

Quiz and Discussion Assignment

1. I am combining the quiz and discussion assignment into a single assessment (one time only).
 - Posting Wednesday Sept 15 (before class).
 - DUE before class Wednesday Sept 22 (before class).
2. QUIZ #2 due before class Wednesday Sept 22.
3. TEAMS will be created and posted Wednesday Sept 15 (before class).
4. RECORDINGS for classes will be posted to Canvas after class.
5. SLIDES for classes will be posted to Canvas after class.

Learning



Terminology

Three basic psychological processes related to how consumers respond to products:

- **Learning:** processes involved in establishing consistent responses to particular stimuli.
- **Memory:** the way in which information is stored and recalled.
- **Attitudes:** processes involved in the formation and consequences of + & - psychological reactions to objects.

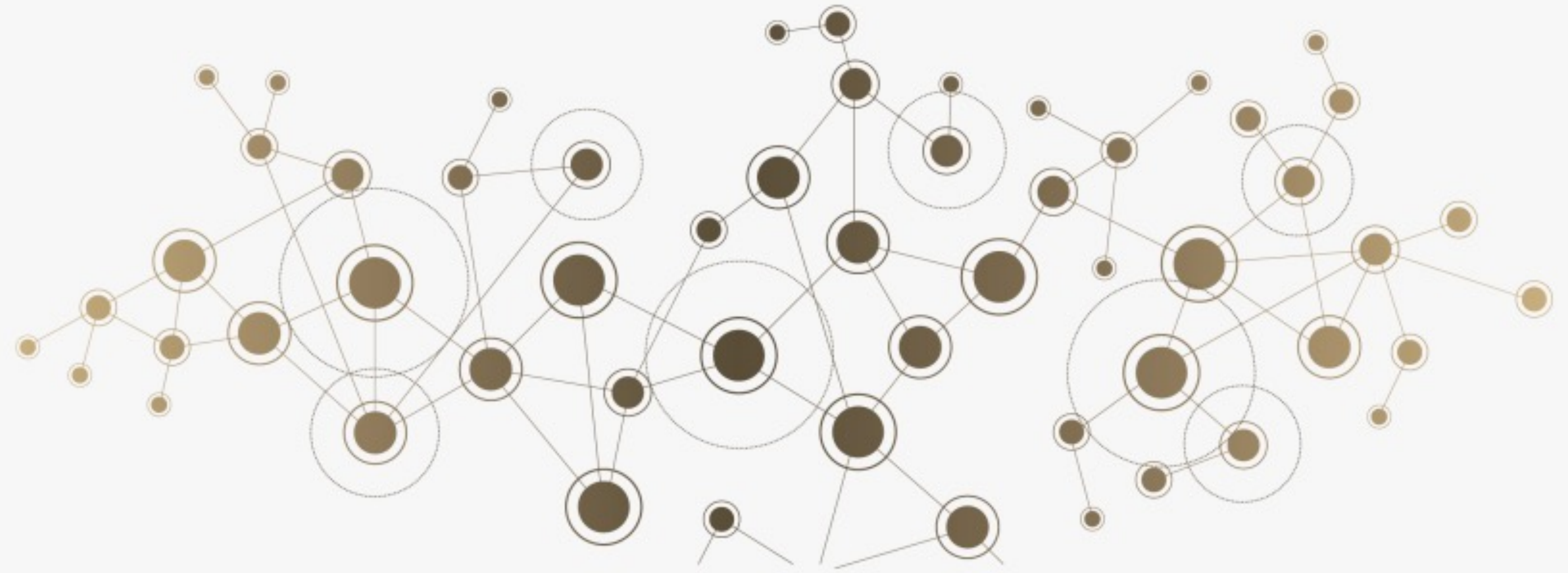
Learning

- Learning is a relatively permanent change in behavior that is caused by experience.
- Learning relates to the development and changes in our mental knowledge structures.
- Learning also relates to the processes by which individuals acquire tendencies to behave in particular ways in response to certain stimuli.

