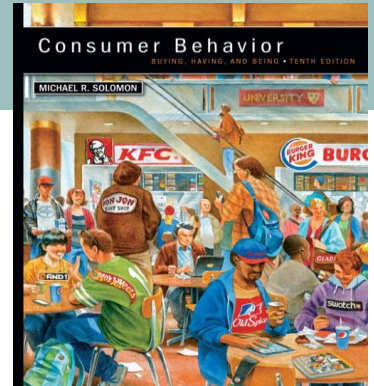


CONSUMER BEHAVIOR, 10e

Michael R. Solomon

CHAPTER 3 LEARNING AND MEMORY



RECAP: PERCEPTION

Perception is a three-stage process that translates raw stimuli into meaning.

Process: physical sensations, such as sights, sounds, and smells, are selected, organized, and interpreted.

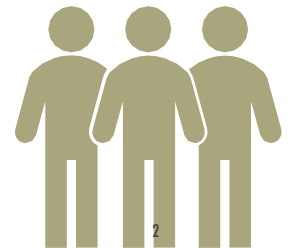
The eventual interpretation of a stimulus allows it to be **assigned meaning**.

Subliminal advertising is a controversial—but largely ineffective—way to talk to consumers.

Exposes people to visual and auditory messages **below** the sensory threshold are controversial.

We interpret the stimuli to which we do pay attention according to **learned patterns and expectations**.

Symbols help us make sense of the world by providing us with an interpretation of a stimulus that others often share. The degree to which the symbolism is consistent with our previous experience affects the meaning we assign to related objects.



RECAP: PERCEPTION



The **design** of a product today is a key driver of its success or failure.

High priority on **sensory experiences** (hearing, seeing, touching, tasting, smelling)

Buy things that give **hedonic value** in addition to functional value

A products **aesthetic** qualities weigh heavily on the brand we select

Products and commercial messages often appeal to our senses, but because of the profusion of these messages, we don't notice most of them.

We rely on **colors, odors, sounds, tastes, and even the “feel”** of products when we evaluate them.

Not all sensations successfully **make their way** through the perceptual process.

- Many stimuli compete for our attention, and we do not notice or accurately interpret the majority of them.
- People have different thresholds of perception.

A stimulus must be presented at a certain **level** of intensity before our sensory detectors can detect it.

In addition, a consumer's ability to detect whether two stimuli are different (the **differential threshold**) is an important issue in many marketing contexts, such as package design, the size of a product, or its price.

LEARNING OBJECTIVES



When you finish this chapter, you should understand why:

1. It's important for marketers to understand how consumers learn about products and services.
2. Conditioning results in learning.
3. Learned associations can generalize to other things and why this is important to marketers.
4. There is a difference between classical and instrumental conditioning.
5. We learn by observing others' behavior.
6. Our brains process information about brands to **retain them in memory**.
7. The other products we **associate** with an individual product influence how we will remember it.
8. Products help us to retrieve memories from our past.
9. Marketers **measure** our memories about products.

OBJECTIVE 1: UNDERSTANDING HOW CONSUMERS LEARN ABOUT PRODUCTS AND SERVICES

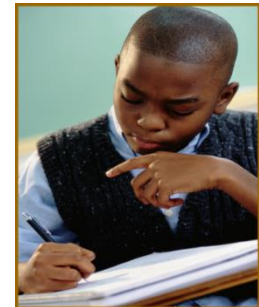
It is important to understand how consumers learn about products and services

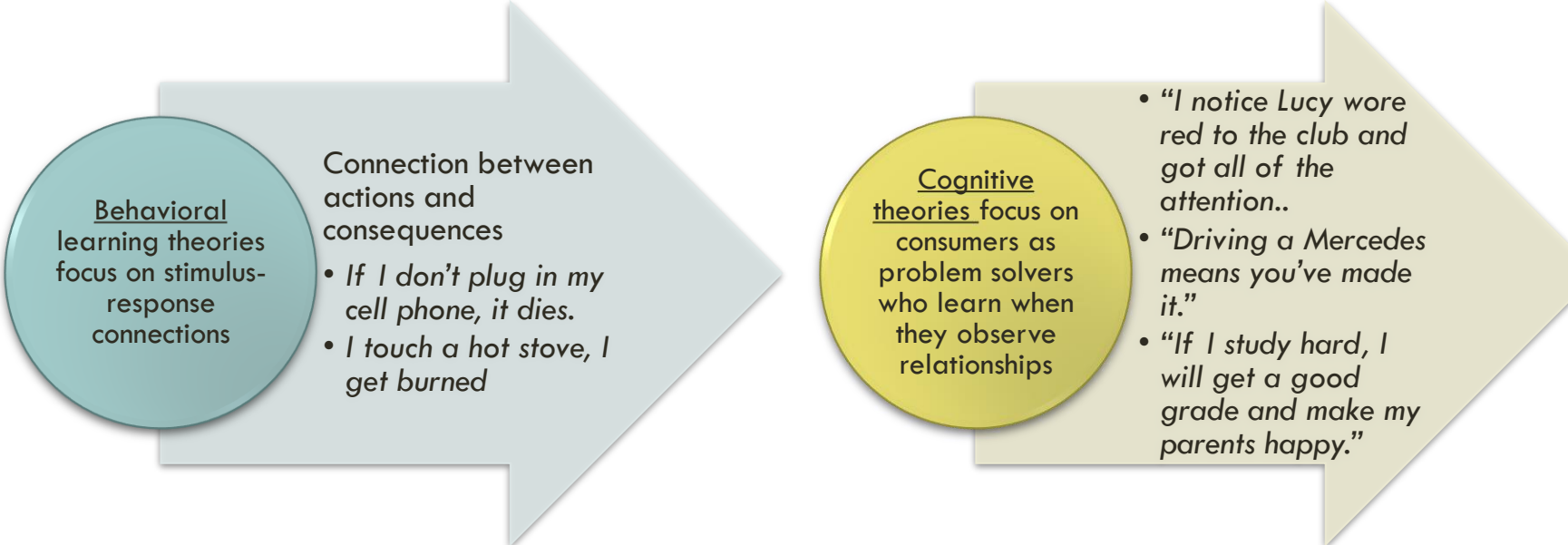
Learning = a permanent change in behavior caused by an experience.

- A consumer can learn from **direct experience** or **vicariously** by **observing** events that affect others.

We can learn without even trying—just observing brand names on shelves.

- This casual, unintentional acquisition of knowledge is called **incidental learning**.





Behavioral
learning theories
focus on stimulus-
response
connections

Connection between
actions and
consequences

- *If I don't plug in my cell phone, it dies.*
- *I touch a hot stove, I get burned*

Cognitive
theories focus on
consumers as
problem solvers
who learn when
they observe
relationships

- *"I notice Lucy wore red to the club and got all of the attention.."*
- *"Driving a Mercedes means you've made it."*
- *"If I study hard, I will get a good grade and make my parents happy."*

TWO THEORIES OF LEARNING

TWO TYPES OF BEHAVIORAL LEARNING THEORIES

Behavioral
learning theories
focus on stimulus-
response
connections

Connection between
actions and
consequences

- *If I don't plug in my cell phone, it dies.*
- *I touch a hot stove, I get burned*

Classical Conditioning:

A stimulus that naturally elicits a response is paired with another stimulus that initially does not elicit a response on its own.

