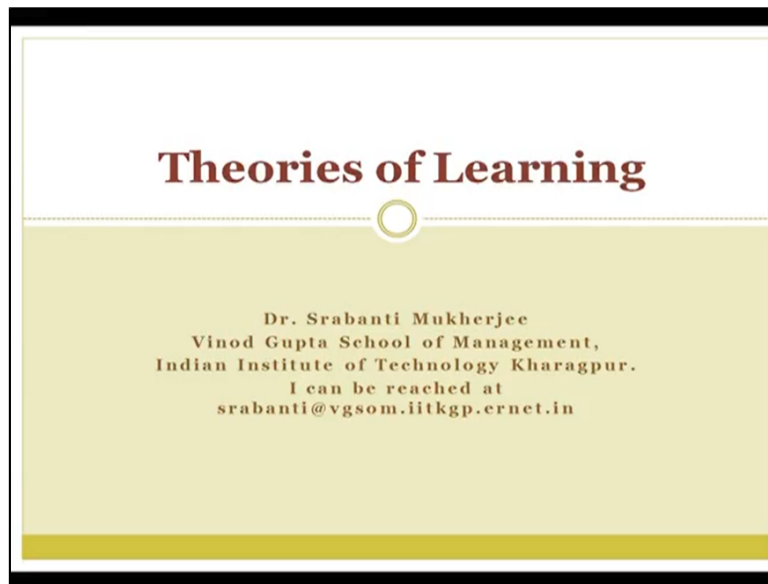


**Consumer Behaviour**  
**Prof. Srabanti Mukherjee**  
**Vinod Gupta School of Management**  
**Indian Institute of Technology-Kharagpur**

**Module No. #03**  
**Lecture No. #14**  
**Theories of Learning**

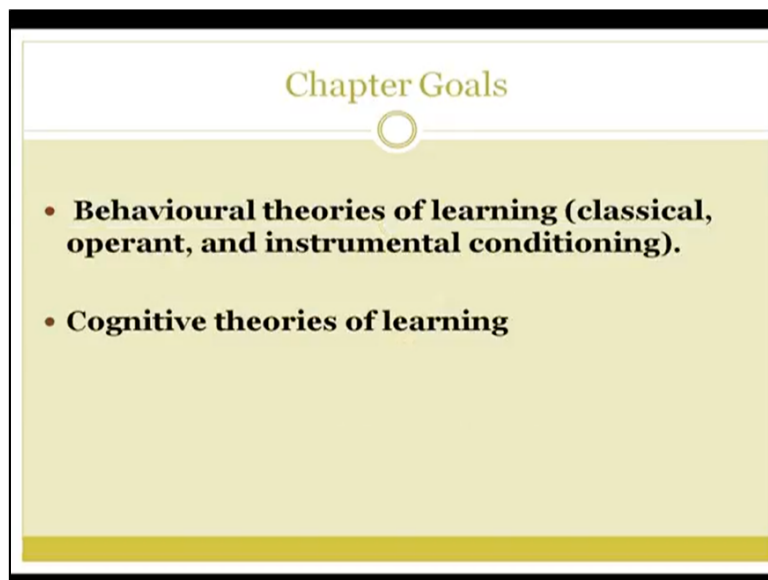
Welcome, to the Fourteenth Session, of the Course Consumer Behaviour.

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And here, I, Dr Srabanti Mukherjee, for IIT Kharagpur, will be presenting you the, Theories of Learning.

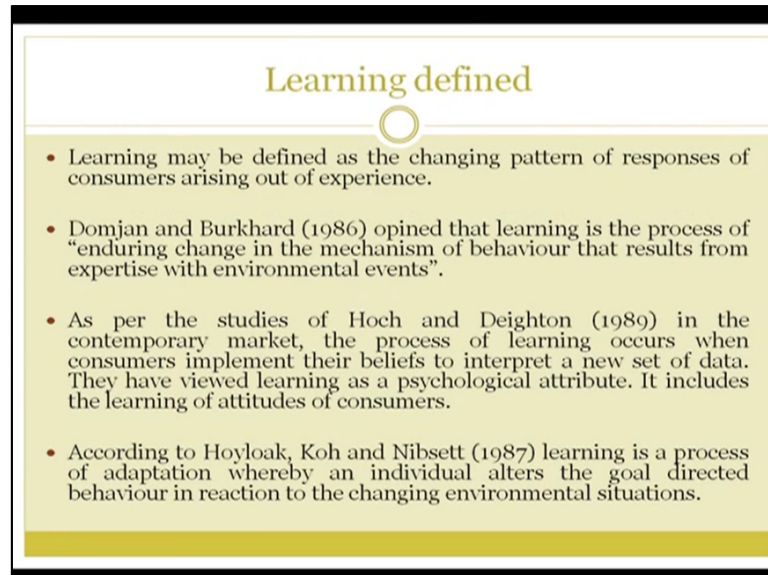
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While starting with the, Concept of Learning, and the types of Learned Behaviour, the

Elements of Learning. Then, we will mainly focus on the, Behavioural Theories of Learning, that is the Classical, Operant, and Instrumental Conditioning. And then, we will talk about the, Cognitive Theories of Learning.

