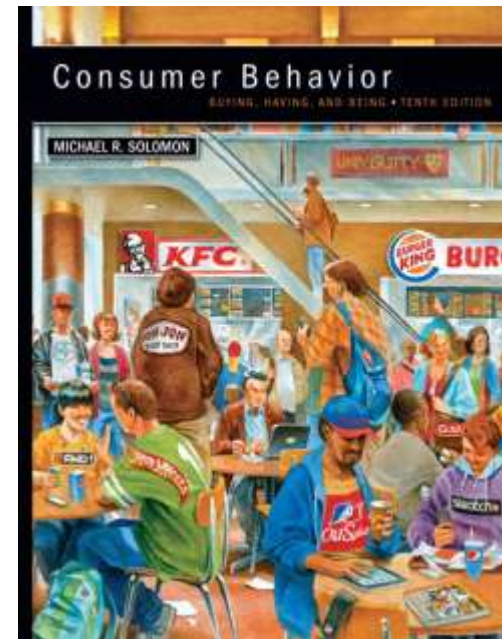


Chapter 3

Learning and Memory

**CONSUMER
BEHAVIOR, 10e**
Michael R. Solomon



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.

Learning Objectives (continued)

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.

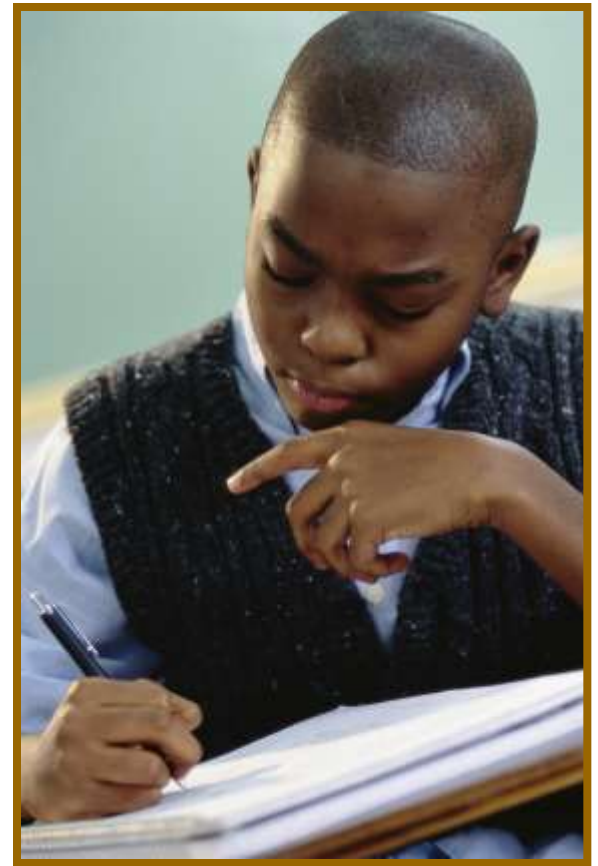
OBJECTIVE:

What is **learning?**



Learning Objective 1

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



Theories of Learning

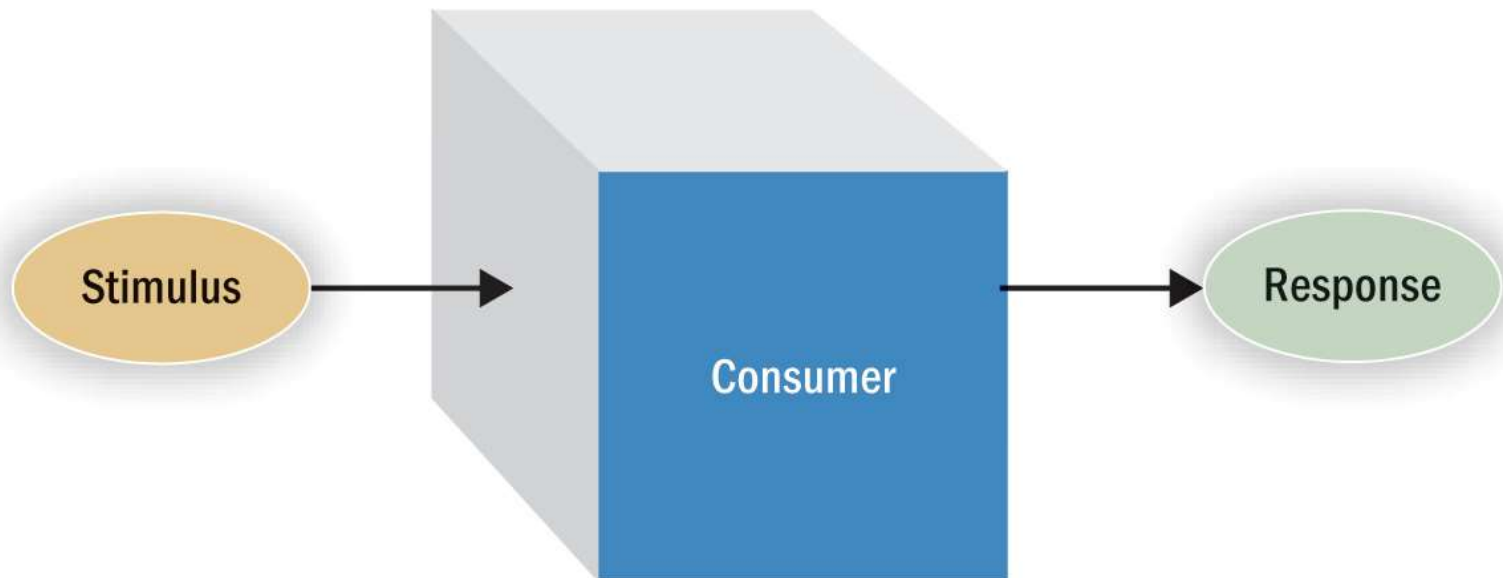
- Behavioral learning theories focus on stimulus-response connections
- Cognitive theories focus on consumers as problem solvers who learn when they observe relationships



Incidental **learning**

Learning Objective 2

- Conditioning results in learning.



OBJECTIVE:

Conditioning Theories



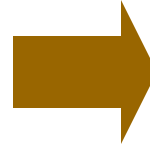
Classical



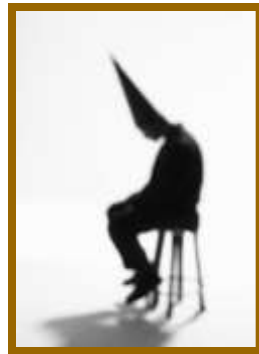
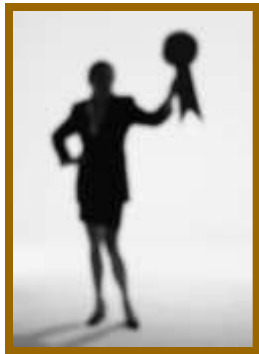
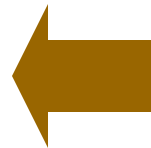
Instrumental/Operant

Types of Behavioral Learning Theories

Classical conditioning: a stimulus that elicits a response is paired with another stimulus that initially does not elicit a response on its own.