Instrumental conditioning (operant):

Occurs when we learn to perform behaviors that produce positive outcomes and avoid those that yield negative outcomes

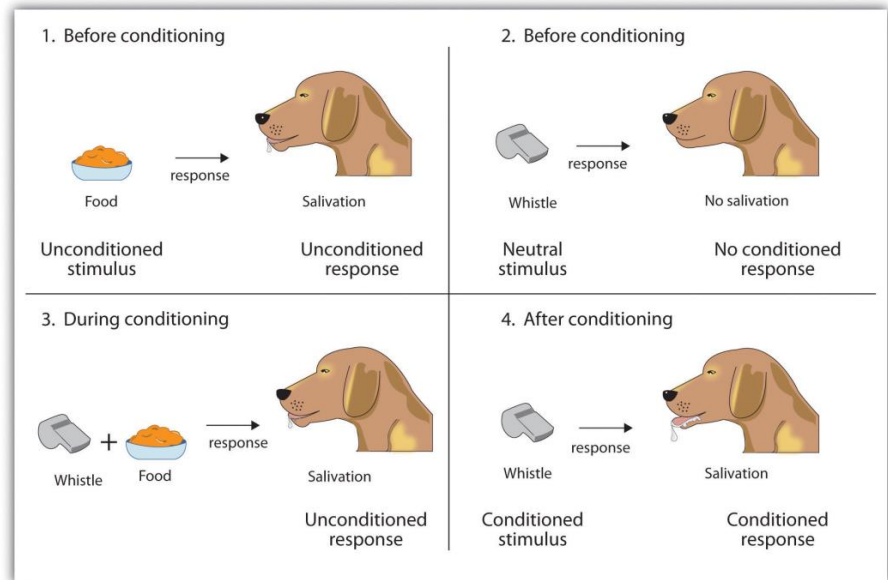


CLASSICAL CONDITIONING (IVAN PAVLOV)

Classical Conditioning:

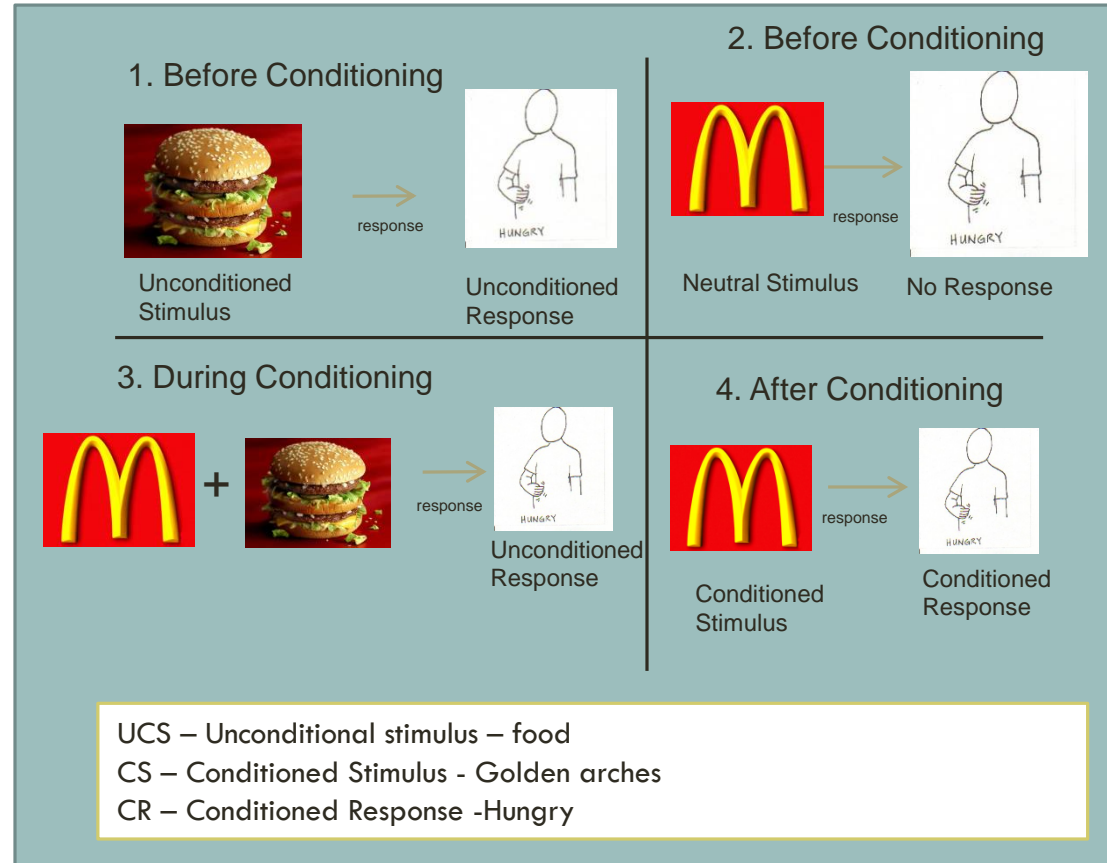
A stimulus that naturally elicits a response is paired with another stimulus that initially does not elicit a response on its own.

Overtime, the 2nd stimulus elicits (we associate it with the first stimulus) the response even in the absence of the first



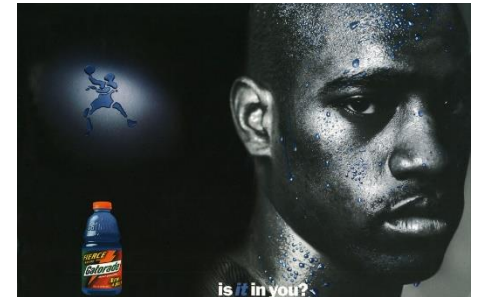
USE OF CLASSICAL CONDITIONING IN A MCDONALDS

- Conditioning effects are more likely to occur after the conditioned stimuli (CS) and unconditioned stimuli (UCS) have been paired a number of times (repetition).



GATORADE

- ❖ Advertising first attracts our attention and then it teaches us to **ASSOCIATE** images with one another and with certain feelings.
- ❖ **Consumer reacts to a Gatorade because it is paired with another stimulus that is closely related to it**
- ❖ The viewer is supposed to learn a connection with physical activity and drinking Gatorade to rehydrate.



COCA-COLA



- UCS – Good looking people, fun, sexy, cool, happiness
- UCR – Feeling good / desire to be like this
- NS – Coke
- CS – Coke
- CR – Feeling Good about coke / desire to buy coke
- We learn to associate coke with positive images. Coke becomes meaningful and we are more likely to purchase it over other drinks

CLASSICAL CONDITIONING AND FEAR

Famous example - John B. Watson's experiment in which a fear response was conditioned in a young boy known as Little Albert. 1920

The child initially showed no fear of a white rat, but after the presentation of the rat was paired repeatedly with loud, scary sounds, the child would cry when the rat was present.

The child's fear also generalized to other fuzzy white objects.



