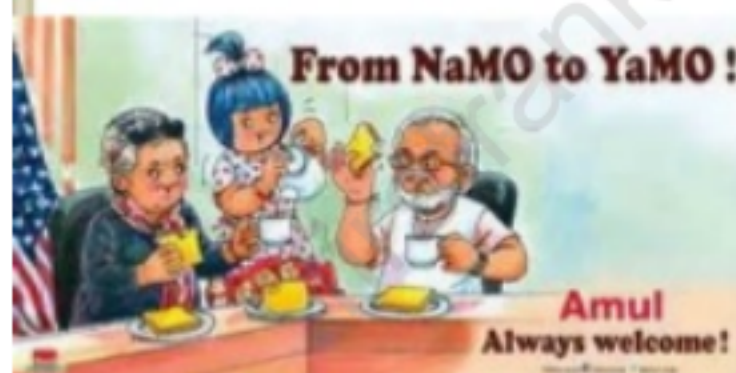| Conditioned Stimulus |
| :---: |
| **8 O'clock News** |

C →
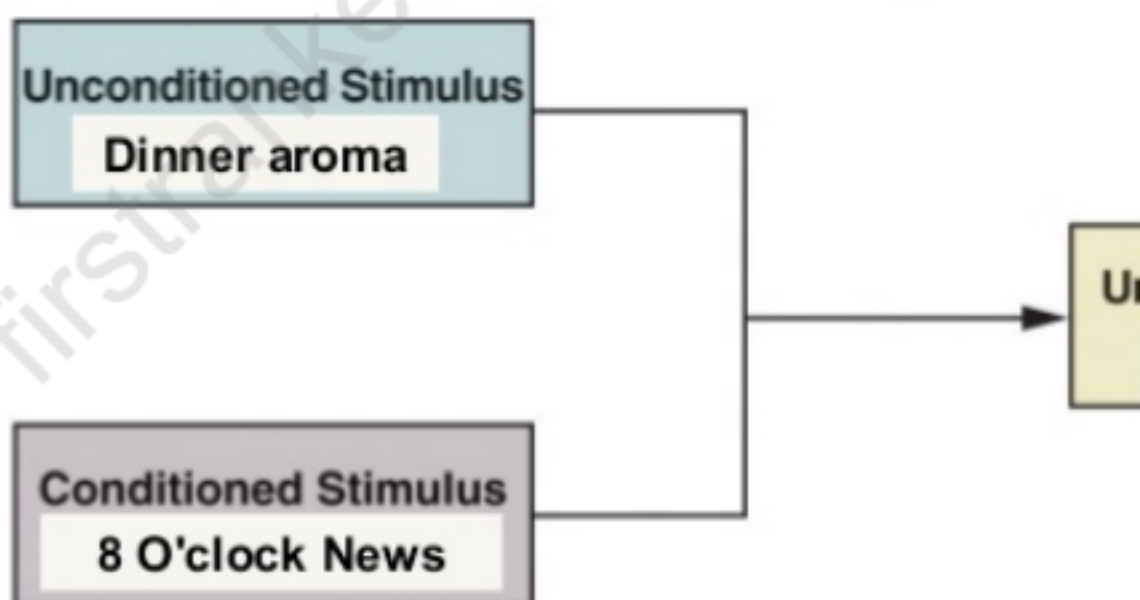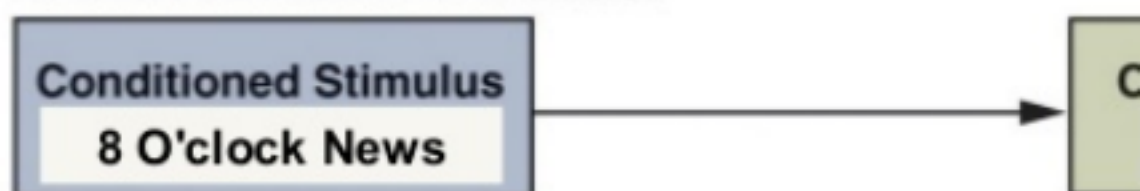
Strategic Applications of Classical