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### Learning defined

- Learning may be defined as the changing pattern of responses of consumers arising out of experience.
- Domjan and Burkhard (1986) opined that learning is the process of “enduring change in the mechanism of behaviour that results from expertise with environmental events”.
- As per the studies of Hoch and Deighton (1989) in the contemporary market, the process of learning occurs when consumers implement their beliefs to interpret a new set of data. They have viewed learning as a psychological attribute. It includes the learning of attitudes of consumers.
- According to Hoyloak, Koh and Nibsett (1987) learning is a process of adaptation whereby an individual alters the goal directed behaviour in reaction to the changing environmental situations.

So first, let us see, how Learning is defined. So, Learning may be defined as the, changing pattern of Responses of the Consumers, arising out of experience. For example, I take rice in the lunch time. Why do I do so? Nobody has told me, to do this. I can have Roti, Chapatti. I can have Idli. I can have Dosa. Many things. But, this is how, my Culture, my Family, is being eating. So, during the process of my socialisation, when I am growing up, I have been exposed to this kind of behaviour only.

So, I have developed the habit, of having Rice, in the afternoon. So therefore, all these things like. Then again, what kind of Rice? Is it the Basmati Rice? Or, is it a Normal Rice? So, that all these things, actually comes from the way, I have developed my habit. The way, I have seen my Family, my Society. And then, that way, I have developed me. For example, the Apparel Sellers. Why do they think that, you know, during the Durga Pooja, I should target more to the Bengal? Why in the North, I will target during the Diwali.

Why? Because, for tradition, they have seen that traditionally, People will buy new apparels, in their own festive season's. And, that is how, the Child is growing up. And, he is Learning that, that is a time, where all the Family Members buy New Dresses, so I will also buy a New Dress. So, that is how is my behaviour, based on my experience. So, Domjan and Burkhard opined that, Learning is a process of enduring change, in the Mechanism of Behaviour, that

results from the expertise, with the environmental events.

So, as per the studies of Hoch and Deighton in 1989, in the contemporary Market, he has said, the Process of Learning occurs, when the Consumer implements their believes, to interpret a new set of data. Say, for example, Freedom 251. When it was coming up, so that time, it was like, some People were, little sceptical about that Brand.

Some People have, you know, thought okay, it is a way to get a very cheaper one. Or, some People, just out of curiosity, as curious our set of assumption is like, a Mobile Brand, cannot be so cheap. Why? Because, for the time, when the Mobile first time was launched, from that time, what we have seen is, the processor, the chips, the circuit, all these thing, has a definite cost. So, how a Mobile can come in 251 rupees. So, that was our scepticism.

And, that scepticism, was just because, we have you know, seen Mobile phones, to be of around, minimum of 2000, or close to that. So similarly, now Reliance Jio, when it came, many People were sceptical about it. But then, now you know, it is understood, how Reliance Jio is, can provide in such a lower price. So then, the scepticism is going. So, it is a learn process. Just because, for Reliance, we know that, Reliance Jio is sharing the infrastructure, with RCOM. Now, Reliance Telecom.

So therefore, they may be using their infrastructure, and that is how, that has reduced the cost of their Internet expenses, of Reliance Jio. So, that is how, probably they are able to give in a, much lower price. So that, when People come to know, or understand, then probably, their perception will change. Then, see here, according to Hayloak, Koh, and Nibsett, in 1987, Learning is a process of adaptation, whereby an Individual, alters the goal-directed behaviour, in reaction to the changing environmental situations.

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**Therefore...**

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*Consumer learning is the process by which individuals acquire the purchase and consumption knowledge, and experience and form a predisposition which they apply to future-directed behaviour.*

Hence,

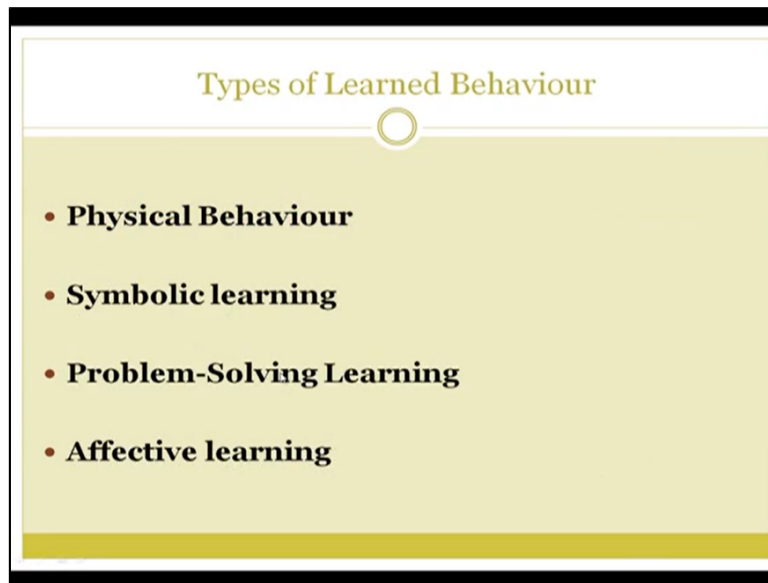
- Consumer learning is a process.
- Consumer accumulates knowledge and experience through the process of learning.
- The knowledge and experience thus accumulated forms predisposition in consumer's mind and thereby shapes the foundation of his future behaviour.