WHAT SOUNDS ARE THESE — CLOSE YOUR EYES

https://www.google.com/search?q=taco+bell+bell+sound&rlz=1C1CHBF_enUS780US780&oq=taco+bell+bell+sound&aqs=chrome..69i57.3662j1j4&sourceid=chrome&ie=UTF-8

https://www.youtube.com/watch?v=eBlD2N_Awgl&list=PLICvBnzOQ5MYf5HLsmTK2lpLNOxrvCzZy

<https://www.youtube.com/watch?v=6ZYgYoAzrk>

<https://www.youtube.com/watch?v=DhlPAj38rHc>

TACO BELL



<https://www.ispot.tv/ad/oVZN/taco-bell-grande-nachos-box-share-with-yourself>

RAGU



COKE AND CLASSICAL CONDITIONING



REPETITION

Repetition increases the strength of stimulus-response associations and prevents their decay.



UCS – Unconditional stimulus – have a cold, don't sleep well

CS – Conditioned Stimulus - Nyquil

CR – Conditioned Response –sleeping people with NyQuil

EXTINCTION

Extinction occurs when a conditioned response decreases or disappears.

- When a conditioned stimulus is no longer paired with an unconditioned stimulus.



If the smell of food (the unconditioned stimulus) had been paired with the sound of a whistle (the conditioned stimulus), it would eventually come to evoke the conditioned response of hunger.

However, if the unconditioned stimulus (the smell of food) were no longer paired with the conditioned stimulus (the whistle), eventually the conditioned response (hunger) would disappear.



STIMULUS GENERALIZATION

Stimulus Generalization -
Tendency of a consumer to
respond to a stimulus or a
group of stimuli similar but
not identical to the original
conditioned stimulus



STIMULUS GENERALIZATION



TARGET VS. JC PENNY

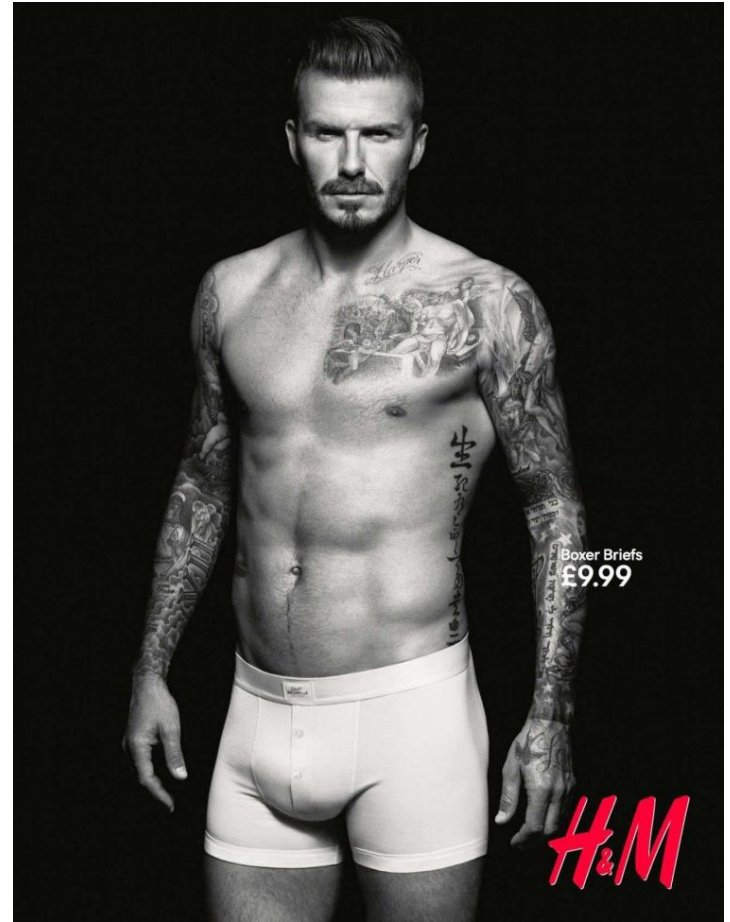
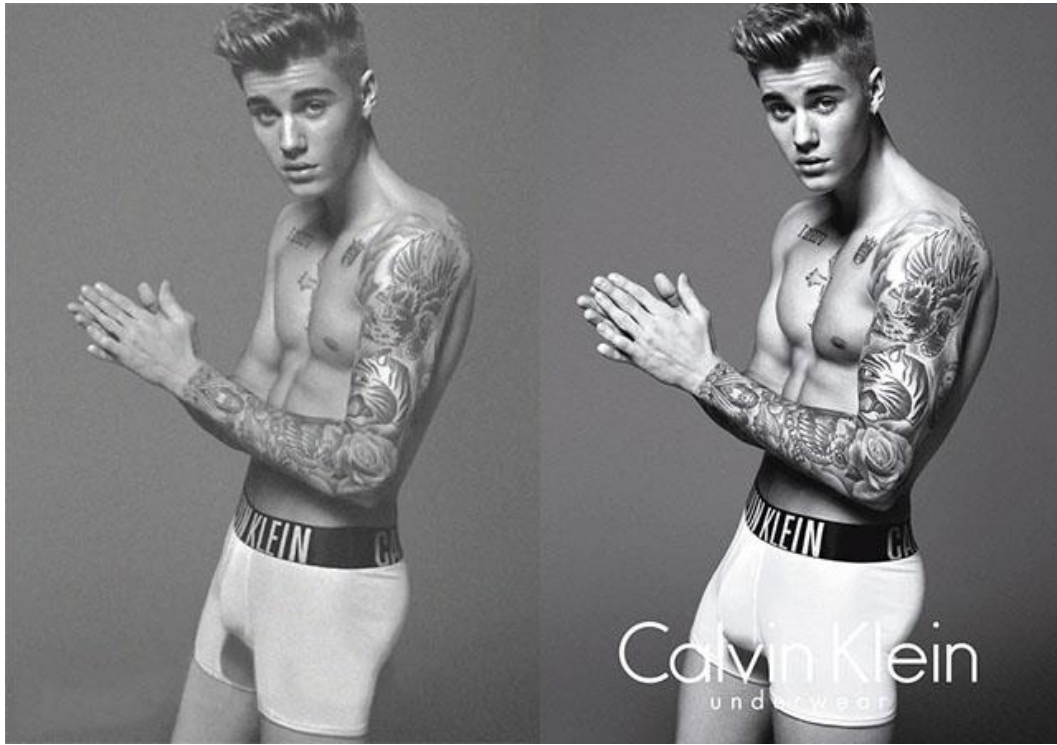


Halo effect

- Evokes a similar response in customers for two different products



SIMILAR LOGOS — STIMULUS
GENERALIZATION





STIMULUS DISCRIMINATION

- Stimulus Discrimination
 - The ability to select a specific stimulus from among similar stimuli because of perceived differences.
 - Encouraged by promoting unique brand attributes and benefits
 - Integrating sensory marketing



Nutella vs. Hintz



STIMULUS DISCRIMINATION

Distinctive packaging designs create strong associations with a particular brand.

- Companies that make generic or private-level brands and want to communicate a quality image often exploit this linkage when they put their products in similar packages to those of popular brands.