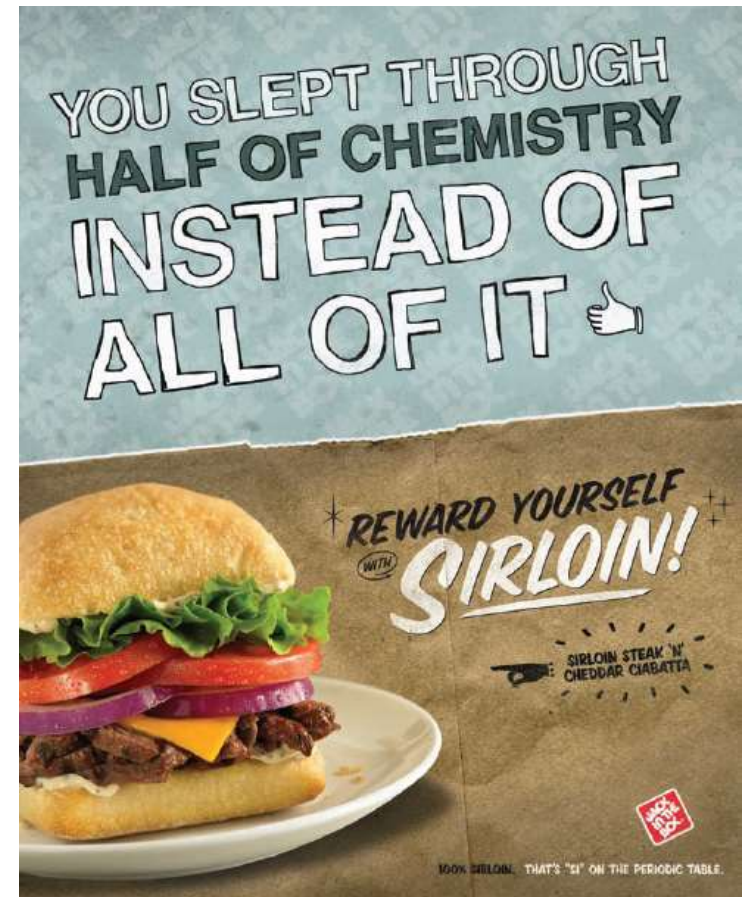


Instrumental conditioning (also, operant conditioning): the individual learns to perform behaviors that produce positive outcomes and to avoid those that yield negative outcomes.



Classical Conditioning

- Components of Conditioning
 - Unconditioned stimulus
 - Conditioned stimulus
 - Conditioned response
- Conditioning Issues
 - Repetition
 - Stimulus generalization
 - Stimulus discrimination



Classical Conditioning

Unconditioned
Stimulus



Meat

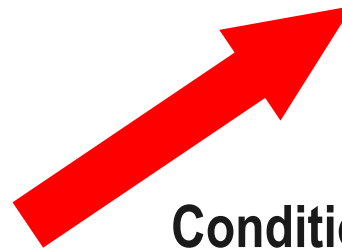
Unconditioned
Response



Salivate



Bell



Conditioned
Response



Conditioned Stimulus

For Reflection

- A credit card becomes a conditioned cue that triggers greater spending, especially since it is a stimulus that is present only in situations where consumers are spending money.
- People learn that they can make larger purchases when using credit cards, and they also have been found to leave larger tips than they do when using cash.

For Reflection

- How might classical conditioning operate for a consumer who visits a new tutoring Web site and is greeted by the Web site's avatar who resembles Albert Einstein?

Learning Objective 3

- Learned associations with brands generalize to other products. We can utilize these associations in marketing applications through
 - Repetition
 - Conditioned product associations
 - Stimulus generalizations

Marketing Applications of Repetition

- Repetition increases learning
- More exposures = increased brand awareness
- When exposure decreases, extinction occurs
- However, too MUCH exposure leads to advertising wear out

Marketing Applications of Stimulus Generalization

- Stimulus generalization: tendency for stimuli similar to a conditioned stimulus to evoke similar, unconditioned responses.
 - Family branding
 - Product line extensions
 - Licensing
 - Look-alike packaging

Marketing Applications of Stimulus Generalization

- *Family branding*, in which a variety of products capitalize on the reputation of a company name. Companies such as Campbell's, Heinz, Philips and Sony rely on their positive corporate images to sell different product lines.
- *Product line extensions*, in which related products are added to an established brand. Dole, which is associated with fruit, was able to introduce refrigerated juices and juice bars, while Sun Maid went from raisins to raisin bread. Other recent extensions include Woolite rug cleaner, and the various models of Nike Air shoes.

Marketing Applications of Stimulus Generalization

- ● *Licensing*, in which well-known names are ‘rented’ by others. This strategy is increasing in popularity as marketers try to link their products and services with well established figures. Companies as diverse as McDonald’s and Harley-Davidson have authorized the use of their names on products. Japan Airlines recently licensed the rights to use Disney characters, and, in addition to painting Mickey Mouse and Donald Duck on several of its planes, the carrier is requiring its flight attendants to wear mouse ears on some domestic flights!
- ● *Lookalike packaging*, in which distinctive packaging designs create strong associations with a particular brand. This linkage is often exploited by makers of generic or private-label brands who wish to communicate a quality image by putting their products in very similar packages. As one chemist chain store executive commented, ‘You want to tell the consumer that it’s close to the national brand. You’ve got to make it look like, within the law, close to the national brand. They’re at least attracted to the package.’

