CONSUMER LEARNING
• It is the cognitive process of acquiring skill and knowledge; learning is the acquisition and development of memories and behaviours, including skills, knowledge, understanding, values, and wisdom.
Importance of Learning

- Marketers must teach consumers:
  - where to buy
  - by whom and for whom the purchase is to be done
  - how to use, feel and perceive the product
  - how to maintain the product
  - how to dispose of products
4 ELEMENTS OF LEARNING

• Motivation: Motivation is the driving force that impels individuals to action and is the result of unfulfilled need(s).

• Cues: Cues are relatively weak stimuli, not strong enough to arouse consumers but have the potential of providing direction to motivated activity.

• Response: The way an individual reacts to a cue or stimulus is the response and could be physical or mental in nature, leading to learning.

• Reinforcement: Most scholars agree that reinforcement of a specific response increases the likelihood for the response to reoccur. Reinforcement can be anything that both increases the strength of response and tends to induce repetitions of the behaviour that preceded the reinforcement.
• **Behavioural Theories**

Theories based on the premise that learning takes place as a result of observable responses to external stimuli. Also known as *stimulus response theory*.

• **Cognitive Theories**

A theory of learning based on mental information processing, often in response to problem solving.
Classical Classical Conditioning

• A behavioural learning theory, according to which a stimulus is paired with another stimulus that elicits a known response which serves to produce the same response when used alone.
Unconditioned Stimulus
Meat paste

Conditioned Stimulus
Bell

Unconditioned Response
Salivation

AFTER REPEATED PAIRINGS:

Conditioned Stimulus
Bell

Conditioned Response
Salivation
Instrumental Instrumental (Operant) Conditioning

• A behavioural theory of learning based on trial-and-error process, with habits forced as the result of positive experiences (reinforcement) resulting from certain responses or behaviours.
Operant Conditioning (Cont.)

• is the process in which the frequency of occurrence of a bit of behaviour is modified by the consequences of the behaviour.
• If positively reinforced, the likelihood of the behaviour being repeated increases.
• If punished, the likelihood of the behaviour being repeated decreases.
Reinforcement

• Reinforcement
• A positive or negative outcome that influences the likelihood that a specific behaviour will be repeated in the future in response to a particular cue or stimulus.
<table>
<thead>
<tr>
<th>Positive Reinforcement</th>
<th>Negative Reinforcement</th>
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</thead>
<tbody>
<tr>
<td>Positive outcomes that strengthen the</td>
<td>Unpleasant or negative outcomes that</td>
</tr>
<tr>
<td>likelihood of a specific response</td>
<td>serve to encourage a specific</td>
</tr>
<tr>
<td></td>
<td>behaviour</td>
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<tr>
<td><em>Example:</em> Ad showing beautiful hair</td>
<td><em>Example:</em> Ad showing wrinkled skin</td>
</tr>
<tr>
<td>as a reinforcement to buy shampoo</td>
<td>as reinforcement to buy skin cream</td>
</tr>
</tbody>
</table>
Instrumental (Operant) Conditioning (Cont.)

Behaviour

{ Reinforcement
  Negative Reinforcement
  Punishment }

Likelihood Of Behaviour

NOT the same thing!
COGNITIVE LEARNING: Observational Learning

• A process by which individuals observe the behaviour of others, and consequences of such behaviour. Also known as modelling or vicarious learning.
Components Of Observational Learning

- Attention
- Retention
- Production Process
- Motivation

Observational Learning
MEMORY SYSTEM

Sensory Input → Sensory Store

Rehearsal → Working Memory (Short-term Store)

Encoding → Long-term Store

Forgotten; lost → Forgotten; lost → Forgotten; unavailable

Retrieval