Basic Concepts

- Repetition
- Stimulus generalization
- Stimulus discrimination

- Increas between and und stimulu

- Slows t forgetti

- Advert a probl

Repetition of the Message with Var
More Information Processing by

Strategic Applicatio
Classical Conditio

Basic Concepts

- Repetition

- Stimulus generalization

- Stimulus discrimination

- Having
  respons
  differe

- Helps
  to succ

- Useful
  - Prod
  - Fam
  - Licer

Strategic Applicatio
Classical Conditio

Basic Concepts

- Repetition
- Stimulus generalization
- Stimulus discrimination

- Select
  stimul
  stimul

- Oppos
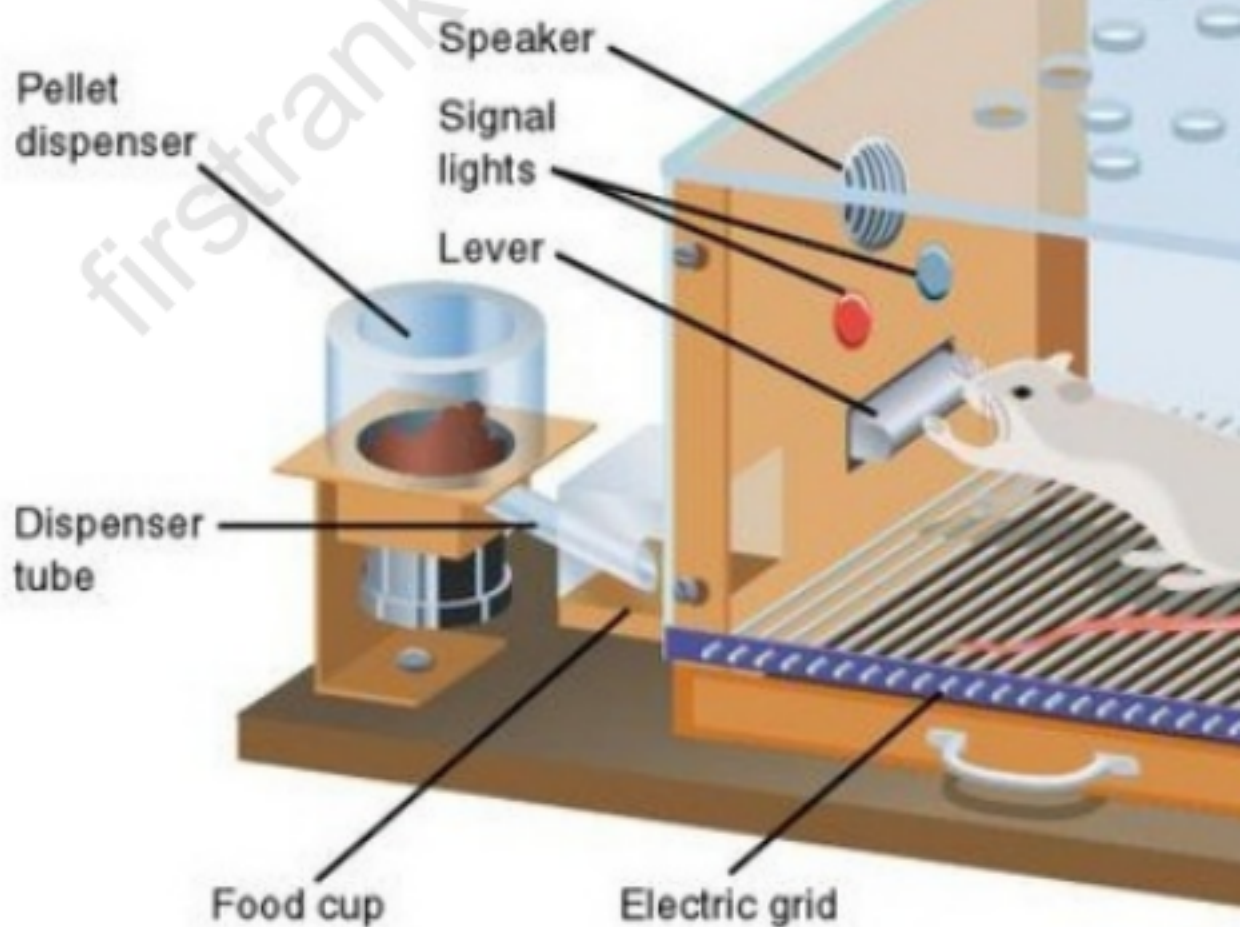 genera

- This o
  the ba
  which
  ways

Cognitive Associative Lea

- Also called *Neo-Pavlovian* the

- Learning involves not only the
  new *reflexes*; it is the acquisiti
  knowledge about the world