OBJECTIVE 3: GOAL: TRANSFER MEANING FROM AN UNCONDITIONED STIMULUS TO A CONDITIONED STIMULUS

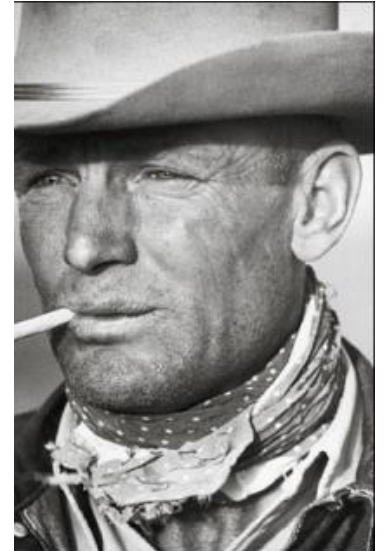
The transfer of meaning from an unconditioned stimulus to a conditioned stimulus explains why “made-up” brand names, such as Marlboro, Coca-Cola, or Reebok, exert such powerful effects on consumers.

The association between the Marlboro man and the cigarette is so strong that in some cases the company no longer even bothers to include the brand name in its ads that feature the cowboy riding off into the sunset.

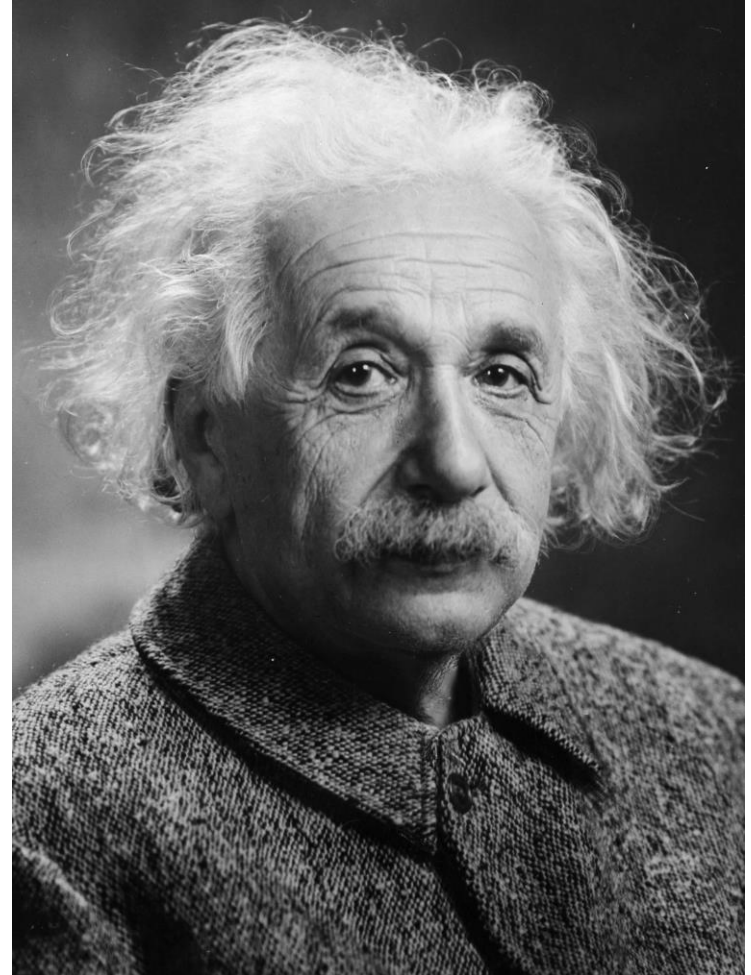
Semiotics



Allstate®
You're in good hands.



Photograph by Leonard McCombe



MARKETING APPLICATIONS OF REPETITION

Repetition is valuable and increases learning

More exposures = increased brand awareness

When exposure decreases, extinction occurs

- Extinction = the association is forgotten

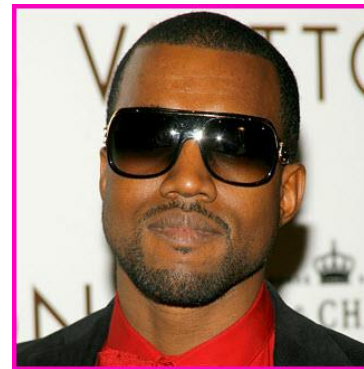
However, too **MUCH** exposure leads to advertising wear out or extinction



FOR REFLECTION

Some advertisers use well-known songs to promote their products. They often pay more for the song than for original compositions. How do you react when one of your favorite songs turns up in a commercial?

Why do advertisers do this? How does this relate to learning theory?



TWO TYPES OF BEHAVIORAL LEARNING THEORIES

Classical conditioning:

A stimulus that naturally elicits a response is paired with another stimulus that initially does not elicit a response on its own.

Instrumental conditioning (operant):

Occurs when we learn to perform behaviors that produce positive outcomes and avoid those that yield negative outcomes

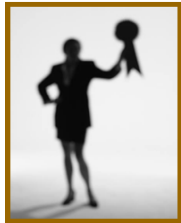


INSTRUMENTAL CONDITIONING HELPS CONSUMERS TO LEARN ABOUT PRODUCTS. (DIFFERENT THAN CLASSICAL)

Whereas classical conditioning involves the pairing of two stimuli, instrumental learning occurs when reinforcement occurs following a response to a stimulus.



B.F. Skinner

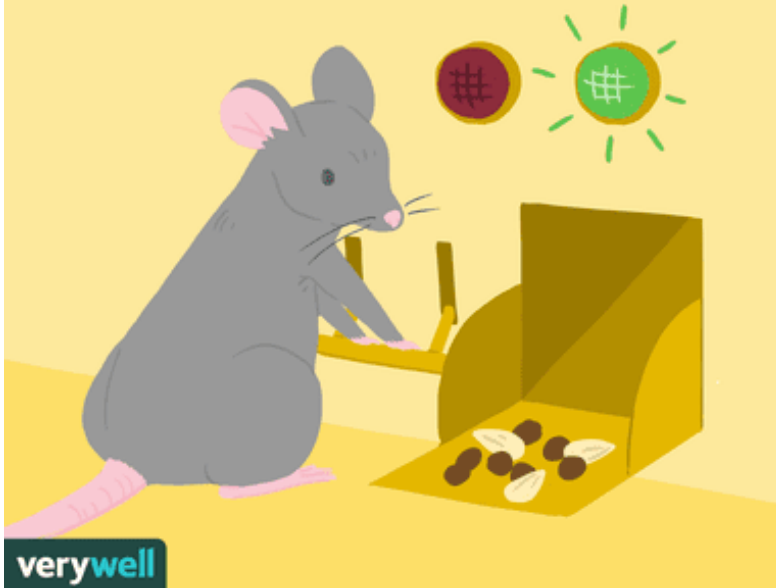


Instrumental conditioning
(also, operant conditioning):
the individual learns to
perform behaviors that
produce positive outcomes
and to avoid those that
yield negative outcomes.

