

Consumer behaviour - learning theory

[Business](#), [Marketing](#)



Consumer Behaviour - Learning Theory and number) submitted) This paper discusses learning theories using stimulus models such as classical conditioning, instrumental conditioning and cognition learning theory and how they relate to an advertisement. The adverts under discussion are about sausage and spring/summer collection. The advertisements combine both text and images. For instance, the sausage advert has an image of a delicious sausage, which gives a quick and clear visual impression to the viewer. One does not even need to read the words to ascertain what the advert is all about. Learning brings cognitive, emotional and environmental influences together (Leahey & Harris, 2001). Looking at this advert, emotions are aroused making it so attractive and appetising especially when the viewer combines what he sees with environmental experiences with sausages or his perception of just how delicious this breakfast dish looks like. As such, cognitive, emotional and environmental influences as well as prior experiences all play a part of how understanding is acquired and knowledge and skills retained and ultimately how this advert could be received. Learning theory proposes that individuals learn in different ways and styles and how they perceive the information.

Cognitive conditioning embraces situations where a learner's behaviour is studied rather than studying his environment. As a result, in these adverts, cognition conditioning becomes very important as they target the psychology of the viewer thereby persuading him to looking for the dish or outfit described in the adverts. The conditioning looks beyond behaviour to consider how human memory works to promote learning. The advertisement is designed in such a way that it enhances the memory of the audience. It is

usually argued that pictures speak more than words – a picture is worth a thousand words (Vakratsas & Ambler, 1999). The images used in both advertisements are, therefore, intended to ensure that the information is captured and retained by the intended audience. While attracting more of the potential clients, the adverts' cognitive potential ensures that they retain the actual clients of the brand. Cognitive conditioning explains social role acquisition intelligence and memory in regards to age. Consumers store information on products or a print advert of the product in their brains which they later would retrieve. Retrieval of information is assisted by clues which may be self generated or external and may take forms of images, shapes and Colour (Rothschild & Gaidis, 1991). The Company needs to focus on repeating and elaborating the information to ensure it remains in the long term memory. A high involvement advert print can create a feeling of nostalgia and affect instant recall. Visual always gains over semantics, the product attributes and features need to be focused upon (wright, 1993). Low involvement advertisements do not require cognitive processing as consumers are not motivated to think. Use of pictures (visual imagery), concrete words, self referencing, mnemonic devices and repetition assists in the retention.

With regards to classical conditioning, these adverts also pass the test. The conditioning explains that behaviour is acquired through involvement of linking simple involuntary responses with a neutral stimulus. It focuses on learning by association and repetition (Mullen & Johnson, 2009). An unconditioned stimulus would be a response the viewer feels when he or she sees the girl in the advert posing in manner that is quite fashionable with the

summer outfit on, and this scene creates a pleasant emotion for the viewer. The frequency of what is based on creates recall. As such, if these adverts are continuously run on the television and newspapers, the audience ultimately get conditioned to them involuntarily and may develop and retain a fond regard for the sausages and the 'ready to wear' outfits. This happens without them even discovering.

Instrumental conditioning focuses on reinforcement, where behaviour is rewarded if it's wanted to recur. Marketers who give a gift for trying a new product always tend to have more consumers. A good reward though is a product that could make consumer brand loyal. That every time a consumer buys he gets satisfied with its results. Consumers gender, educational level, age and genetic inheritance have to be considered while choosing the strategy and market plan to reach them (Kazmi & Batra, 2001). Developing visual branding and messaging that will catch the targets attention is vital. The advert reveals a sense of satisfaction and reward that comes from its attractive and delicious appearance and, therefore, qualifies to be itself an instrument of conditioning.

References

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