- Under this theory, consumers
  information seekers who use lo
  perceptual relations among ev
  with their own preconceptions,
  sophisticated representation o

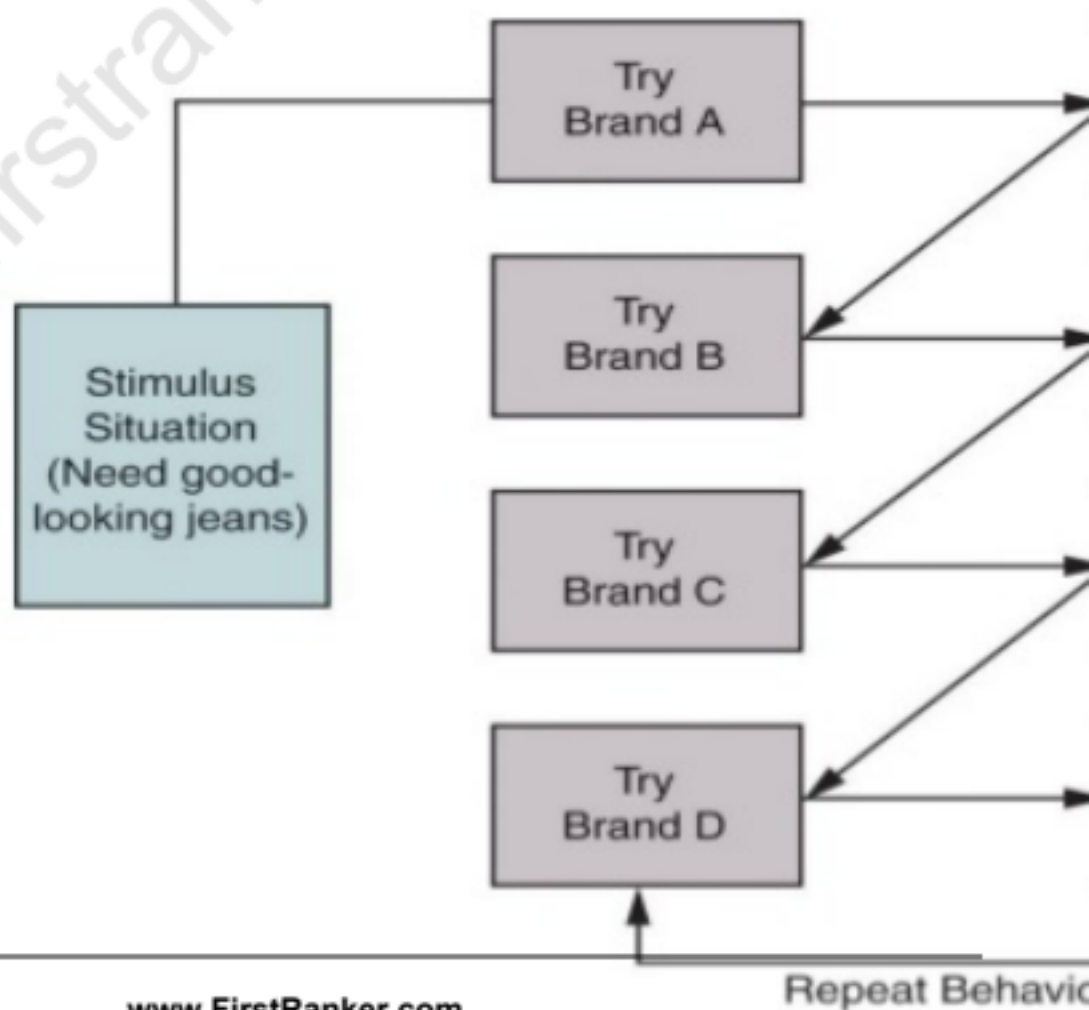# Instrumental (Operant) Co
Burrhus Frederic Sk

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 behaviora
based on a tria
with habits for
p
(reinforcem
certain resp

Pellet
dispenser

Speaker

Signal
lights

Lever

Dispenser
tube

Food cup

Electric grid

A Model of Instrumental

Reinforcement of F

Positive	
Positive outcome	N
Strengthen likelihood	Enc

Positive reinforcement is a good thing that I
behavior – Going to the gym made you feel go
day.

