


Comprehension & Memory



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Learning Outcomes

- LO¹** Identify the factors that influence consumer comprehension.
- LO²** Explain how knowledge, meaning, and value are inseparable using the multiple stores memory theory.
- LO³** Understand how the mental associations that consumers develop are a key to learning.
- LO⁴** Use the concept of associative networks to map relevant consumer knowledge.
- LO⁵** Apply the cognitive schema concept in understanding how consumers react to products, brands, and marketing agents.

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LO¹

Identify the factors that influence consumer comprehension.

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3

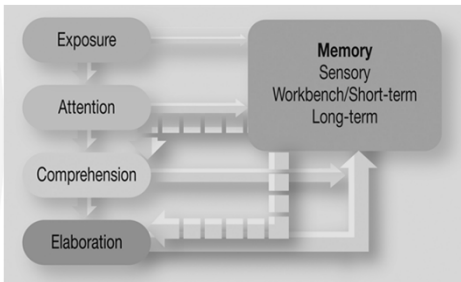
LO¹ Comprehension

Refers to the interpretation or understanding that a consumer develops about some attended stimulus in order to assign meaning.

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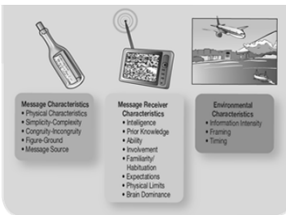
LO¹ The Components of Consumer Information Processing



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LO¹ Comprehension Depends on Multiple Factors



- Message Characteristics**
 - Physical Characteristics
 - Sensibly-Complexity
 - Congruity-Incongruity
 - Figure-Ground
 - Message Source
- Message Receiver Characteristics**
 - Intelligence
 - Prior Knowledge
 - Ability
 - Involvement
 - Familiarity/Habituation
 - Expectations
 - Physical Limits
 - Brain Dominance
- Environmental Characteristics**
 - Information Density
 - Training
 - Timing

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LO¹ Physical Characteristics of the Message

- Intensity
- Color
- Font
- Numbers
- Spacing



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LO¹ Simplicity/Complexity



Simple phrases such as “fat free” often communicate more clearly than detailed information.

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LO¹ Congruent or Incongruent Message Sequences?

Congruent Messages

Consumer comprehends less about L'Oréal

Incongruent Messages

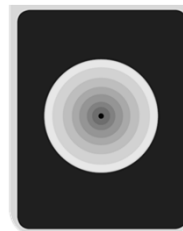
Consumer comprehends more about L'Oréal

IMAGE COURTESY OF THE ADVERTISING ARCHIVES

PR NEWSWIRE

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LO¹ The Figure and Ground Distinction



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LO¹ Message Source Factors

- Likeability
- Attractiveness
- Trustworthiness
- Expertise



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LO¹ Message Receiver Characteristics

- Intelligence/Ability
- Prior Knowledge
- Involvement
- Familiarity/Habituation
- Expectations
- Physical Limits
- Brain Dominance

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LO¹ Environmental Characteristics

- Information Intensity
- Framing
- Timing

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LO¹ An Illustration of Framing

Choose one of the two options below:

1. You lose \$200.
2. You have a 20% chance of losing \$1,000 and an 80 percent chance of losing nothing.

Choose one of the two options below:

1. You win \$200.
2. You have a 20% chance of winning \$1,000 and an 80 percent chance of winning nothing.

Source: Tversky, A. and D. Kahneman (1981), 'The Framing of Decisions and the Psychology of Choice,' Science, 211, 453-458.

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LO²

Explain how knowledge, meaning, and value are inseparable using the multiple stores memory theory.

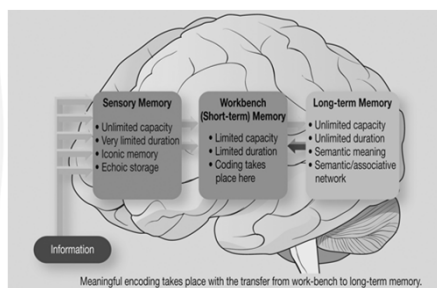
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LO² Multiple Store Theory of Memory

Views the memory process as utilizing three different storage areas within the human brain.