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?*

Learning Objective 4

- There is a difference between classical and instrumental conditioning and both processes help consumers to learn about products.



Instrumental Conditioning

POSITIVE REINFORCEMENT

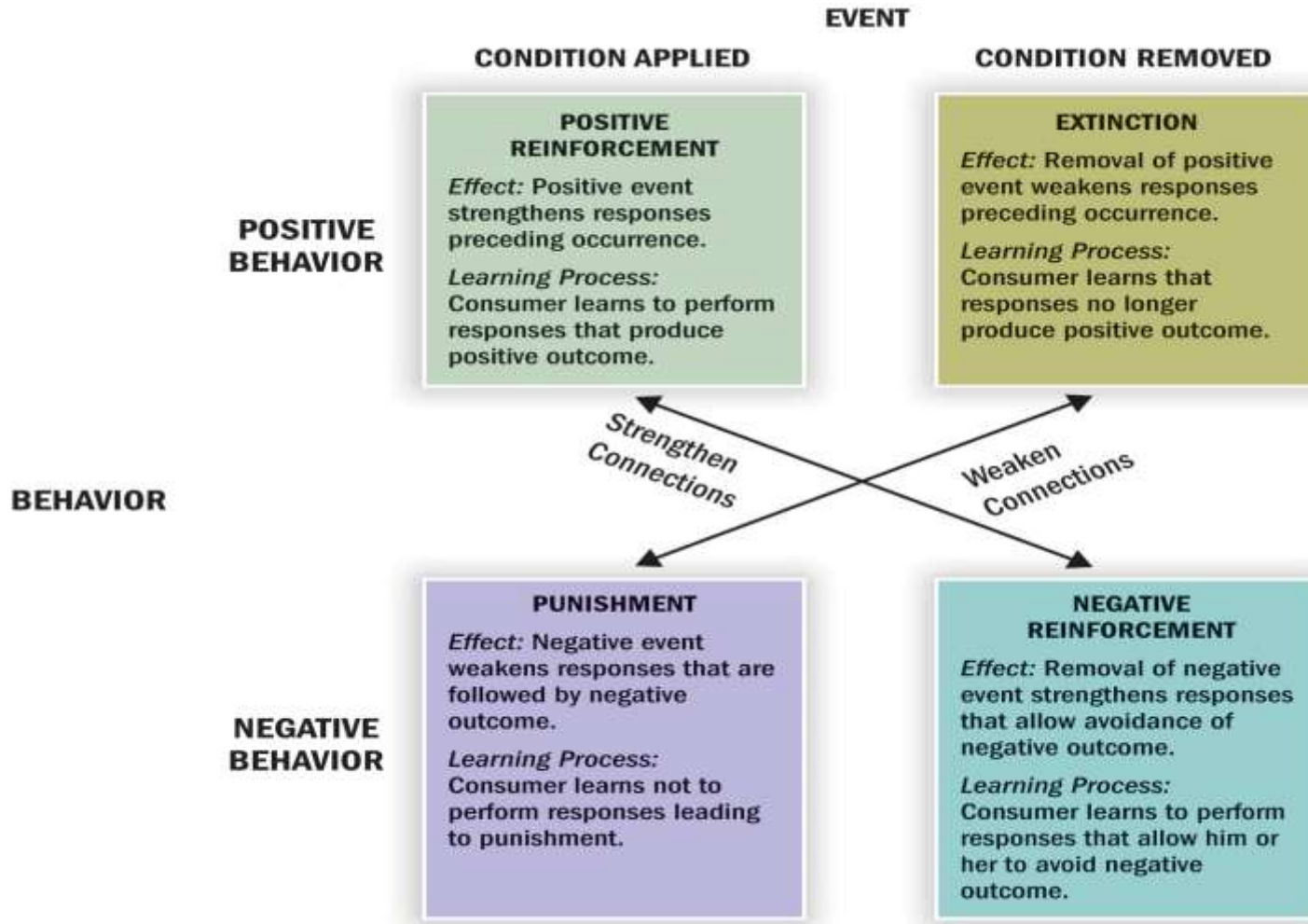
NEGATIVE REINFORCEMENT

PUNISHMENT

How Does Instrumental Conditioning Occur?