Now therefore, Consumer Learning is a process by which, Individuals acquired the purchase and consumption knowledge, and experience and form a predisposition, which they apply to the Future Directed Behaviour. Old Age People, they do not want, they want a Basic Phone. They don't want to adopt, the Technology. Whereas, Idea Cellular, is trying to change, this process of thinking. Because, it shows the Person is travelling by an Auto or the by Bus, where the Youngster is saying that, or he is saying that, he does not know, how to work in Internet.

So, he is having the several kind of problems. So then, therefore a Young Person, is actually trying to help him out, how easy it is to use Internet, how easy it is to use to send an email, and all this. So, this is like, the attempt to change the behaviour of the Person. And, now the Person feels, that Internet, you know, using Internet, is not that tough. So, he had a predisposition, that this kind of, because he was not so accustomed, with the use of Computer, on Internet.

So, he thinks that, it was very tough. But, that could be changed, you know, by giving several kind of enforcement, or some Cues. So hence, Consumer Learning, is actually a process, it is not very static. Now, Consumer accumulates knowledge and experience, through the Process of Learning, throughout his life cycle. The knowledge and experience, thus accumulated, forms predisposition in Customer's mind, and thereby, shapes the foundation of his Future Behaviour.

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Now, here we have, Types of Learned Behaviour. One is the Physical Behaviour. In Physical Behaviour, is like, when we learn the Physical Behaviour, in our day-to-day life, in a variety of situations as Customers, we will learn the methods, of responding to various purchase situation, that take the forms of Learning, to read closely, the fine print of purchase contracts, may be. Customers may also learn certain physical activity, through the Process of Termed Modelling, in which the mimic the behaviour, of other Individuals, such as, the Actors.

You want to have a good physique, like Hrithik Roshan. So, that is a kind of Physical Behaviour. For that reason, what kind of Dressing pattern, will make me look, that may give me a feel, that I am having a good physique. Or, the other People should feel that, I am having a good physique, with the particular apparel, I may be interested in that. Or, good physique to me, maybe, like a physique like, Hrithik Roshan.

Because, years back, you know, good-looking Person, could be like, Person like Raj Kapoor. But now, if you see a youngster, he will say, I want to look like, say Hrithik Roshan. That is a definition of beautiful Person to me. So, that changes over time. That is basically, the Physical Behaviour, the way he acts, the way he moves, his physical fitness, altogether gives me the idea of beauty.

Some could be, some Symbolic Learning things. Now, Symbolic Learning is also acquired, by effective use of symbols. The symbols allow the Marketer, to communicate with the Consumers, through vehicles, such as levelling, slogan, caption of the Brand. And, for example, the slogan of, great People to fly with. We understand that, Pakistan International

Airlines, it is about them. So, another way is the, Problem-Solving Learning.

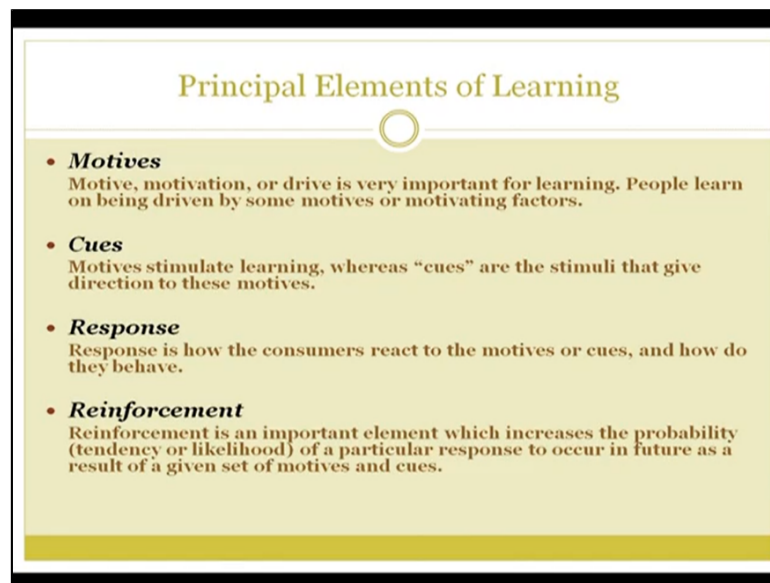
Now, Problem-Solving Learning is the one, can also engage in Problem-Solving Learning, by employing the processes of thinking and insight. Thinking, involves, manipulation of symbols, represented in the real world, to form various combinations and meanings. For example, the Jingle of Titan. It immediately, we understand that, it is somewhat related to the, Advertisement of Titan.