Operant Conditioning

Specific consequences are associated with a voluntary behavior

Rewards introduced to
increase a behavior



Punishment introduced to
decrease a behavior



Positive reinforcement –

a reward results in a response and appropriate behavior is learned

- If parents want their children to clean their rooms, then they may give them candies every time they clean it.
- Thus, their behavior will be reinforced by reward.
- As the children learn to associate that behavior with a reward, they will eventually begin to start cleaning their room more often

Negative reinforcement –

the removal of a negative stimulus increasing the likelihood that the behavior will reoccur

- You know the teacher will yell at you in front of the class for walking in late, remove the negative by waking up earlier.
- Seat belt alarm: once the belt is hooked (behavior) the annoying sound will stop (removal of the negative stimulus)

Punishment –

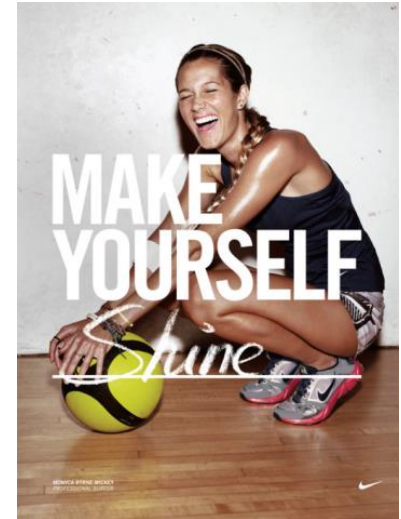
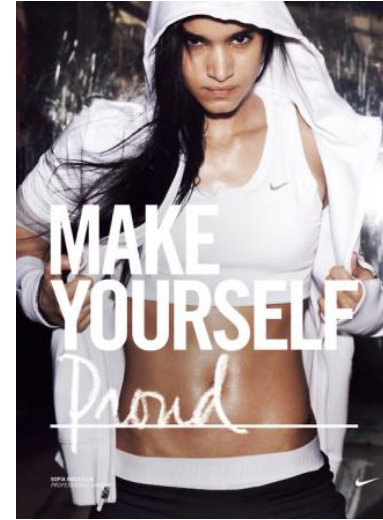
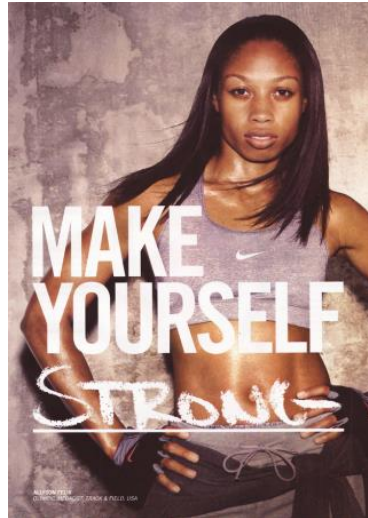
occurs when an unpleasant response follows a behavior. We learn the hard way not to repeat these behaviors

- Punishment is often confused with negative reinforcement.
- Whereas negative reinforcement involves the removal of an outcome considered unpleasant, in the process of punishment behavior is punished by the removal of something pleasurable.

OPERANT CONDITIONING

POSITIVE REINFORCEMENT

A reward results in
a response and
appropriate
behavior is learned



NEGATIVE REINFORCEMENT

- A response or behavior is strengthened by stopping, removing or a negative outcome or aversive stimulus.



NEGATIVE REINFORCEMENT



Look more than 10 years younger.
We can prove it.

New. Time Zone
Line and Wrinkle Reducing
Moisturizer SPF 15

YOUR WRINKLE REDUCTION REGIMEN »

ESTÉE LAUDER

This advertisement features a woman's face in profile, wearing a futuristic, transparent visor. The background is dark with glowing digital clock-like numbers. In the foreground, a jar of Time Zone moisturizer is shown with its lid open, revealing a white cream.



Ultra-Lift® **new**
daily targeted deep wrinkle treatment

⌘ Now plump,
fill and smooth
even deep wrinkles

*Sensation of actual results.
†In a clinical test measured on a 10-grade scale from 3 (deep wrinkles) to no wrinkles after 12 weeks.

37

This advertisement features a woman's face, looking directly at the camera. She is holding a small, rectangular applicator near her eye. The background is dark. The text is in a clean, sans-serif font.

ARE YOU POURING ON THE POUNDS?



DON'T DRINK YOURSELF FAT.

Cut back on soda and other sugary beverages.
Go with water, seltzer or low-fat milk instead.

NYC
Michael Bloomberg
Mayor

Department of
Health & Mental
Hygiene
Thomas Farley, M.D., M.P.H.,
Commissioner

If your husband ever finds out
you're not "store-testing" for fresher coffee...

*...if he discovers you're
still taking chances
on getting flat, stale coffee
...wee be unto you!*

*For today,
there's a sure
and certain way
to test for freshness
before you buy*



Here's how easy it is to be sure of fresher coffee



Just do this:

Press your thumb against the dome top before you buy. If it's firm, it's fresh. If the top clicks, pressure's gone—take another. It's the one way to get the freshest coffee ever packed.

Look for the "Dome Top" Can of Chase & Sanborn. That firm, rounded top shows it's packed under pressure, fresh from the oven.

No other can lets you test!

You can't test an ordinary flat top can. Some are "leakers" that have let air in to spoil freshness. But all flat top cans look alike. You can't tell which are good and which are stale.

Here's the payoff!

Sure as you push a cup, they'll want more! For Chase & Sanborn is a glorious blend of more expensive coffees... brought to you fresher. No wonder Chase & Sanborn pays a flavor dividend you won't find in any other coffee!



**"PRESSURE
PACKED"**

**Chase &
Sanborn**



PUNISHMENT



EXTINCTION

Extinction - When a positive outcome is no longer received, and the learned stimulus-response connection will not be maintained.

- The child no longer gets candy for cleaning her room, and she therefore stops cleaning her room.
- You no longer get compliments on how nice you smell and you stop wearing the perfume

Marketers must determine the most effective reinforcement schedule to use



OBJECTIVE 5: LEARNING ABOUT PRODUCTS BY OBSERVING OTHERS' BEHAVIOR

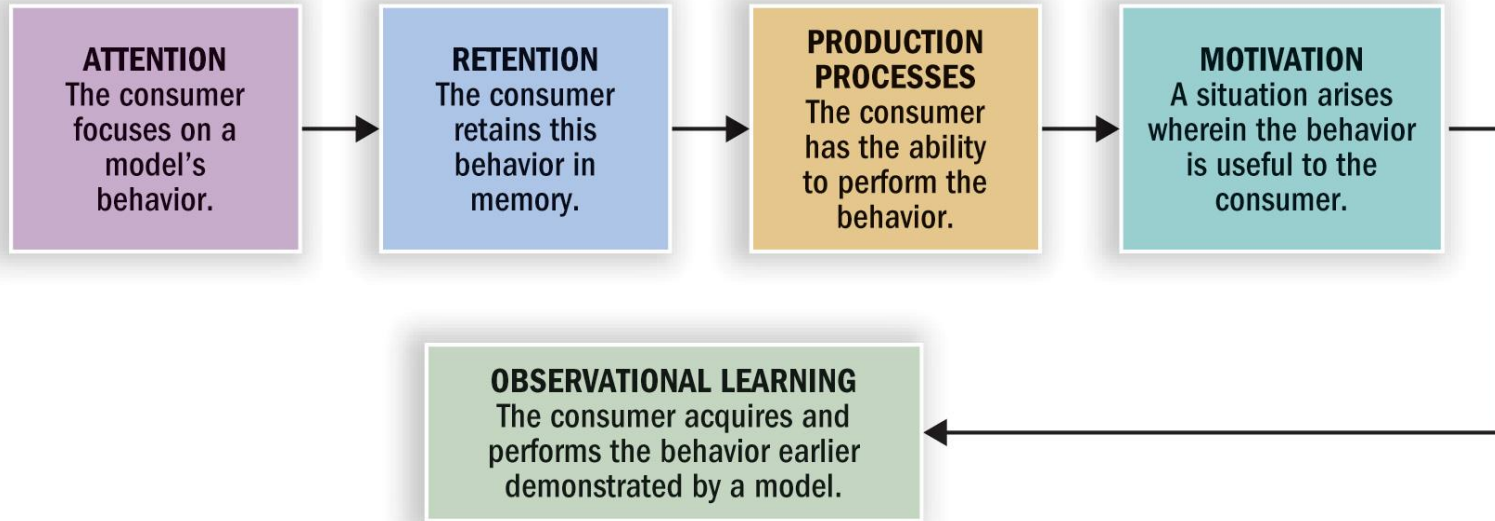
Observational learning – Watching the actions of others and noting the reinforcements they receive for their behavior

- Via observational (or vicarious) learning, we believe that if we use the product, we too might experience the same benefit as the person in the advertisement.