- Positive reinforcement
- Negative reinforcement
- Punishment

Figure 3.1 Types of Reinforcement



Reinforcement Schedule

FIXED INTERVAL

VARIABLE INTERVAL

FIXED RATIO

VARIABLE RATIO

For Reflection

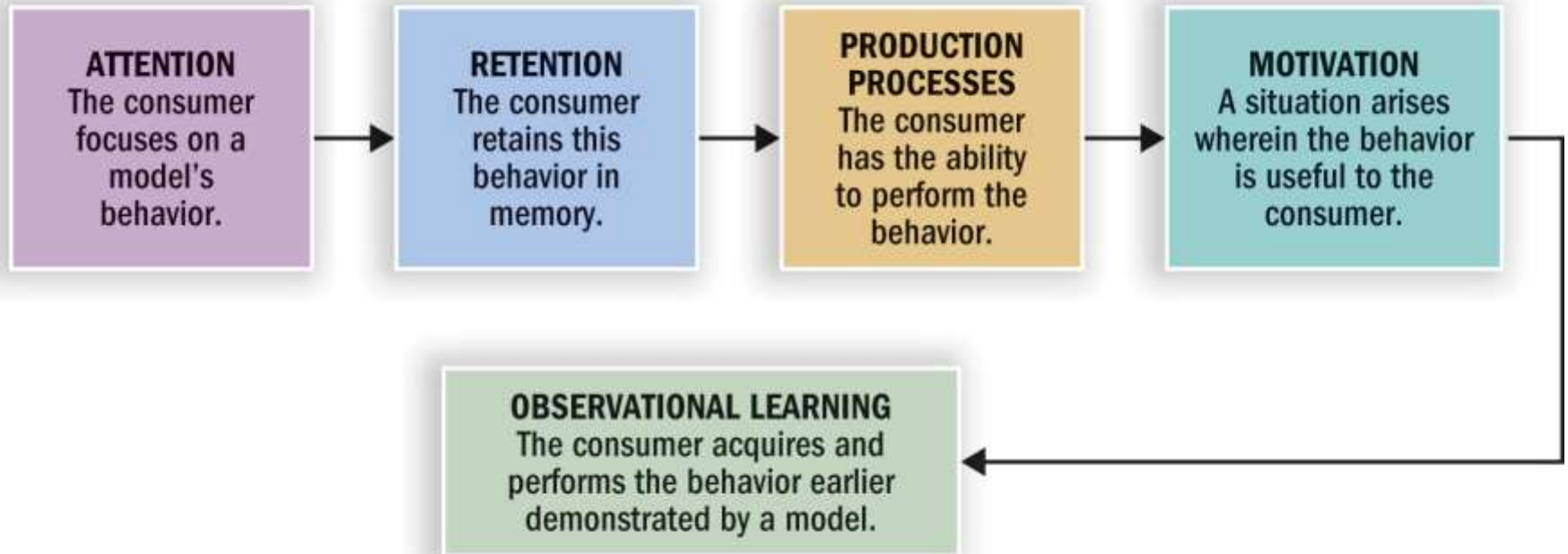
- *Fixed-interval reinforcement.* After a specified period has passed, the first response that is made brings the reward. Under such conditions, people tend to respond slowly immediately after being reinforced, but their responses speed up as the time for the next reinforcement approaches. For example, consumers may crowd into a store for the last day of its seasonal sale and not reappear again until the next one.
- *Variable-interval reinforcement.* The time that must pass before reinforcement is delivered varies around some average. Since the person does not know exactly when to expect the reinforcement, responses must be performed at a consistent rate. This logic is behind retailers' use of so-called secret shoppers – people who periodically test for service quality by posing as customers at unannounced times. Since store employees never know exactly when to expect a visit, high quality must be constantly maintained.
- *Fixed-ratio reinforcement.* Reinforcement occurs only after a fixed number of responses. This schedule motivates people to continue performing the same behaviour over and over again. For example, a consumer might keep buying groceries at the same store in order to earn a gift after collecting 50 books of trading stamps.