Sometimes, Red waves of Coca Cola. Then, the music associated with, the Dog of Vodafone. So, all this, or Zuzu's of Vodafone. So, that we know, we form an association with those, a minimal we see those, we can remember about, that it is talking about Vodafone. So similarly, Cadbury's Dairy Milk. It is associated with the violet colour. And, the other one is, we can see in this slide, that is Affective-Learning

Affective-Learning is alternatively referred as, the environmental Learning, Humans learn to value, certain elements of their environment. And, it is like something else. In fact, the Consumers learn, most of the feelings, from the surroundings and the environment. For example, a Consumer buys the Product, when he feels, that the Product suits him well, and is capable of satisfying his Needs and Wants. A Car will satisfy my Need, to go to office, every day.

Some People may think, no, a Motorcycle will satisfy my Need. Because, it is also portraying to some extent, some masculinity. And since, it is sleek, I can go faster than a Car, in a densely populated place. So, that is how, you know, my affect. This a kind of Affective-Learning, on certain products.

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Now, we talk about the principal Elements of Learning. There actually, four principal Elements of Learning. One is the Motive. That is the motivation, which we have talked, in the Motivational Theories also. It is a drive, and it is very important for Learning. People learn, on being driven by some Motives or motivational factors. I told about the old Person, who was being depicted in the Idea Cellular.

Now, why because, now many operations, are app based. The use of Internet, and use of a smart phone, is actually the call for the day. It was almost a necessity, now. Because, whenever new town, you want to call a cab and all, it may be very helpful, if you have an app installed in your Mobile. So, that is how, you know, the old People of, this is the feel, the Need, you know, that is a drive, maybe, but also they feel that, it is very difficult to learn.

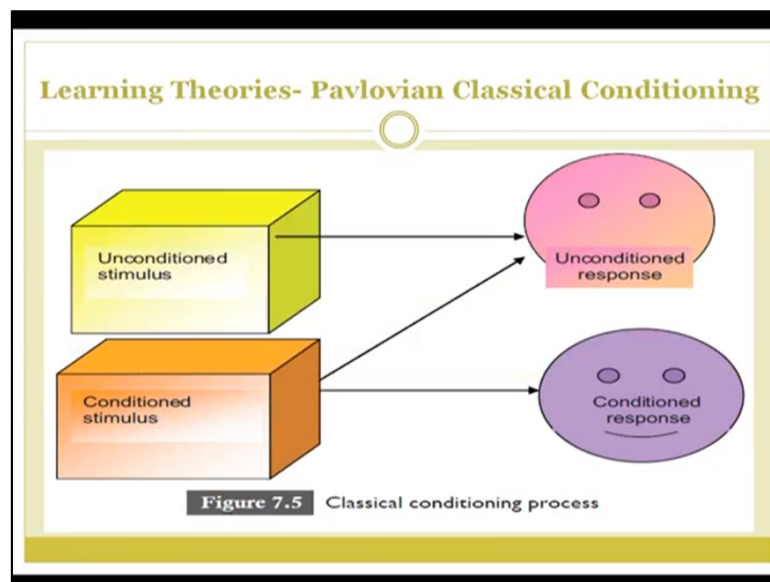
So, may be something simpler way of using Internet, could be used as the Cue to them. That can be, acting as the Stimuli, which is the next element, which we see here. So, if my Motive is to become modern, my Motive is to use the apps, you know, that is my drive. Because, that is the call for the day. But, I don't know, how to use it. And, I am very afraid of using those things.

So, some easier option, has to be given to me, so that, I fell that, I feel the drive to learn Internet. So, same thing has been used, in the Idea Cellular, Recent Ad. And, the Response is, how the Customer reacts to this Motives and Cues, and how they behave. In Idea Cellular, it has been said, that the Person is now convinced, and he is feeling that, it is very easy to use Internet in Mobile. And, then comes the Reinforcement.

Reinforcement is an important element, which increases the probability or tendency of a particular Response, to occur in future, as a result of given set to Motives. And now, this Reinforcement can be, you know, kind of certain behaviour like, when I am using this kind of Internet in my Mobile, maybe my wife and I, my same age group, even I am a middle aged Customer, or an old aged Customer, my friends could feel that, you know, or my friends are appreciating that, you became modern, you are at par with the trend and all.

So, that could act as a Reinforcement to me. Some offers can be a Reinforcement to me. Some Mobile or some Handset offers, a price offers, could be some kind of Reinforcement to me to, so that, I start liking the Brand.

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Now, we move to the Theories of Learning. In Theories of Learning, as I told, the first one, we will talk about the Classical Behavioural Theories of Learning. And, in Behavioural Theories, our first one is the Pavlovian Classical Learning Theory. In Pavlovian Classical Learning Theory, as we see, there are four things to be mentioned. One is the Unconditioned Stimulus. Then, this is the Unconditioned Response. Then, the Conditioned Stimulus, and Conditioned Response.