Learning

What do we mean when we say mental knowledge structure?

Learning



- Learning boils down to **association** and **differentiation**.
- Learning is both **intentional** and **incidental**.

Learning is about shaping mental knowledge structures.

Learning

There are multiple theories of learning:

- Some relate to simple, almost reflexive responses to the learning of abstract concepts.
- Others involve mimicking others (observation).
- Some involve repetitive behaviors.
- Others involve cognitive deliberation.

Perspectives About Learning

Two major theoretical approaches have been used to understand the process of learning:

1. Behavioral Learning



2. Cognitive Learning



Behavioral Learning

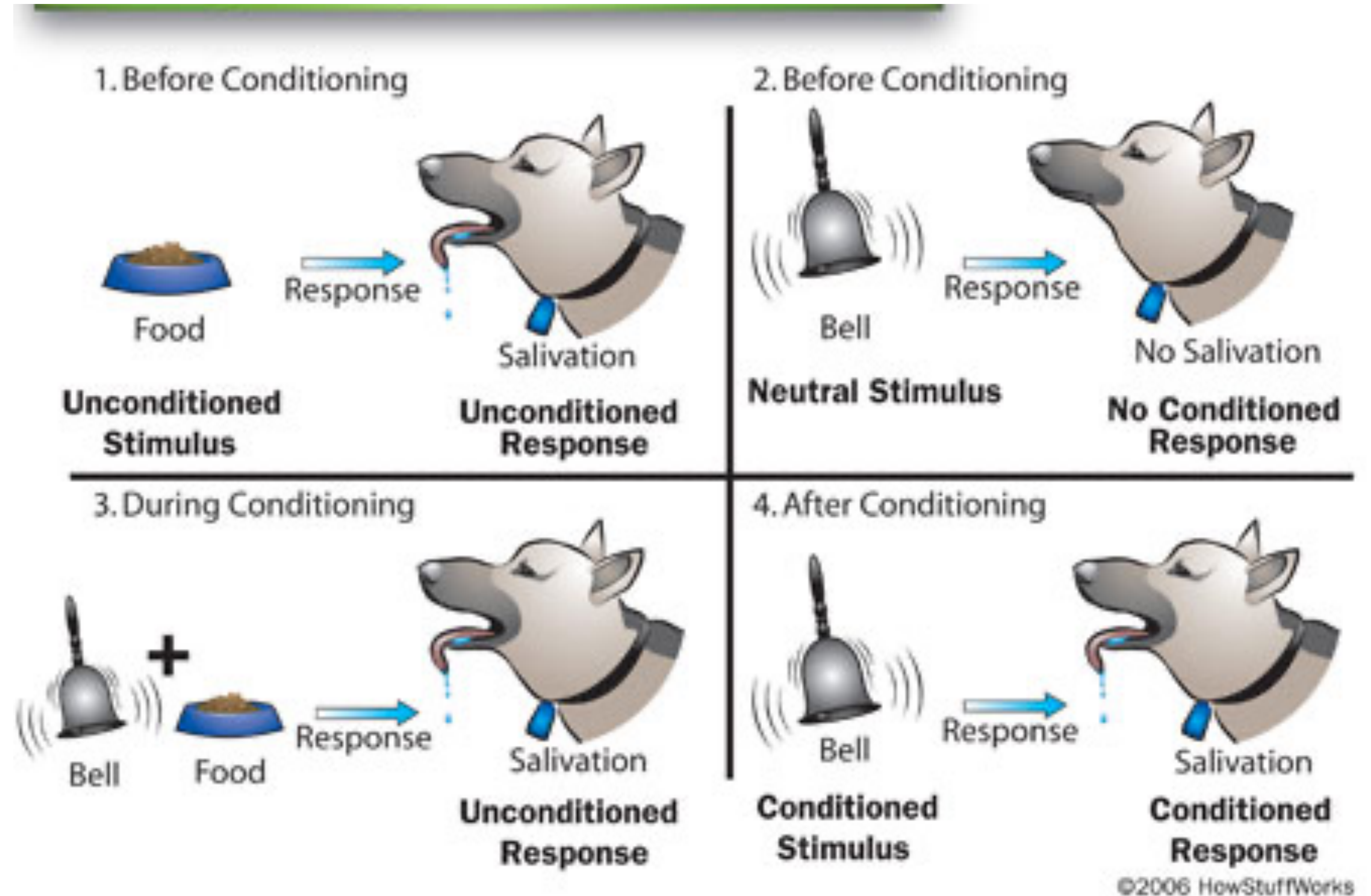
- Learning takes place as a result of responses to external events.
- Concerned with the way that certain stimuli come to elicit particular responses.