For Reflection

- What kind of reinforcement is being used when stores offer loyalty programs?
- Provide several examples and identify the reinforcement approach being used.

Learning Objective 5

- We learn about products by observing others' behavior.

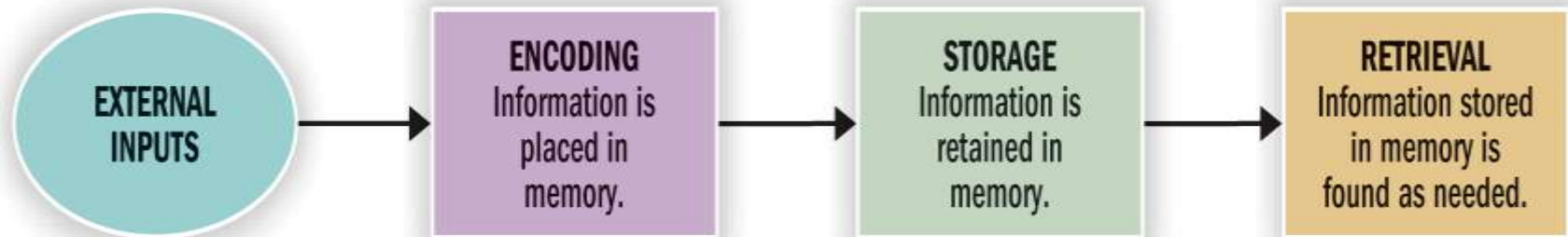


For Reflection

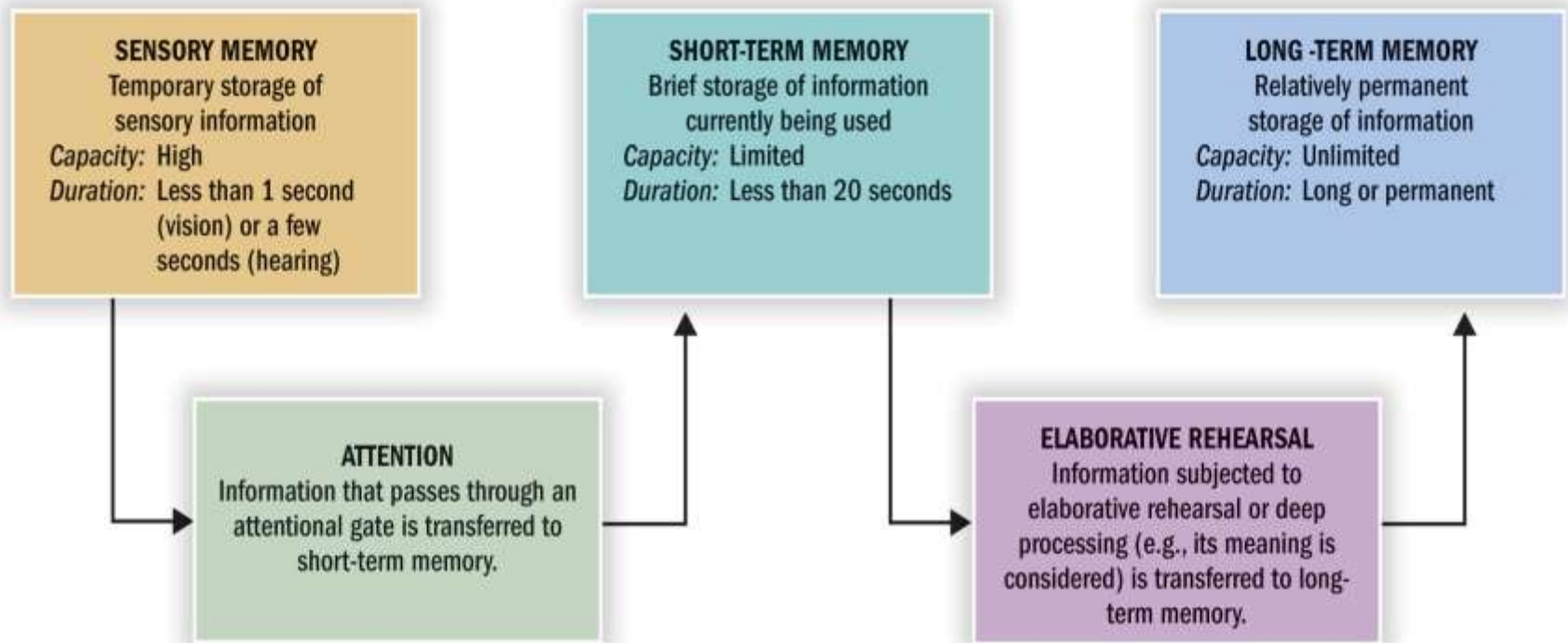
- To what extent do you emulate a celebrity's choices? How does this differ for celebrities who are overtly endorsing a brand versus those who have an organic brand relationship?