Ivan Pavlo, he has actually did this study, with his Dog. Now, in the first day, he gets the Dog, piece of meat, and the Dog started salivating. So, this Unconditioned Stimulus was the meat, and the Unconditioned Response was the saliva. Now, he started ringing a bell, with the with given the repeatedly kept on giving the Dog, meat. And then, he started ringing a bell, when



he is giving the meat, to the Dog.

And, after some time, one fine morning, he stopped. He just rang the bell, he did not give the meat to the Dog, but the Dog started salivating. This is like, a Condition Stimulus, the Dog has condition, or linked the bell with the meat. So, he thinks that, whenever the bell is rang, I get meat. Okay. So, when the bell has rung, I get meat. You can see here. So now, just when the bell just rang, he was so conditioned with that Stimulus, that he started salivating.

Because, he thought that, he will be getting meat. So, this is how, you know, the Customers also, they get this kind of adjustment, with some Brands, like Dettol. Dettol is an antiseptic lotion, which of the Reckitt & Colman. And, the kind of antiseptic image, and the green colour, is so much associated with Dettol, that whatever products come from Dettol, People start thinking that, it must be a sanitising Product, it must be an antiseptic Product. Okay

So that, if some Product comes from Amul, People start thinking, it must be a Milk Product. Because, Amul for a long term, it is a Anand Milk Union Limited. So, it is for a long time, it is associated with the Milk manufacturing, and Milk products manufacturing. So, that is how, People have Condition Stimulus with that, that if anything is coming from Amul, it is actually a Milk Product. Okay.

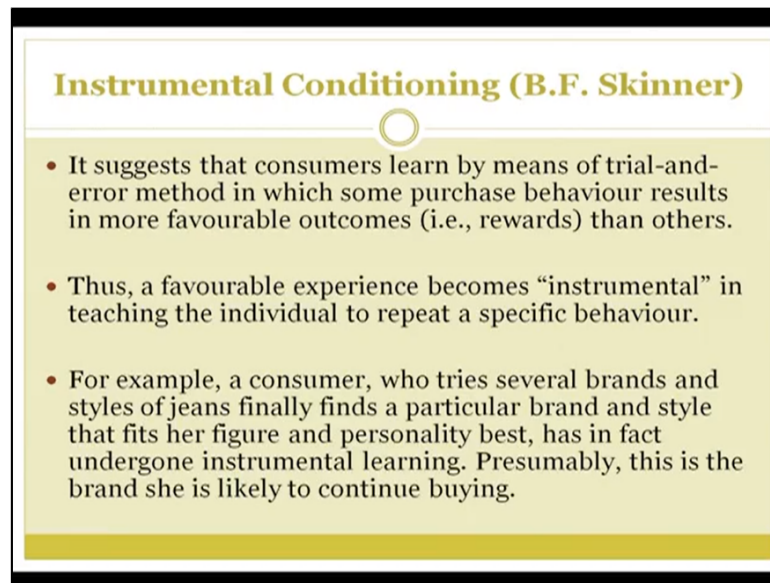
So, like if we say about BMW Cars, then our understanding is that, it is an expensive and elegant Car. It is a Bavarian Mystic. So, it took the Marketer, a huge effort to reposition it, when they launched the Product, BMW Roadster. Because, that time, they have to give a solid Cue, or a very strong Cue, to make the Young American Customers think that, BMW can also be a global Product for, Young, Energetic, Adventurous, Intelligent Youth

So, changing that, once, you know, you are conditioned with certain Stimulus, changing that would be a little difficult. But, within that, Dettol has continuously launching different kind of products, different variants of the Product, like hand sanitiser. And, it came with soap. And then, it came with hand wash. Now, it is coming with hand sanitiser, without water.

You can just rub the sanitiser, in your hands. So, all this are actually graduate, because it is showing that, when the Child is in the School, and something it has to eat, and that time maybe, with the hand sanitiser, is helping them helping, because if he Carries it. That is how,

we are conditioned to certain perception, about a Brand.

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**Instrumental Conditioning (B.F. Skinner)**

- It suggests that consumers learn by means of trial-and-error method in which some purchase behaviour results in more favourable outcomes (i.e., rewards) than others.
- Thus, a favourable experience becomes “instrumental” in teaching the individual to repeat a specific behaviour.
- For example, a consumer, who tries several brands and styles of jeans finally finds a particular brand and style that fits her figure and personality best, has in fact undergone instrumental learning. Presumably, this is the brand she is likely to continue buying.

