



Unit Two: The Consumer Learning Process

Course Layout and Overview

- ▶ Ten units
 - ▶ Unit One: Introduction to Consumer Behavior
 - ▶ **Unit Two: The Consumer Learning Process**
 - ▶ Unit Three: Understanding the Consumer
 - ▶ Unit Four: Influencing Consumer Attitudes
 - ▶ Unit Five: The Purchasing Process
 - ▶ Unit Six: Consumer Analysis and Marketing Strategy
 - ▶ Unit Seven: The Effects of Consumer Groups
 - ▶ Unit Eight: The Influences of Class, Ethnicity and Age
 - ▶ Unit Nine: Cultural Influences
 - ▶ Unit Ten: Informing Marketing Strategy



Unit Two Learning Outcomes

- ▶ Identify why it is important for marketers to understand how consumers learn about products and services
- ▶ Explain that learned associations can generalize to other insights, and why this is important to marketers
- ▶ Compare the differences between classical and instrumental conditioning
- ▶ Explain why it's important for marketers to recognize that products can satisfy a range of consumer needs
- ▶ Evaluate how the way we assess and choose a product depends upon our degree of involvement with the product, the marketing message, and/or the purchase situation



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit Two Overview Topics

- ▶ Understanding how consumers learn about products and services
- ▶ Learned associations lead to other insights
- ▶ Classical and instrumental conditioning differences
- ▶ Products that satisfy a range of consumer needs
- ▶ Marketing degree of involvement



Consumer Learning Process Vocabulary

- Behavioral learning theory
- Classical conditioning
- Cognitive learning theory
- Consumer involvement
- Consumer learning process
- Consumer needs
- Instrumental conditioning
- Learned association
- Marketing message
- Purchasing decisions



Understanding How Consumers Learn about Products and Services

- Ways a consumer may learn about a product
 - Friends
 - Social media
 - Reviews
 - Coworkers
 - Celebrity endorsements
 - TV
- Consumer learning process
- Consumer involvement levels
 - High involvement
 - Low involvement



Learned Associations Lead to Other Insights

- Learned associations
 - Positive associations
 - Negative associations
- Cognitive learning theory

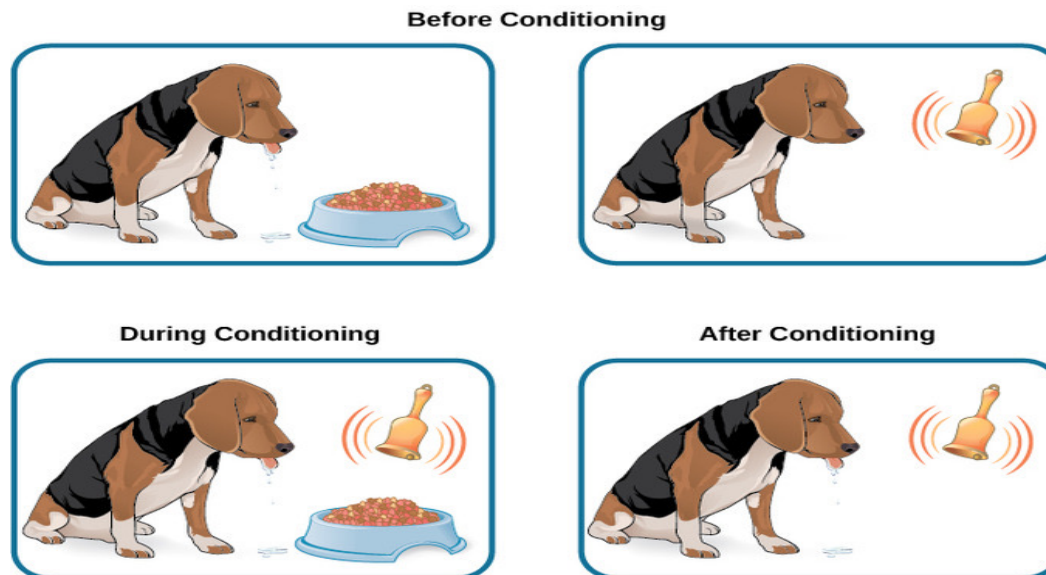


Classical and Instrumental Conditioning Differences

- Behavioral learning theory
- Classical conditioning
- Instrumental conditioning



Classical Conditioning



Products that Satisfy a Range of Consumer Needs

- Consumer needs
- Products that solve more than one need or problem
- Marketing should demonstrate the diversity of a product

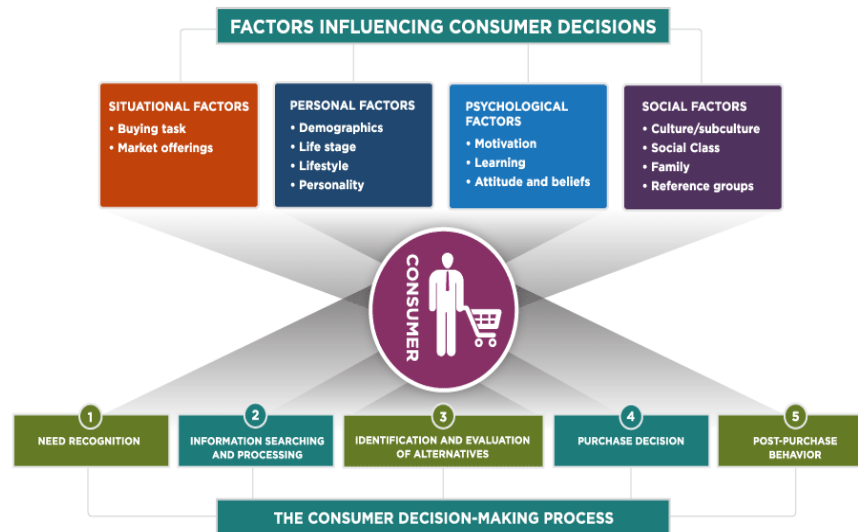


Marketing Degree of Involvement

- Expanded consumer choices
- Level of involvement
- Purchasing decisions
- The marketing message



Consumer Decision Factors



Conclusion

➤ Unit Two Learning Outcomes:

- ▶ Identify why it is important for marketers to understand how consumers learn about products and services
- ▶ Explain that learned associations can generalize to other insights, and why this is important to marketers
- ▶ Compare the differences between classical and instrumental conditioning
- ▶ Explain why it's important for marketers to recognize that products can satisfy a range of consumer needs
- ▶ Evaluate how the way we assess and choose a product depends upon our degree of involvement with the product, the marketing message, and/or the purchase situation



What's Next?

Unit Three: Understanding the Consumer