Learning Objective 6

- Our brains process information about brands to retain them in memory.



Memory Systems

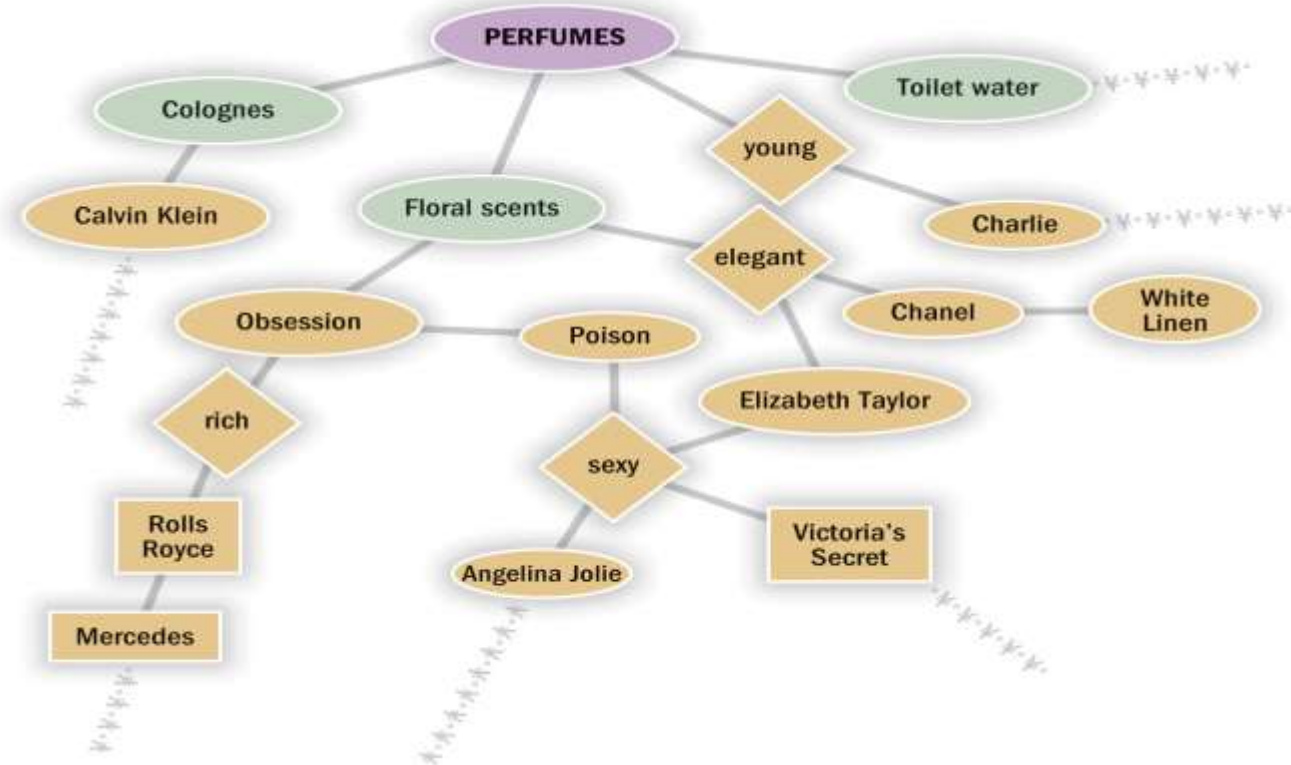


For Reflection

- 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?