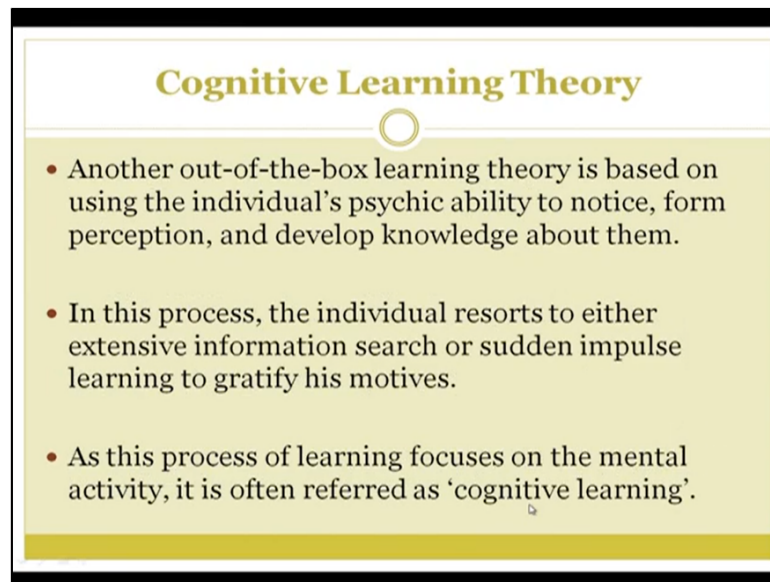
Then comes, the Instrumental Conditioning. Instrumental Conditioning was tested by, B F Skinner first. And, B F Skinner, what he has done, he had made a pigeon box. And, he has fitted some levers, in that. And, this box is known as Skinners box. The idea was to keep; the birds has to press the lever. And, if the bird presses the right lever, it will get drinks or food. That is how, it is done.

So, what happens you know, the bird, what he has noticed is, that the bird kept on, you know, randomly pressing the levers. And, in that process, they press the right lever. And, once they understood that, then repetitively, when it keeps on doing this kind of trial and error, and finally the bird understands that, this is the lever, which it has to press, to get food. And then, it presses that particular lever. Okay.

So, this is, you know, again a kind of conditioning, but this was Instrumental Conditioning, deliberately created. So, many times, you know, the Marketers, they use these discount coupons. And, the big bazaar and all, they use weekend discounts. Actually, this is just to induce more sales, during the weekends. And, even they reduce the price during the week is, I mean, they want more food fall, during the weekends.

Because, that is basic reason, in the week end time, is the free time for the Customers, that they did not Need to go to office. Or, during the festival, some offers are given to the Customer. So similarly, Consumer from his side, he will try several Brands and styles of jeans. May be, and finally, finds a particular Brand and style, fits his or her figure and Personality, the best. And then, they continue to buy that.

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### Cognitive Learning Theory

- Another out-of-the-box learning theory is based on using the individual's psychic ability to notice, form perception, and develop knowledge about them.
- In this process, the individual resorts to either extensive information search or sudden impulse learning to gratify his motives.
- As this process of learning focuses on the mental activity, it is often referred as 'cognitive learning'.

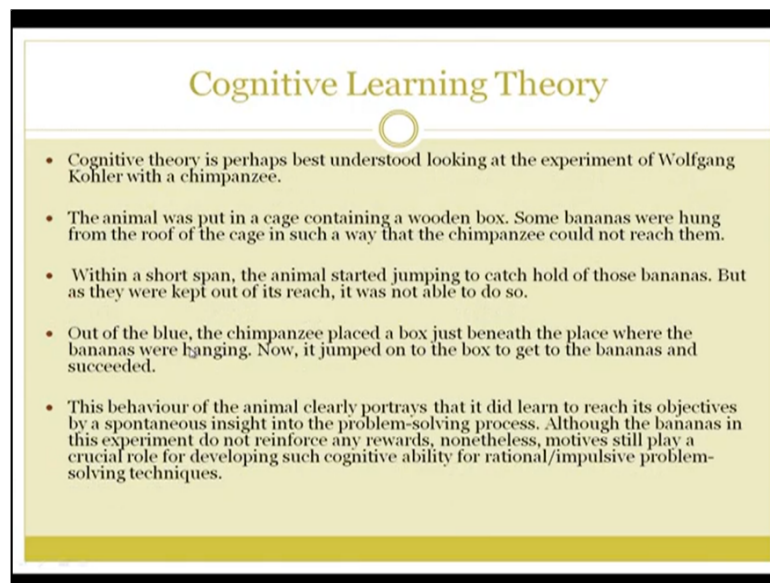
Pouch packs, or a small sachet packs, with other products, or test Marketing could help the new products, particularly to make the Customer, a trial purchase. And then, if they feel, that the Product is fitting with their requirement, then they can, actually settled with that particular Brand. So, what we say is, in this process, the Individual resorts to, either an extensive in sometimes. If you don't have understand, you keep on going for trial and error, with different Brands.

You keep on searching, extensive information. And, then or maybe, you can go by a sudden impulse also, and keep on buying different trial packs, and you can gratify your Motives. That is what is the, Theory of Cognitive Learning, which is little different from the Skinner's Theory. Because, in Skinner's Theory, as we said that, whenever you go in by trial and error, or pouch packs, when you fit that feel, that it is fitting, then you accept that, and then you keep on settling to that.

But, in Cognitive Theory, it is little out of the box. So, in this process, which we see here in the Cognitive Learning Theory here, what happens, Individual resorts to either an extensive, if you don't know much, you search information from different sources, or you can obviously

go for a sudden impulse also. So, this Process of Learning, focuses on the mental activity, or, this is known as Cognitive Learning. And, this is basically, an out-of-the-box Theory.