Negative outcome is a bad thing that happ
behavior. You ate a donut every morning for
of weight over the past week. This causes yo
other day and to stop eating donuts.

Reinforcement of Be

Extinction	F
A learned response is no longer reinforced	The reinfo
The link is eliminated between stimulus and reward	

Extinction and **forgetting** are easily confused.
words mean. If the response, is forgotten it can
remembering. If it is extinct, it is unlearned.
stimulus and the response is destroyed.

Strategic Applications of Instrume

- **Customer Satisfaction** (Reinf
  means that each time the custo
  experience with the product or
  has been positive reinforcemen

- This is the reason relationship
  important.

Strategic Applications of Instrumen

- Reinforcement Schedules can vary

- They can be (otherwise called "Sch reinforcements"
  - Total (or continuous) reinforcem
  - Systemic (fixed ratio) reinforcem
  - Random (variable ratio) reinforc

- Marketers will often use random re bonus for the customer and fixed re loyalty points or rewards.

Strategic Applications of Instrumenta

- **Shaping** is a procedure in which reinf
  used to guide a response closer and cl
  response.

- Shaping occurs by having the reinforc
  BEFORE the behavior occurs.

- In this situation, the consumer can be
  of a reward before they actually make
  and purchase a product.

Strategic Applications of Instrument

- **Massed versus distributed** learning:
  learning and the exposure to the stimu
  relatively short period of time or be d
  Media planners are often faced with t
  when putting together an advertising

Elaboration Likeliho

ELM

Two Routes

1.Central Route

- Message elaboration; the path of cogni
  involves scrutiny of message content

- Message Elaboration

The extent to which a person carefully t
RELEVANT arguments contained in a inf

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 Likelihoo

Central route to persuasion   **Periphe**

Exposure to marketing message

| High involvement with product, message, or decision | Low involveme product, mess decision |

| Strong attention focused on central, product-related features and factual information | Limited attenti peripheral, no and feelings |

| Conscious thoughts about product attributes and use outcomes; considerable elaborative activities | Low or nonco processing; few or no elab |

| Persuasion generally alters product beliefs, which influence brand attitude, which influences **www.FirstRanker.com** | Persuasion op conditioning; a the ad, and no to a behaviora |

Attitudes

What is an attitude?

- Expressions of inner feelings that reflec[t]

  is favorably or unfavorably predisposed

- In marketing, "object" can be a brand,

  service, a service provider, a retail stor[e]

  advertisement, in essence, any marketin[g]

- Opinions

Attitudes

Nature

- **Attitudes Are Acquired, We Are Not Born**
- **Attitudes Can Be Positive Or Negative**
- **Attitudes May Be Complex And Contradi**
- **Attitudes Are Functional For An Individu**
- **Attitudes Have Different Intensities**
- **Attitudes Have Centrality, How Well They Values,**
- **Attitudes Are Personally Unique To Each**
- **Attitudes Can Be Modified And Influence**
- **Attitudes Are Assumed To Be Linked To Purchasing)**

Why, From a Marketer's point of vie
to know about Attitudes?

- If a consumer is favorably disposed
  product or service then you want
  so disposed

- If they are unfavorably disposed t
  to change their attitude.

Models of Attitu

The Tri-component Model o

The ABCs of attitudes:

> The <u>Affective</u> Component (based on feelings
> – I <u>feel</u> good about myself when I drive a BMW

> The <u>Behavioral</u> Component (likely action tow
> consumer behavior point of view, the consum
> product) – I will buy a BMW next time

> The <u>Cognitive</u> Component (based on beliefs;
> a marketing stimulus) – <u>I think</u> BMWs are qua