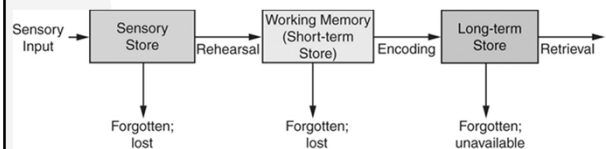
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LO² The Multiple Store Approach to Memory



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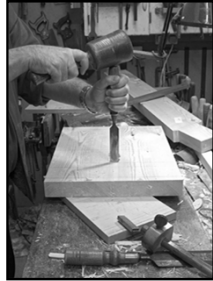
LO² Information Processing and Memory Stores



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LO² Workbench Memory

This is where bits of information are worked on to create knowledge!



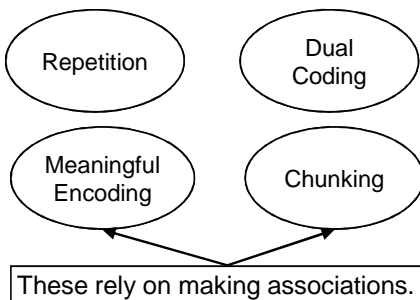
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LO³

Understand how the mental associations that consumers develop are a key to learning.

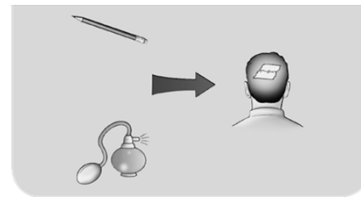
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LO³ Mental Processes Assisting Learning



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LO³ Dual Coding Illustrated



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LO³ Long-Term Memory

Long-term memory is a repository for all information that a person has encountered.

- Mental tagging helps consumers to retrieve knowledge.
- Rumination includes how a consumer remembers a memory, positively or negatively.

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LO⁴

Use the concept of associative networks to map relevant consumer knowledge.

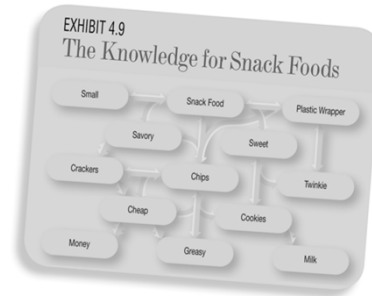
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LO⁴ Associative Network

A network of mental pathways linking knowledge within memory.

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LO⁴ Exhibit 4.9 The Knowledge for Snack Foods



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LO⁵

Apply the cognitive schema concept in understanding how consumers react to products, brands, and marketing agents.

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LO⁵ Cognitive Schemas

- **Schema** – a type of associative network that works as a cognitive representation of a phenomenon that provides meaning to that entity.
- **Exemplar** – a concept within a schema that is the single best representative of some category.
- **Prototype** – characteristics more associated with a concept.

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LO⁵ Exhibit 4.10 Category Exemplars

Product Category	Exemplar
Fast Food	McDonald's
Motorcycle	Harley-Davidson
Dollar Store	Dollar General Store
Supercenter	Walmart
Search Engine	Google
Tablet Computer	iPad
Radio Talk Show Host	Rush Limbaugh

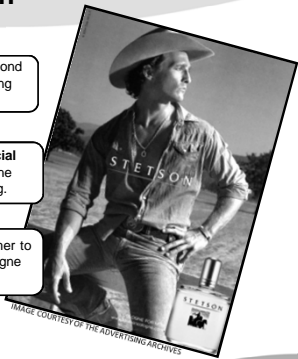
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LO⁵ Episodic Memory, Social Schemata, and Elaboration

Episodic memory may elicit fond childhood memories of playing cowboy.

Stetson is relying on the **social schema or stereotype** of the cowboy to provide meaning.

Elaboration allows the consumer to picture himself using the cologne resulting in better recall.



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