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### Cognitive Learning Theory

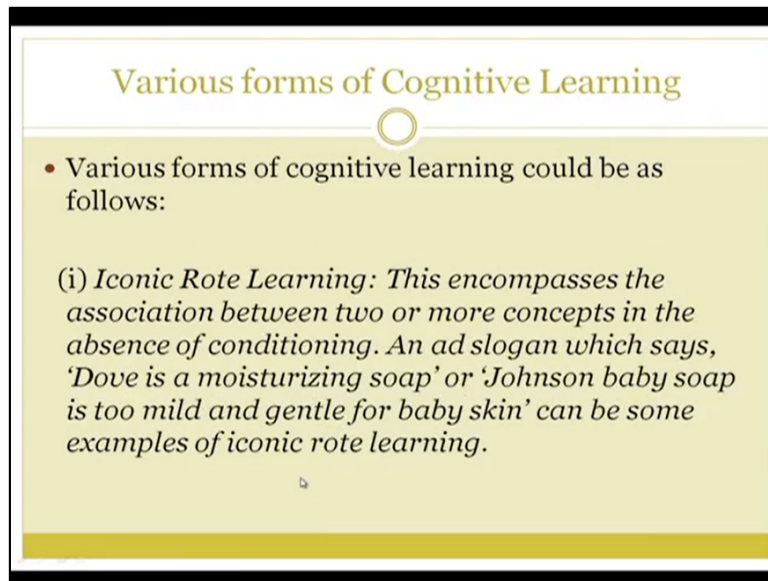
- Cognitive theory is perhaps best understood looking at the experiment of Wolfgang Kohler with a chimpanzee.
- The animal was put in a cage containing a wooden box. Some bananas were hung from the roof of the cage in such a way that the chimpanzee could not reach them.
- Within a short span, the animal started jumping to catch hold of those bananas. But as they were kept out of its reach, it was not able to do so.
- Out of the blue, the chimpanzee placed a box just beneath the place where the bananas were hanging. Now, it jumped on to the box to get to the bananas and succeeded.
- This behaviour of the animal clearly portrays that it did learn to reach its objectives by a spontaneous insight into the problem-solving process. Although the bananas in this experiment do not reinforce any rewards, nonetheless, motives still play a crucial role for developing such cognitive ability for rational/impulsive problem-solving techniques.

We say that, Person called Wolfgang Kohler, he has tested it with Chimpanzee, this particular test. Chimpanzee is put in a cage. And, in that cage, in the top, which the Chimpanzee, even by jumping, cannot reach there. A rope has been hanged. And, from there, some bananas are being hanged. And, in the case, there is one wooden box, somewhere. Now, the Chimpanzee, first started jumping, to get the banana. But, he was not getting.

Then after sometime, it was an out-of-the-box way, that the Chimpanzee brought that wooden block, and placed it beneath the bananas. And then, he has climbed that, and then, he had got the banana. So, this is what, we are thinking, it is an out-of-the-box Learning Theory, which is an Individual psychic ability, to notice, and then form a perception, then develop a knowledge, about it

So, in this particular Cognitive Learning process, he could search in the box, it may be certain impulse like, this Chimpanzee also. So therefore, this behaviour of the animal, clearly portray that, he did it learn to reach his objective, by a spontaneous insight into a problem-solving process. Now, although the bananas and this experiment, do not Reinforce any reward nonetheless, Motives still play a crucial role, for developing such Cognitive Ability, for Rational Impulse, or Problem-Solving Techniques.

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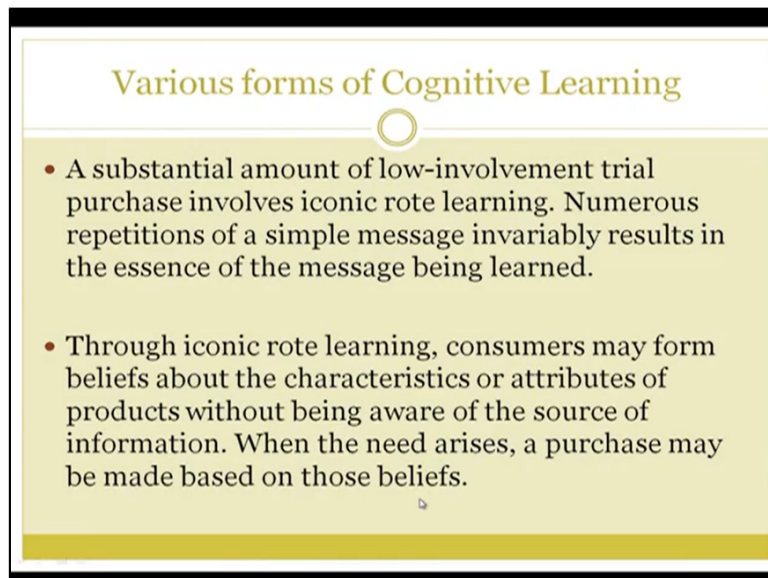
**Various forms of Cognitive Learning**