Implications of Attitude Resear
Marketing Strategy

- **Product positioning and repositioning**

- **Shows which attribute has a competitive a** **a disadvantage**

- **Advertising-focus on certain attributes/ber**

- **Marketing research**

- **Segmentation**

- **Distribution: select outlets for which consu** **favorable attitudes**

Multi-Attribute Attitud

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

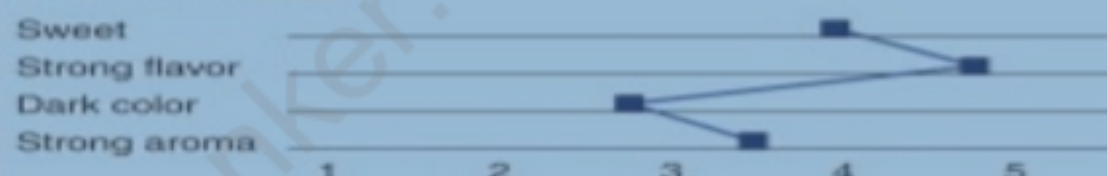 It is a mathematical representa nonconscious process consum evaluating the overall **cogniti** an attitude toward a particular

- Its elements include:

  1. Beliefs about an object's attril
  2. Ideal performance levels for e
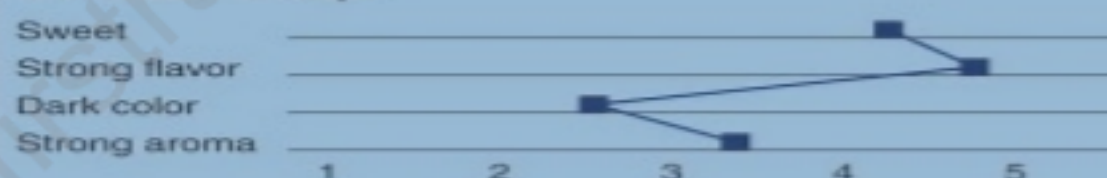 3. Relative importance attached

Multiattribute Attitud

A. Ideal soft drink*

Sweet
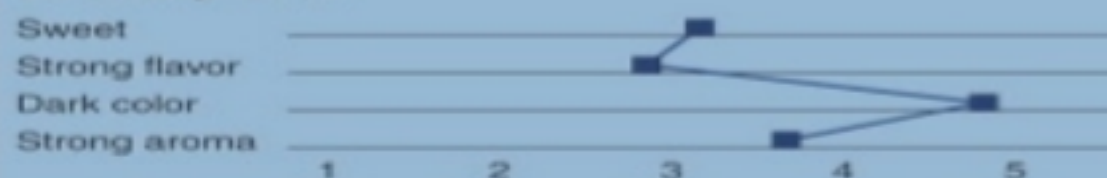Strong flavor
Dark color
Strong aroma

1   2   3   4   5

B. Product concept*

Sweet
Strong flavor
Dark color
Strong aroma

1   2   3   4   5

C. Actual product*

Sweet
Strong flavor
Dark color
Strong aroma

1   2   3   4   5

D. Attitude toward concept and product

$A_{concept} = 25 | 4.17 - 4.43 | + 25 | 4.63 - 4.90 | + 25 | 3.16 - 2.60 | +$

$= 25(.15) + 25(.27) + 25(.56) + 25(.02)$

$= 25$

$A_{product} = 25 | 4.17 - 3.25 | + 25 | 4.63 - 3.17 | + 25 | 3.16 - 4.64 $

$= 25(.92) + 25(1.46) + 25(1.48) + 25(.04)$

$= 97.5$

0   200   300   400   500

Very
favorable
attitude

Actual product
Product concept
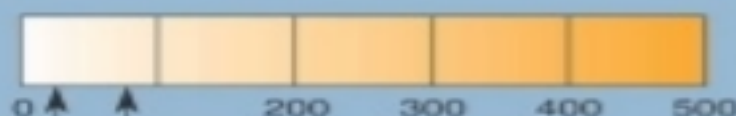
A 7-1 (Exhibit 7.4)   An example of the multiattribute attitude