Modeling - Imitating the behavior of others

- Powerful form of learning





THE OBSERVATIONAL LEARNING MODELING PROCESS

*We learn about products
by observing others'
behavior.*

Walmart 
Save money. Live better.



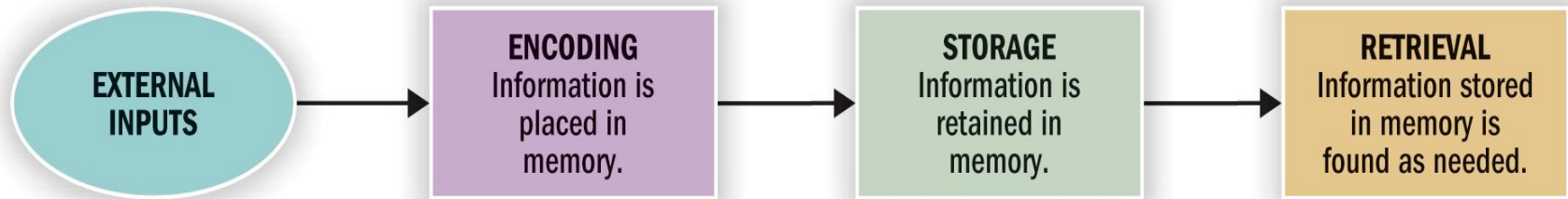
FOR REFLECTION

To what extent do you emulate a celebrity's choices? How does this differ for celebrities who are overtly endorsing a brand versus those who have an organic brand relationship?



OBJECTIVE 6: OUR BRAINS PROCESS INFORMATION ABOUT BRANDS, TO RETAIN THEM IN MEMORY

Memory is a process of acquiring information and storing it over time so it will be available when we need it.



- During the consumer decision-making process, we combine internal memory (what we retrieve) with external memory (e.g. product details on packages).

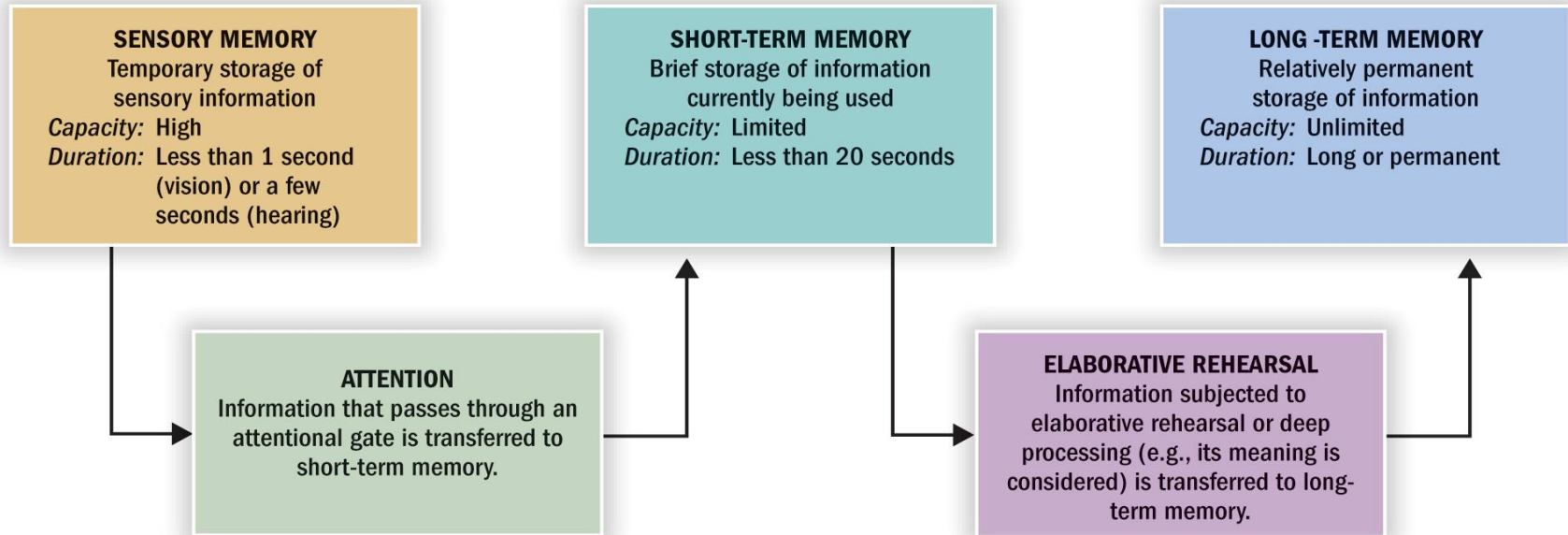


MEMORY

We are likely to retain incoming data when we associate it with other things already in memory.

MEMORY SYSTEMS

THERE ARE THREE DISTINCT MEMORY SYSTEMS: ***SENSORY MEMORY***, ***SHORT-TERM MEMORY (STM)***, AND ***LONG-TERM MEMORY (LTM)***.



VAN RESTORFF EFFECT

Identified by Hedwig von Restorff in 1933.

A bias in favor of remembering the unusual.

The only thing she remembered from that vacation was when she got lost in the forest, proving the von Restorff Effect.

States that uncommon things are more likely to be remembered than common things

Conducted memory tests

- Concluding that an isolated item, in a list of otherwise similar items, would be better remembered than an item in the same relative position in a list where all items were similar.
 - Jump
 - Cut
 - Run
 - Fly
 - Duck-billed platypus
 - Read
 - Build
 - Lay






For those who care about nature.

Let's make things perfectly clear: no animals were harmed in the making of this ad. It wouldn't have made sense to hurt an animal to promote the new Passat BlueMotion, an environmentally responsible car with only 5,1l per 100 km and 136 g of CO₂ per km. After all, we're not animals...

Passat BlueMotion®
Less pollution



An elephant is shown surfing on a red surfboard in the ocean. The elephant is captured in a dynamic pose, leaning forward with its trunk extended and its legs tucked under it. The water is a deep blue, and there is a significant splash of white water behind the surfboard, indicating the elephant is moving quickly. The overall scene is surreal and visually striking.

Who says you can't
be big and nimble?

To see how our research and experience can help you
become a high-performance business, visit [accenture.com](https://www.accenture.com)

• Consulting • Technology • Outsourcing


accenture
High performance. Delivered.