Two dominant theories:

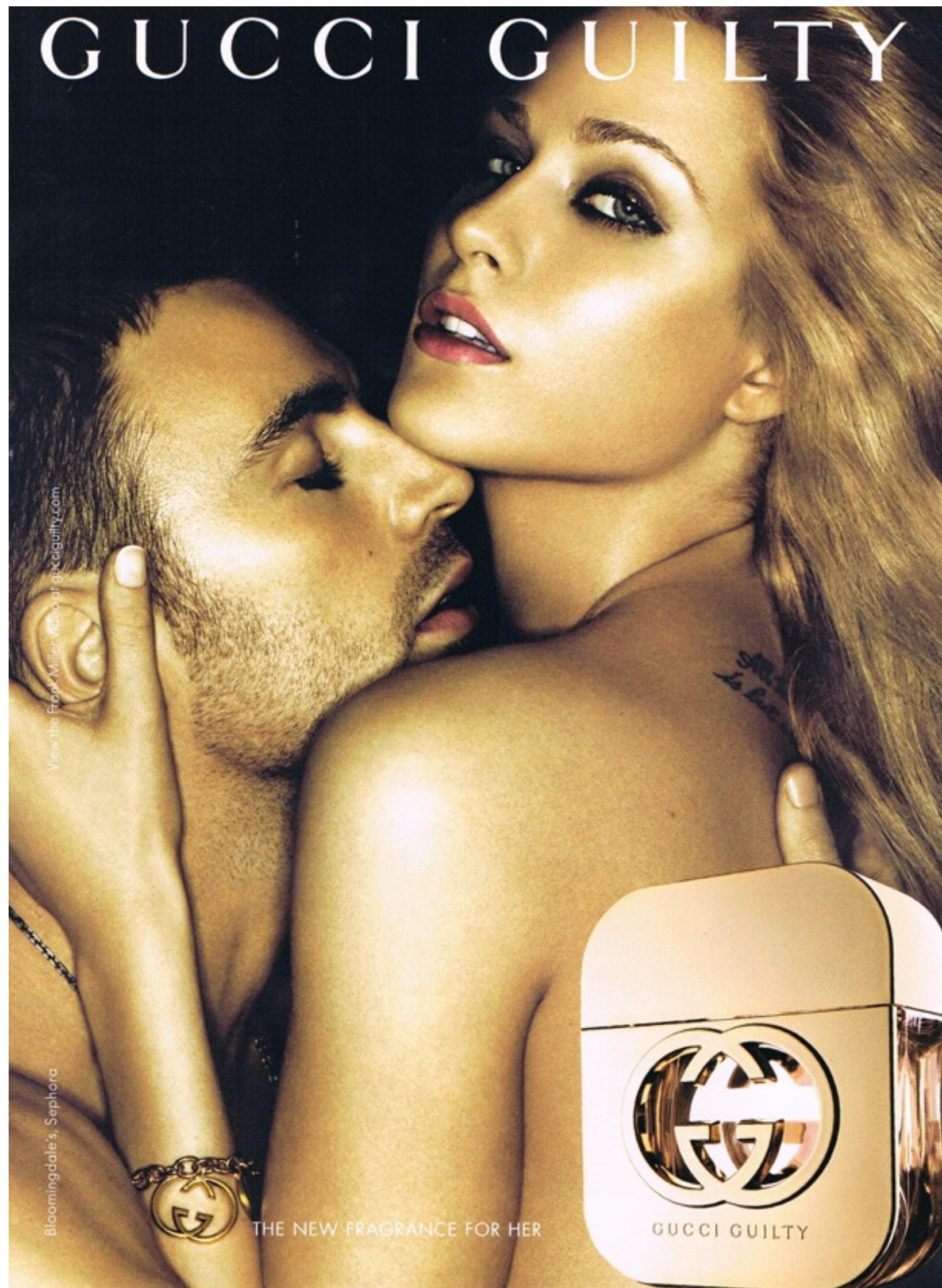
- Classical conditioning
- Operant (or instrumental) conditioning