No caffeine

$e_1 = +3$

$b_1 = 10$

$b_2 = 5$

All natural ingredients

$e_2 = +1$

7UP

$A_0 = 27$

Diet Pepsi

$A_0 = 6$

$b_3 = 8$

Lemon-lime flavor

$e_3 = -1$
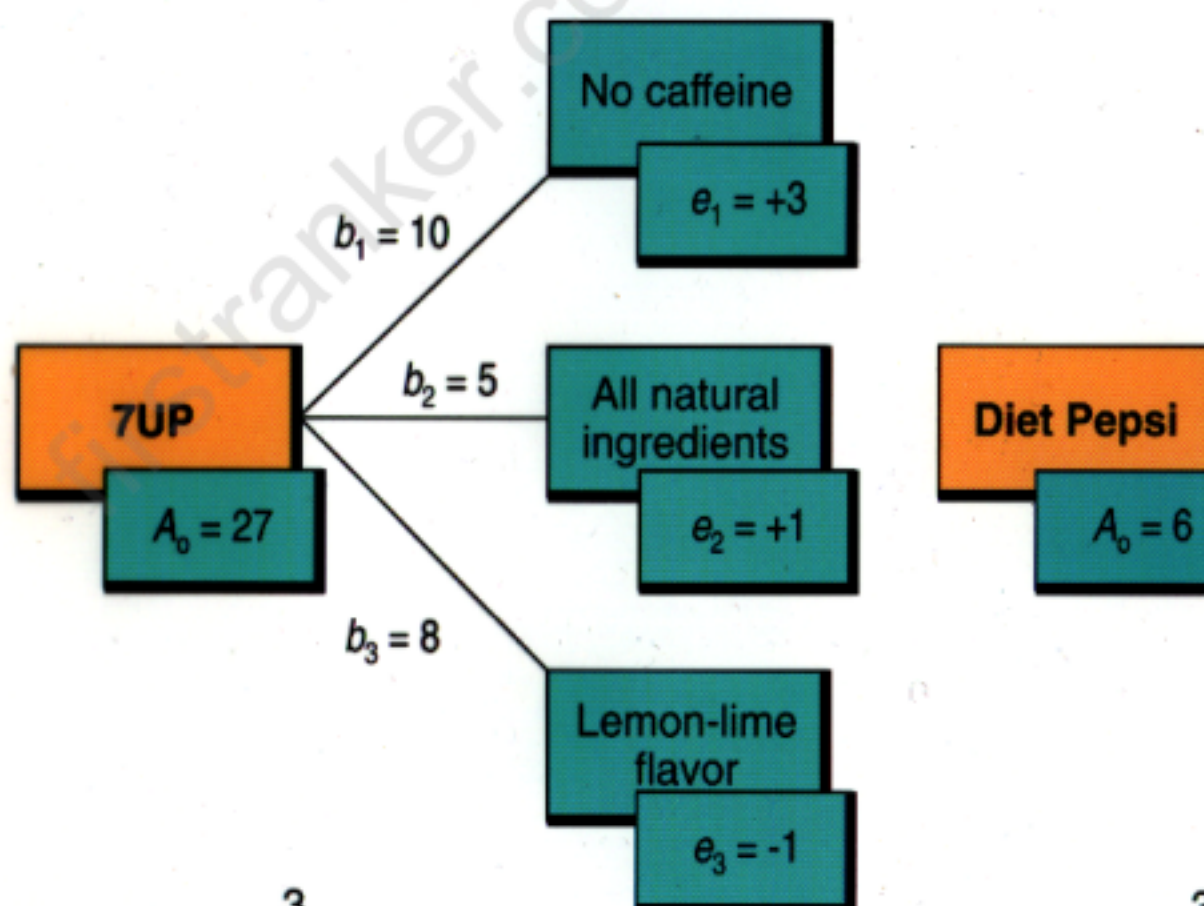
$$\text{Attitude}_{7UP} = \sum_{i=1}^{3} b_i e_i$$

