


Learning & Perception



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Learning Outcomes

- LO¹** Define learning and perception and how the two are connected.
- LO²** List and define phases of the consumer perception process.
- LO³** Apply the concept of the JND.

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Learning Outcomes

- LO⁴** Contrast the concepts of implicit and explicit memory.
- LO⁵** Know ways to help get a consumer's attention.
- LO⁶** Understand key differences between intentional and unintentional learning.

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LO¹

Define learning and perception and know how the two are connected.

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LO¹ Learning and Perception

- **Learning** – a change in behavior resulting from the interaction between a person and a stimulus.
- **Perception** – a consumer's awareness and interpretation of reality.
- Value involves learning, and consumer learning begins with perception.
- Learning can be *intentional* or *unintentional*.

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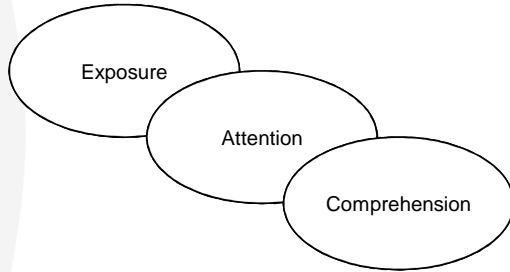
LO¹ Defining perception

- Perception is the process by which 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. A perceptual map is a widely used marketing tool which evaluates the relative standing of competing brands along relevant dimensions.

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LO¹ Elements of Consumer Perception



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LO²

List and define phases of the consumer perception process.

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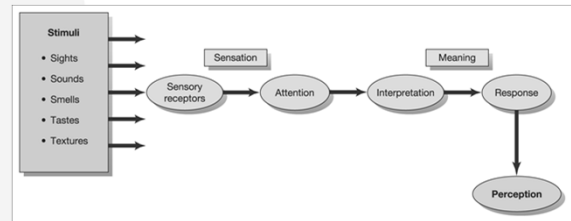
LO² Sensing, Organizing, and Reacting



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Elaborated perception model



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How perception looks like?

- *Vision* – marketers rely heavily on visual elements in advertising, store design and packaging. Colours are rich in symbolic value and cultural meanings and can be critical spurs to sales.
- *Smell* – odours can stir the emotions or have a calming effect, they can invoke memories or relieve stress.
- *Sound* – can affect people's feelings and behaviours.
- *Touch* – tactile cues can have symbolic meaning.
- *Taste* – can contribute to our experiences of many products.



This model shows what a man's body would look like if each part grew in proportion to the area of the cortex of the brain concerned with its sensory perception.

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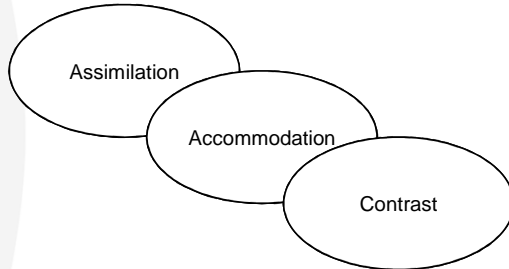
LO² A Visual Image of the Organization Process



Like sorting mail!

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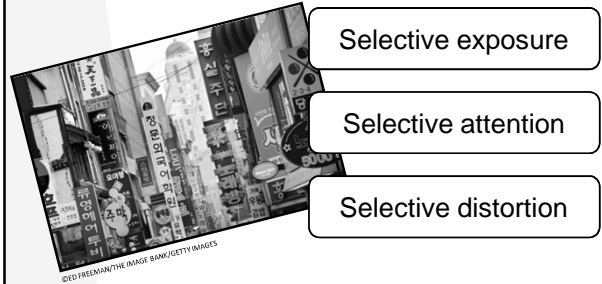
LO² Organization Reactions



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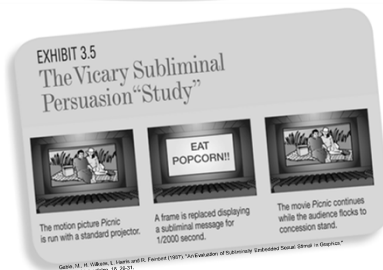
LO² Selective Perception



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LO² Exhibit 3.5: The Vicary Subliminal Persuasion “Study”



Is this subliminal stuff true?

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LO³

Apply the concept of JND.

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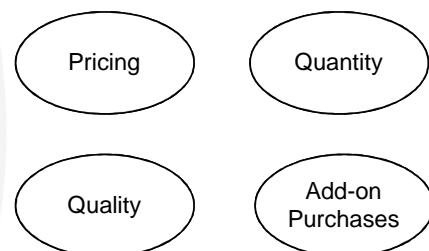
LO³ JND (Just Noticeable Difference)

- Represents how much stronger one stimulus has to be relative to another so that someone can notice that the two are not the same.
- **Weber’s Law** – the ability to detect differences between two levels of a stimulus is affected by the original intensity of the stimulus.