DIFFERENT MEMORY SYSTEMS

Episodic memory is the memory of events (times, places, and associated emotions) that can be explicitly stated.

Decay - memories fade with the passage of time, the structural changes in the brain produced by learning simply go away.

Interference - as additional information is learned, it displaces the earlier information.



FOR REFLECTION

What's a memory that you just can't seem to forget (bonus, if you think of one related to a brand)?

Now that you know the types of memory and how your mind stores information, why do you think the memory stays with you?



VISUAL MEMORY TENDS TO BE STRONGER THAN VERBAL MEMORY.

Although pictorial ads may enhance recall, they do not necessarily improve comprehension.



OBJECTIVE 8: PRODUCTS HELP US RETRIEVE MEMORIES FROM OUR PAST



- WHAT MEMORIES DO YOU HAVE ASSOCIATE WITH FOODS, PRODUCTS, AND SERVICES?
 - THANKSGIVING
 - CHRISTMAS
 - SOAP
 - PERFUME
 - HAIR CUTS



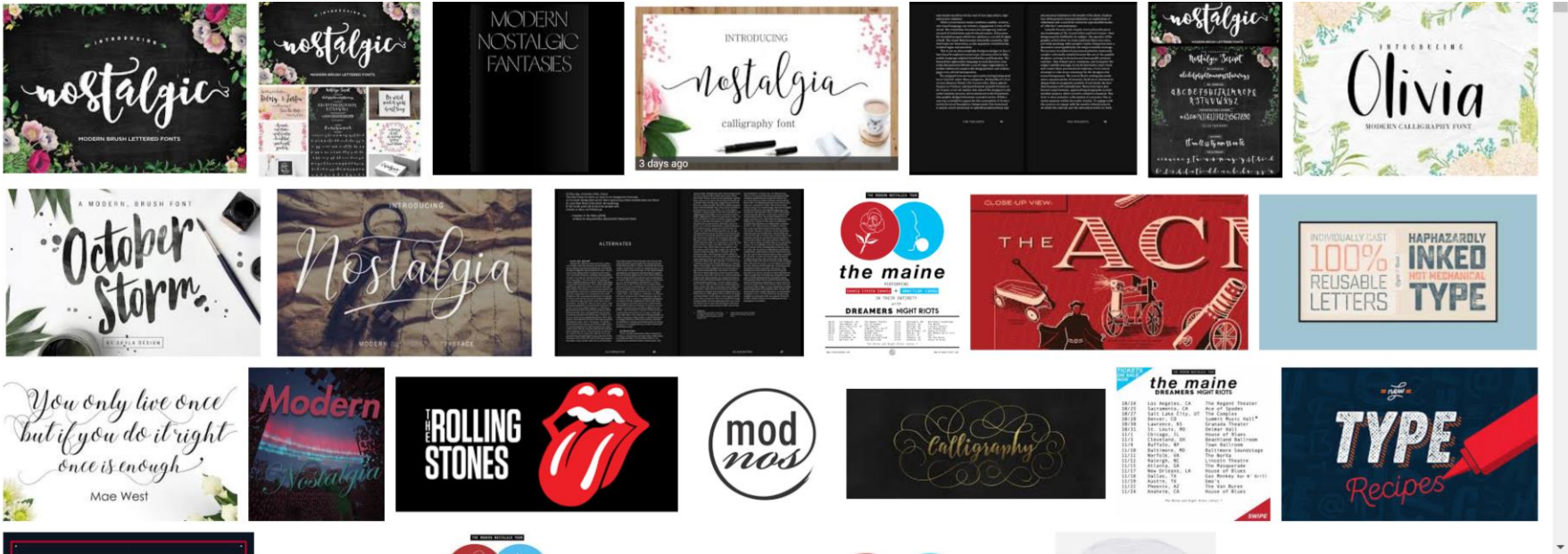
THE MARKETING POWER OF NOSTALGIA

Marketers resurrect popular characters and stories from days gone by with the hope that the consumers' fond memories will motivate them to revisit the past.

- **Nostalgia** describes a bittersweet emotion where we view the past with both sadness and longing.
- A **retro brand** is an updated version of a brand from a historical period.