Figure 3.6 Learning Objective 7

The other products we associate with an individual product influence how we will remember it.



Spreading Activation

- Brand-specific
- Ad-specific
- Brand identification
- Product category
- Evaluative reactions

For Reflection

- Identify a script you expect when you use a specific product. Did your script facilitate or limit marketing objectives?

Learning Objective 8

- Products help us to retrieve memories from our past.



Understanding When We Remember



- State-dependent retrieval
- Familiarity and recall
- Salience and the “von Restorff” effect
- Viewing context
- Pictorial versus verbal cues

Understanding When We Remember



- **State-dependent retrieval:** In a process termed state-dependent retrieval, people are better able to access information if their internal state is the same at the time of recall as it was when the information was learned. A consumer is more likely to recall an ad, for example, if his or her mood or level of arousal at the time of exposure is similar to that in the purchase environment.

Understanding When We Remember



- **Familiarity and recall:** As a general rule, prior familiarity with an item enhances its recall. Indeed, this is one of the basic goals of marketers who are trying to create and maintain awareness of their products. The more experience a consumer has with a product, the better use that person is able to make of product information

Understanding When We Remember



- **Salience and the “von Restorff” effect:** The salience of a brand refers to its prominence or level of activation in memory. Stimuli that stand out in contrast to their environment are more likely to command attention, which, in turn, increases the likelihood that they will be recalled. Almost any technique that increases the novelty of a stimulus also improves recall (a result known as the von Restorff effect). This effect explains why unusual advertising or distinctive packaging tends to facilitate brand recall.

Understanding When We Remember



- Viewing context: The viewing context our ability to remember. That's why some marketers have begun to utilize hybrid ads. Hybrid ads have some kind of program tie-in to relate the commercial to the program showing.

Understanding When We Remember



- Pictorial versus verbal cues: Visual imagery can be especially effective when it includes verbal cues that relate to the consumer's existing knowledge.

For Reflection

- List three of your favorite foods.
- What memories do you have associated with these foods?
- Are the foods associated with specific family events like a gathering for St. Patrick's Day? Explain.

Learning Objective 9

- Marketers measure our memories about products and ads.



Measuring Memory for Marketing Stimuli

- Recognition versus recall
- Problems with memory measures
 - Response biases
 - Memory lapses
 - Omitting
 - Averaging
 - Telescoping
 - Illusion of truth effect

Measuring Memory for Marketing Stimuli

- **Recognition versus recall:** In the typical recognition test, subjects are shown ads one at a time and asked if they have seen them before. In contrast, free recall tests ask consumers to produce independently previously acquired information and then perform a recognition test on it.

Measuring Memory for Marketing Stimuli

- **Response biases:** Results obtained from a measuring instrument are not necessarily due to what is being measured, but rather to something else about the instrument or the respondent. This form of contamination is called a **response bias**. For example, people tend to give 'yes' responses to questions regardless of what is asked.

Measuring Memory for Marketing Stimuli

- **Memory lapses:** People are also prone to forgetting information unintentionally. Typical problems include omitting (the leaving out of facts), averaging (the tendency to 'normalize' things and not report extreme cases), and telescoping (the inaccurate recall of time).

Measuring Memory for Marketing Stimuli

- Illusion of truth effect: The illusion of truth effect may occur as well. This effect refers to the phenomenon of people remembering a claim is true when they have been told the claim is false.

The Marketing Power of Nostalgia

- Marketers may resurrect popular characters to evoke fond memories of the past
 - Nostalgia
 - Retro brand



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.