

Chapter 5

Consumer Learning and Memory

Why Marketers are Concerned about How Consumers Learn

- Marketers want to “teach” consumers about their products
 - product attributes
 - where to buy them
 - how to use and dispose of them
 - They want to know how effective they have been in communicating with the consumer
 - directly, through advertisements
 - Indirectly, through product appearance, packaging, price and distribution channels
-

What is Learning?

- Generally, learning is a process by which changes occur in the content or organization of an individual's long-term memory
 - From a marketing standpoint, learning can be thought of as *the process by which individuals acquire the purchase and consumption knowledge and experience that they apply to future related behavior*
-