

Consumer behavior

chapter 9



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learning influenced by culture subculture social class family friends institutions experiences mass media advertising learning influences values attitude tastes preferences skills feelings meanings behaviors

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conditional learning- refers to learning based on association of a stimulus (information) and response (behavior or feeling)

cognitive learning encompasses all the mental activities of humans as they work to solve problems or cope with situations

conditioned learning means that through exposure to some stimulus and a corresponding response, one learns that they either go together or do not go together.

classical (low involvement): using an established relationship between a stimulus and response (Pavlov's Dogs)

operant (high involvement): molding or shaping behavior by using a reinforcement (Skinner's pigeon)

classical conditioning - unconditioned stimulus - unconditioned response - conditioned stimulus - conditioned response. examples include patriot music during political ads advertising during sports programs and christmas music in retail. facts about classical conditioning

It is used most commonly in low-involvement situation. It is likely that many consumers devote little or no focused attention to the advertisements, but after a sufficient number of these "scannings" or glances at the ads, the association may be formed. It is important to note that what is learned is generally not information but emotion, or an affective response.

operant conditioning aka instrumental learning or shaping - Molding or shaping behavior by using a reinforcement. like Chick-fil-A free meals.

operant conditioning Unlike Classical where there was an automatic stimulus-response behavior - a subject in Operant must first be induced to engage in the desired behavior. Then this behavior must be reinforced.

Because it is a high-involvement strategy it often involves the actual use of the product. Thus a great deal of strategy is aimed at securing an initial trial.

cognitive learning involves learning ideas- concepts- attitudes- and facts that contribute to our ability to reason- solve problems- and learn relationships without direct experience or reinforcement.

iconic rote low involvement - the association between two or more concepts in the absence of conditioning

vicarious/modeling low or high involvement - Observing the outcomes of others' behaviors and adjusting their own accordingly

reasoning Individuals engage in creative thinking to restructure and recombine existing information as well as new information to form new associations and concepts.

IRL Iconic Rote Learning. There is neither an unconditioned stimulus nor a direct reinforcement involved. Results from mainly low-involvement learning and repetition. Through IRL - consumers may form beliefs about the characteristics or attributes of products without being aware of the source of the information. But when the need arises they can retrieve the learned material and make a purchase based on those beliefs.

vicarious learning Also includes the use of imagery or in other words imagining the outcome of a potential behavior. Common in both low- and high- involvement situations. In a high-involvement situation - a new employee may wait until after the first day of work to buy new clothes to get a feel for the dress code at the new job. He or she may observe the styles and brands before deciding what to purchase. In a low-involvement situation- throughout the course of one's life he or she may observe other's using products but never actually pay much attention. However, in the mind, cultural behavior is observed and retained for future use.

reasoning/analogy The most complex form of cognitive learning. Here-

individuals engage in creative thinking to restructure and recombine existing information as well as new info to form new associations and concepts.

Information from a credible source that contradicts one's existing beliefs will often trigger reasoning. Analogical reasoning or learning occurs when a

consumer uses an existing knowledge base to understand a new situation or object. (ex. TiVo) learning becomes more rapid when

1) Importance: value of information
2) Message Involvement: singing along
3) Mood: create positive moods
4) Reinforcement: a) Positive: Giving a reward or praise b) Negative:

Removes an unpleasant consequence c) Punishment: Opposite of

reinforcement
5) Repetition: Increases strength and speed
6) Imagery:

Create mental pictures
brand imagery refers to the schematic memory of a

brand. It is what people think of and feel when they hear or see a brand

name. product positioning a decision by a marketer to try to achieve a defined brand image relative to competition within a market segment.

product repositioning a deliberate decision to significantly alter the way the

market views a product. Ex. Mug Root Beer
brand equity the value consumers assign to a brand above and beyond the functional characteristics of the

product. It is nearly synonymous with the reputation of the brand. However

the term equity implies economic value. Thus brands with "good"

reputations have the potential for high levels of brand equity. brand

leverage often termed family branding, brand extensions or umbrella

branding- refers to marketers capitalizing on brand equity by using an

existing brand name for new products. ex: Porsche Mountain Bike - \$4500

and Coleman extended from camping stoves and lanterns into a complete

line of camping equipment.