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LO³ JND: Marketing Implications



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LO³ JMD (Just Meaningful Difference)

Represents the smallest amount of change in a stimulus that would influence consumer consumption and choice.

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LO⁴

Contrast the concepts of implicit and explicit memory.

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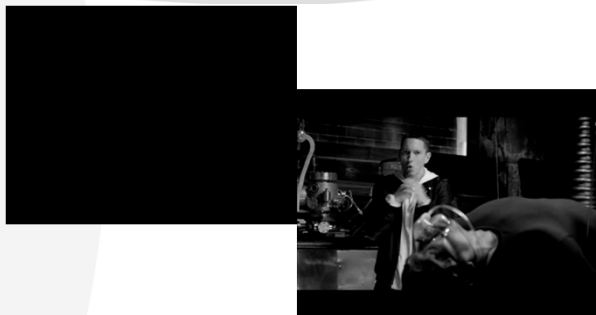
LO⁴ Implicit and Explicit Memory

Implicit memory
Unintentional learning

Explicit memory
Intentional learning

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Have a look at these videos



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LO⁴ Mere Exposure Effect

- Consumers will prefer an object to which they have been exposed.
- Once exposed to an object, a consumer exhibits a preference for the familiar object over something unfamiliar.
- Relevant points:
 - preattentive
 - easy to elicit
 - greatest effect on novel objects
 - weak effect
 - best when consumer has lower involvement

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LO⁴ What brand exposure does?

- Can simple exposure change actual purchasing behaviour?
 - Consumers exposed to photos of people with Dasani and then given choice of bottled water
 - Dasani bottle is subtly displayed in photos near person
 - Consumers viewed 20 photographs for 2 seconds each
 - People in photos were engaged in various everyday activities
 - 0, 4, or 12 of the photos contained a Dasani brand bottled water positioned by the individual
 - Participants instructed to focus on the faces of the individuals
 - Participants given a choice among 4 bottled waters
 - Participants' awareness of having seen the brand was assessed

Tanner, R. J., Ferraro, R., Chartrand, T. L., Bettman, J. R., and Baaren, R. V. (2008). "Of Chameleons and Consumption: The Impact of Mimicry on Choice and Preferences", Journal of Consumer Research, Vol. 34, No. 6.

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LO⁴ What brand exposure does?



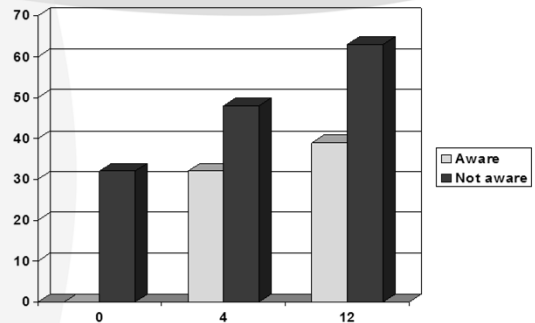
Dasani



Dasani

Tanner, R. J., Ferraro, R., Chartrand, T. L., Bettman, J. R., and Baaren, R. V. (2008), "Of Chameleons and Consumption: The Impact of Mimicry on Choice and Preferences", Journal of Consumer Research, Vol. 34, No. 6.

LO⁴ What brand exposure does?



Tanner, R. J., Ferraro, R., Chartrand, T. L., Bettman, J. R., and Baaren, R. V. (2008), "Of Chameleons and Consumption: The Impact of Mimicry on Choice and Preferences", Journal of Consumer Research, Vol. 34, No. 6.

LO⁴ Attention

- The purposeful allocation of cognitive capacity toward understanding some stimulus.
- Involuntary attention is beyond the conscious control of the consumer and occurs as the result of a surprising or novel stimuli.
 - Orientation reflex: a natural reflex that occurs as a response to a threat.

LO⁵

Know ways to help get a consumer's attention.

LO⁵ Ways to Enhance Attention

- Intensity
- Contrast
- Movement
- Surprise
- Size
- Involvement

LO⁶

Understand key differences between intentional and unintentional learning.

Learning

Learning is a change in behaviour that is caused by experience. Learning can occur through simple associations between a stimulus and a response or via a complex series of cognitive activities.

Solomon et al. (2010) Consumer Behaviour, Prentice Hall.

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LO⁶ Learning



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Is this intentional or unintentional learning?

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LO⁵ Intentional vs. Unintentional Learning

Intentional learning

Consumers set out to specifically learn information devoted to a certain subject.