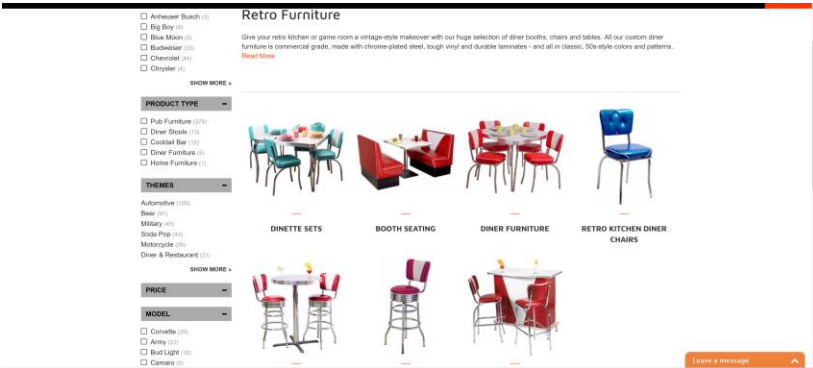
NOSTALGIA FONT STYLES



RETRO IS BACK



RETRO PLANET

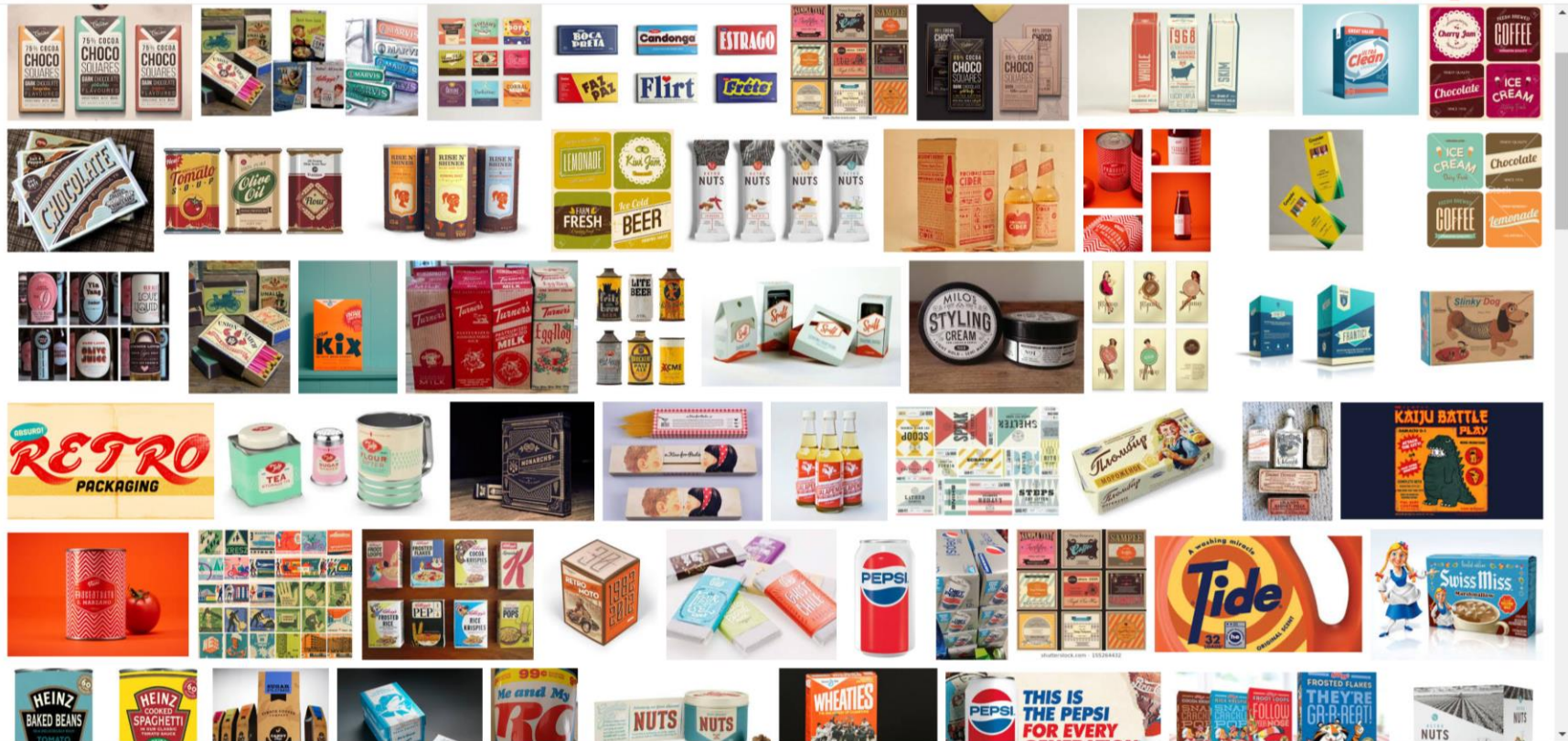








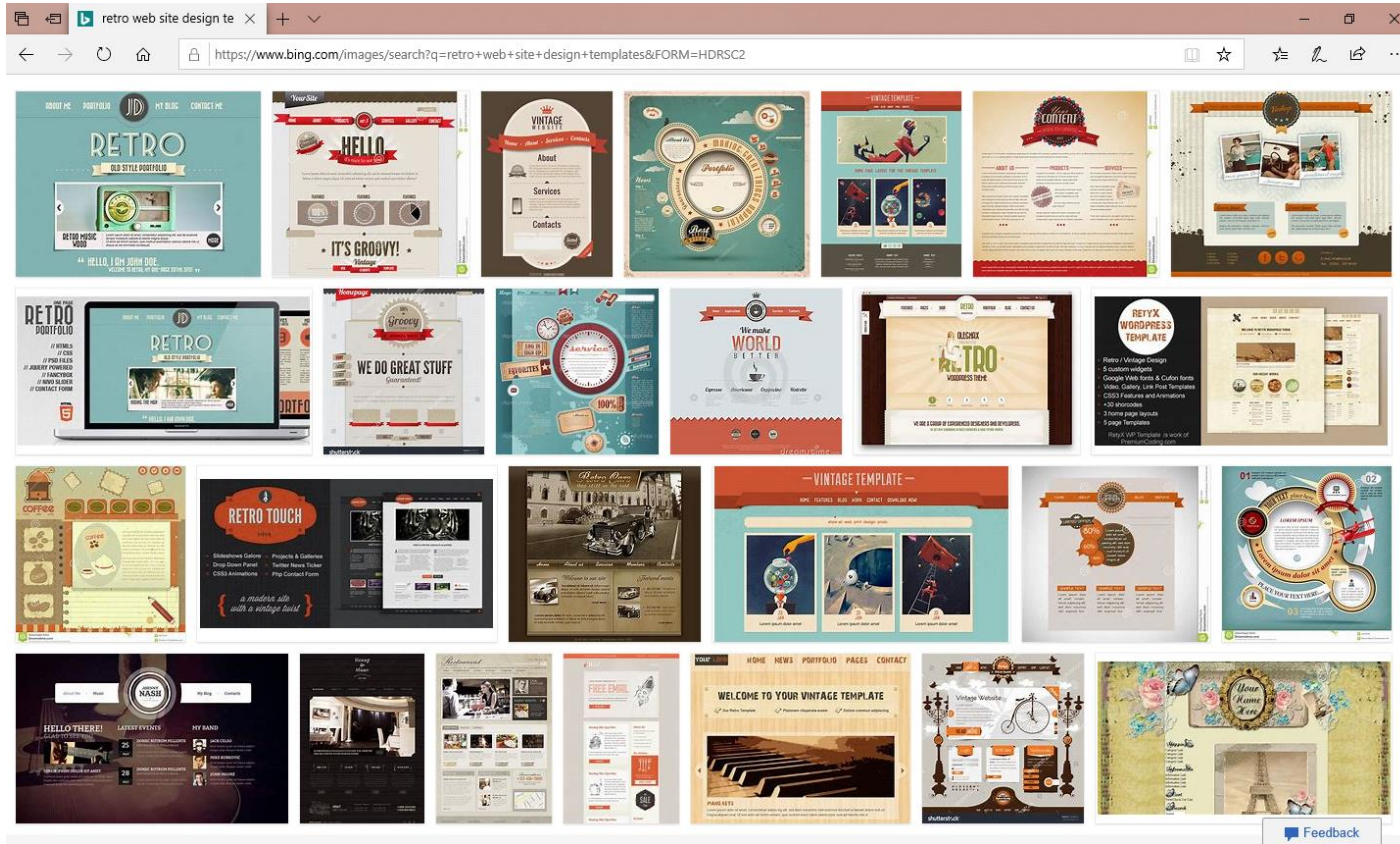
RETRO PACKAGING



RETRO DESIGN (STORES)



RETRO WEBSITE DESIGN TEMPLATES



FOR REFLECTION

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?

CHAPTER SUMMARY

Marketers need to know how consumers learn in order to develop effective messages.

Conditioning results in learning and learned associations can generalize to other things.

Learning can be accomplished through classical and instrumental conditioning and through observing the behavior of others.

We use memory systems to store and retrieve information.

DRY BATH





d[-_-]b

Headboy Industries



Headboy Industries

DryBath™

The world's first germicidal
Bath-substituting™ skin lotion/gel.



The image shows a bottle of DryBath skin lotion/gel with a green cap. To the right is a green square with a white hand icon and the text "SNAP & SQUEEZE". Below the main image are three small panels showing the application process: "bend" (folding the packet), "snap" (tearing the packet), and "squeeze" (applying the gel to the skin).

SNAP & SQUEEZE

bend snap squeeze



HOW WE (MIS)USE WATER

 **150 litres**
average consumption per person per day

 **6 litres/1 litre**
water wasted if you leave tap on/off while brushing teeth

 **54,750 litres**
average consumption per person a year

 **49 litres**
water used in a seven minute 'ordinary' shower

 **63,800 litres**
used in power showers over a year


 **65 litres**
used in washing machine load

 **9,000 litres**
annual saving if showers lasted just six instead of seven minutes

 **20 litres**
used by dishwasher load

 **80 litres**
water in an average bath

 **67**
number of people who overfill kettle, wasting water & energy

 **28%**
number of people who have never heard of a water butt, which harvests rainwater to water the garden or wash the car

 **3 litres**
mount of water saved by using a toilet displacement device which stops the cistern from fully filling





HOW STORES TRACK BUYING BEHAVIOR