Classical Conditioning

- Occurs when a new stimulus starts to evoke the same response that naturally occurs in reaction to another stimulus.
- First requires a naturally occurring response to a stimulus – a reflex.



Behavioral Learning



Conditioning and Emotional Response

- Images (nearly) guaranteed to lead to naturally occurring, positive, affective responses...



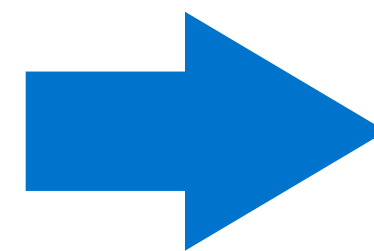




Marketing Application

Initial Stimulus

Unconditioned Stimulus
(UCS)



Natural Response

Unconditioned Response
(UCR)

Feeling warm
and tingly

Marketing Applications



**MICHELIN.BECAUSE
SO MUCH IS RIDING
ON YOUR TIRES.**



CUIDA A LOS QUE AMAS

Operant Conditioning

- Individuals learn to perform behaviors that produce positive outcomes and to avoid those that yield negative outcomes.
- Relates to learning of “voluntary” behavior.
- Refers to changes in behavior caused by nature of consequences that follow behavior.

Operant

+R

POSITIVE REINFORCEMENT
ADDING GOOD STUFF TO
INCREASE A BEHAVIOR



More loose-leash walking! Give treats, keep walking forward when leash is loose.

-P

NEGATIVE PUNISHMENT
DELAYING GOOD STUFF TO
DECREASE A BEHAVIOR



No more pulling! Stop walking & no treats, until leash is loose.

+P

POSITIVE PUNISHMENT
ADDING BAD STUFF TO
DECREASE A BEHAVIOR



No more pulling! Give leash correction and scolding when he pulls.

-R

NEGATIVE REINFORCEMENT
DELAYING BAD STUFF TO
INCREASE A BEHAVIOR



More loose leash walking! Delay leash pop and scolding until he pulls again.

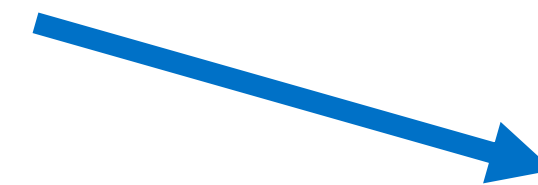
Cognitive Learning

- This perspective views people as **problem-solvers** who, through internal mental processes, use information to master their environment.
- Learning by **reasoning** involves the manipulation of existing knowledge structures to form new structures and conceptual understanding.

Example: gaining experience in a product category.

Cognitive Learning Applications

Product Positioning: How do consumers learn what a new product is?



Observational Learning

- Occurs when we watch others and note reinforcements they receive for behaviors.
- Simple **imitation** (modeling, observational, or vicarious learning) in the absence of any reinforcement.
- Vicarious learning enhanced by **observation of consequences** (*social learning theory*).
- Can **infer own attitudes** by observing your own behavior.

Observational Learning and Marketing

- Consumers are affected by **characteristics of the modeler**, e.g. expertise, attractiveness, status, similarity, etc.
- Many advertisements at least partially **rely on learning through viewing consequences of others' actions** – believability crucial!



Next Class...



Memory
Chapter 3
(pages 128–141 only)