Unintentional learning

Consumers simply sense and react (or respond) to the environment.

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LO⁶ Learning Theories

Behaviorism

Information Processing

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LO⁶ Classical Conditioning

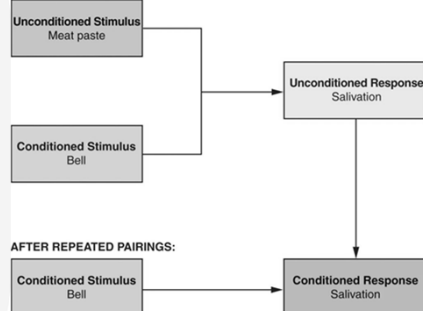


A change in behavior that occurs simply through associating some stimulus with another stimulus that naturally causes a reaction.

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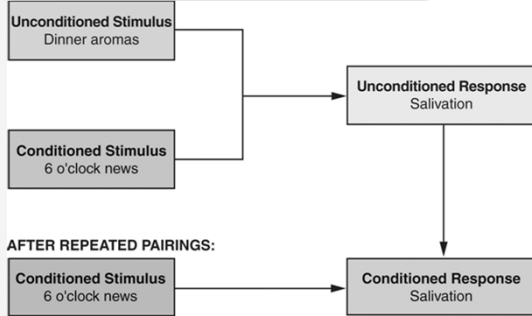
LO⁶ Models of Classical Conditioning



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LO⁶ Models of Classical Conditioning



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LO⁶ Discussion Questions

- For Coca-Cola or another beverage company:
 - How have they used classical conditioning in their marketing?
 - Identify the unconditioned and conditioned stimuli, the conditioned and unconditioned response.



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LO⁶ Strategic Applications of Classical Conditioning

Basic Concepts

- Repetition
- Stimulus generalization
- Stimulus discrimination
- Increases the association between the conditioned and unconditioned stimulus
- Slows the pace of forgetting
- Advertising wearout is a problem

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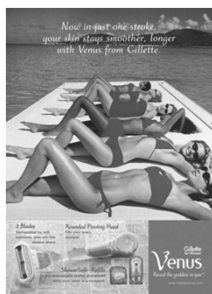
Why Did Gillette Use Two Different Ads to Advertise the Same Product?



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Repetition of the Message with Varied Ads Results in More Information Processing by the Consumer



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Strategic Applications of Classical Conditioning

Basic Concepts

- Repetition
- Stimulus generalization
- Stimulus discrimination
- Having the same response to slightly different stimuli
- Helps “me-too” products to succeed
- Useful in:
 - product extensions
 - family branding
 - licensing

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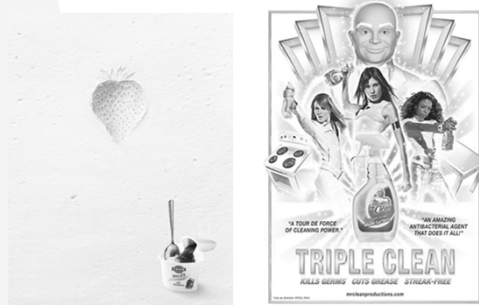
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Which Concept of Behavioral Learning Applies to the Introduction of These Two Products?



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Stimulus Generalization



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What Is the Name of the Marketing Application Featured Here and Which Concept of Behavioral Learning Is It Based On?



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Product Category Extension Stimulus Generalization



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Strategic Applications of Classical Conditioning

Basic Concepts

- Repetition
 - Stimulus generalization
 - Stimulus discrimination
- Selection of a specific stimulus from similar stimuli
 - Opposite of stimulus generalization
 - This discrimination is the basis of positioning which looks for unique ways to fill needs

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What Are the Names of the Marketing Application and the Behavioral Learning Concept Featured Here?



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Stimulus Discrimination Product Differentiation



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LO⁶ Instrumental Conditioning

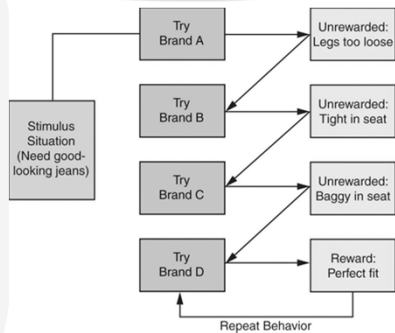
Behavior is conditioned through reinforcement.



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LO⁶ A Model of Instrumental Conditioning



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Reinforcement of Behavior

Extinction

- A learned response is no longer reinforced
- The link is eliminated between stimulus and reward

Forgetting

- The reinforcement is forgotten

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LO⁶ Brands as Discriminators



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