$A_0 = (10)(3) + (5)(1) + (8)(-1)$
$A_0 = 30 + 5 - 8$
$A_0 = 27$

$$\text{Attitude}_{DP} = \sum_{i=1}^{3}$$

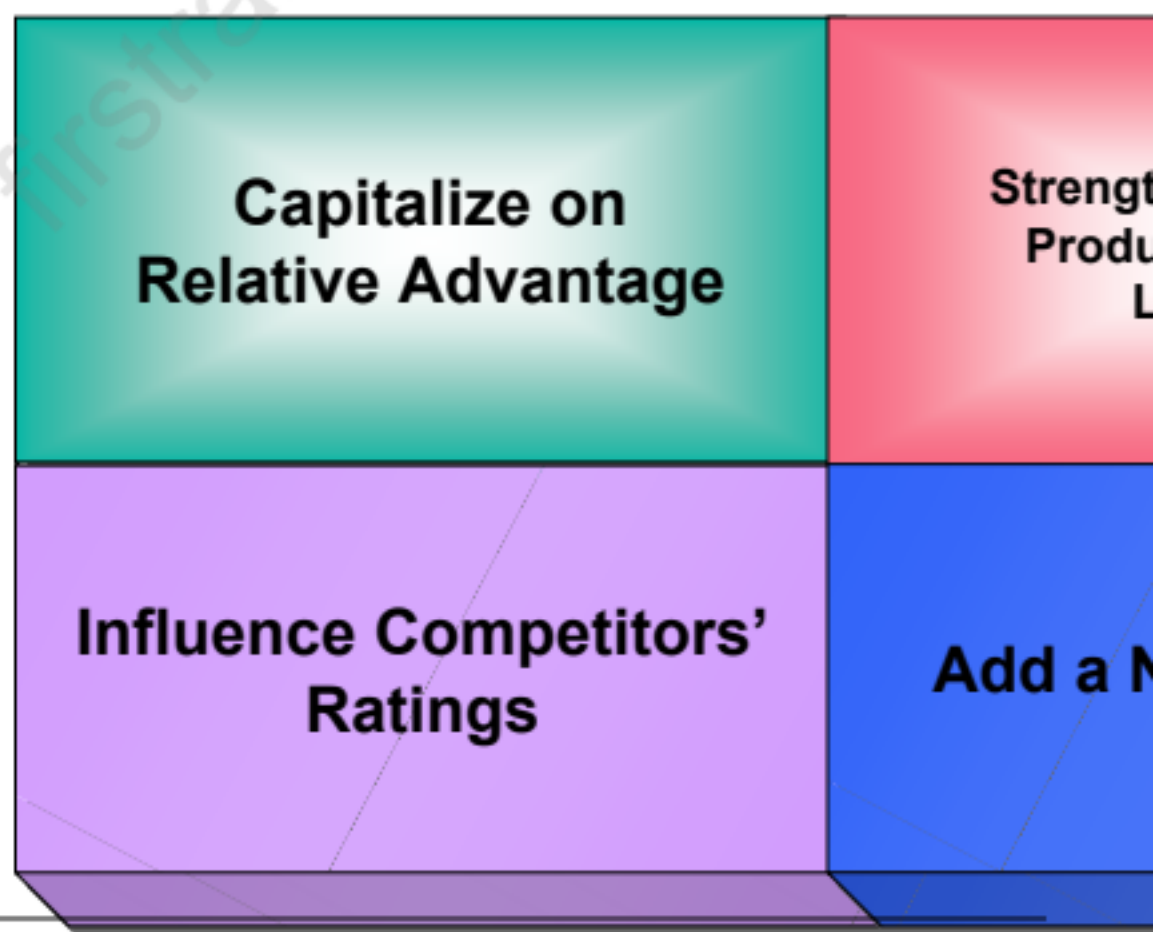$A_0 = (7)(2) +$
$A_0 = 14 - 18 +$
$A_0 = 6$

Strategic Implications of the Multiattribute Model

Capitalize on Relative Advantage	Strengt... Produ... L...
Influence Competitors' Ratings	Add a N...

Designing Persuasive Com

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

Designing Persuasive Commu

Message Structure and Presentation

- Resonance
- Message framing
- Comparative advertising
- Order effects

- Wordp
- Used to
  meanin
  with a

MORVEN

GOLD

ATC

RICH IN TASTE

Wo
Cig
Cas
Mo

Designing Persuasive Com

Message Structure and Presentation

- Resonance
- Message framing
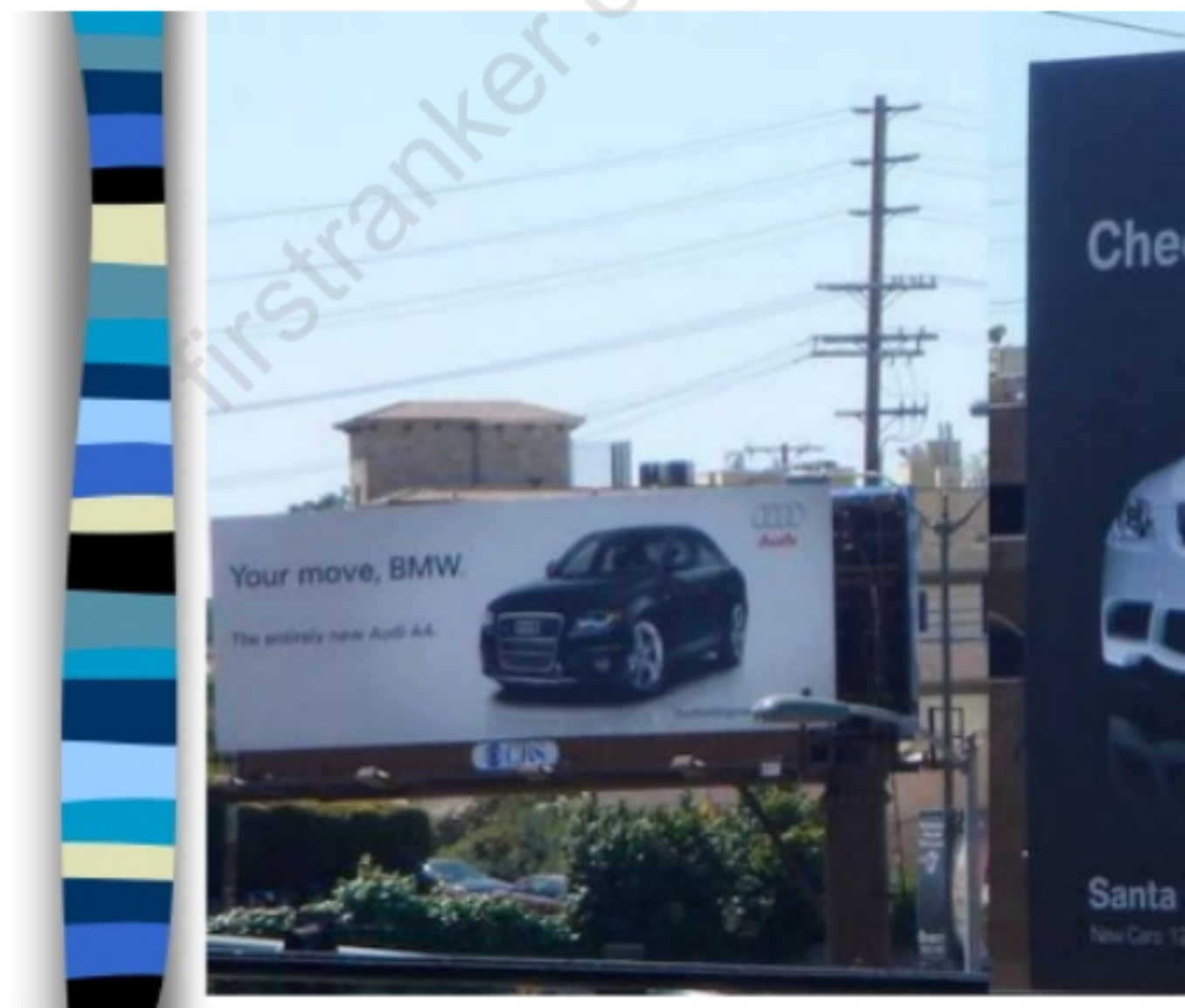- Comparative advertising
- Order effects

- Positiv
- Negativ
- One-si

Positive Framing in Fair &

Designing Persuasive Commu

Message Structure and Presentation

- Resonance
- Message framing
- Comparative advertising
- Order effects

- Markete
  superior
  brand
- Useful f

A Mystery Shampoo!!
80% women say
is better than anything else

There is no
Dove
No.1 shar
After all, winning is about w

Dove in a comparative ad aga

Designing Persuasive Comm

Message Structure and Presentation

- Resonance
- Message framing
- Comparative advertising
- Order effects

- Primac
- Recen

Assignment

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