- Various forms of cognitive learning could be as follows:
  - (i) *Iconic Rote Learning: This encompasses the association between two or more concepts in the absence of conditioning. An ad slogan which says, 'Dove is a moisturizing soap' or 'Johnson baby soap is too mild and gentle for baby skin' can be some examples of iconic rote learning.*

Okay. So, now we talk about, various forms of Cognitive Learning. The first one is the, Iconic Rote Learning. Iconic Rote Learning is, this encompasses an association between two or more concepts, in the absence of conditioning. So, it is like an Ad slogan, which says that, Dove is a moisturising soap

Johnson is a Baby soap, which is too mild and gentle, for Baby skin. These are some kind of Iconic Rote Learning, which encompasses association, between two or more concepts in absence, there is no conditioning as such. But, Dove with moisturiser, it has actually, these two concepts have been clubbed.

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**Various forms of Cognitive Learning**

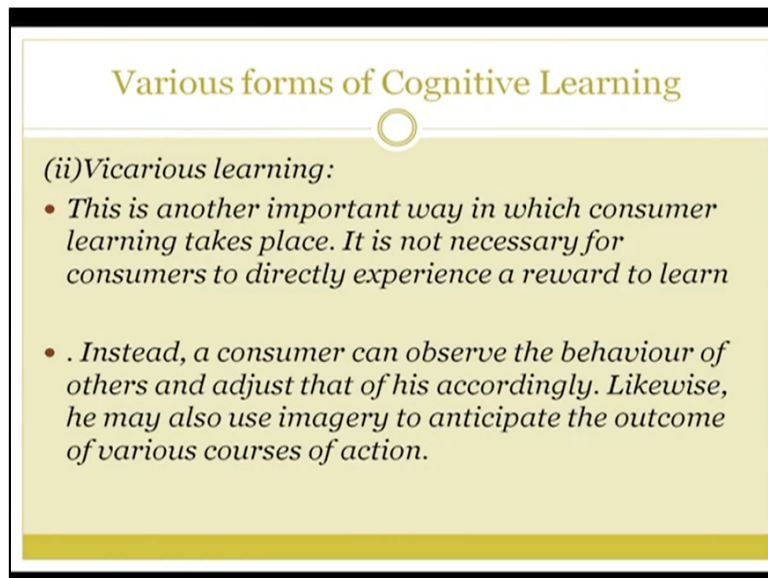
- A substantial amount of low-involvement trial purchase involves iconic rote learning. Numerous repetitions of a simple message invariably results in the essence of the message being learned.
- Through iconic rote learning, consumers may form beliefs about the characteristics or attributes of products without being aware of the source of information. When the need arises, a purchase may be made based on those beliefs.

And then, various forms. Another form, which we see, that the substantial amount of Low

Involvement trial purchase, involves Iconic Rote Learning, in this case. And, numerous repetitions of a simple message, invariably results in the essence of the message. Because, People start believing that, Johnson & Johnson Product means, a Baby Product. It is mild and fit, for the Babies.

So, though Iconic Rote Learning Customers, may form beliefs about the characteristics, or attributes of certain products, without being aware of the source of information, whosoever is saying. But, continuously, Johnson is coming up with all Baby products. So, my assumption is, it might be mild and tender, and fit for the Baby's skin. When the Need arises, a purchase may be made, based on those beliefs only.

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The slide is titled "Various forms of Cognitive Learning" in a gold-colored serif font. Below the title is a small gold circle. The main content is in a light yellow box with a thin black border. It starts with "(ii) Vicarious learning:" in a black serif font. Below this are two bullet points, each starting with a gold dot, in a black serif font. The first bullet point says: "This is another important way in which consumer learning takes place. It is not necessary for consumers to directly experience a reward to learn". The second bullet point says: ". Instead, a consumer can observe the behaviour of others and adjust that of his accordingly. Likewise, he may also use imagery to anticipate the outcome of various courses of action." The slide has a gold-colored footer bar.

**Various forms of Cognitive Learning**

(ii) Vicarious learning:

- This is another important way in which consumer learning takes place. It is not necessary for consumers to directly experience a reward to learn
- . Instead, a consumer can observe the behaviour of others and adjust that of his accordingly. Likewise, he may also use imagery to anticipate the outcome of various courses of action.

Another, in various forms of Cognitive Learning, another form, which we try to discuss is about, Vicarious Learning. This is another important way in which, Consumer Learning takes place. It is not necessary for Consumers, to directly experience a reward to learn. Instead, Consumer can observe the behaviour of others, and adjust his own behaviour, accordingly. Likewise, he may also use imagery, to anticipate the outcome of various Courses of action.

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### Various forms of Cognitive Learning

- *This type of learning is common in both low- and high-involvement situations.*
- *In a high-involvement situation (such as purchasing a mobile phone or an ipod which are costly and reflective to one's personality), a consumer may deliberately observe the styles in vogue at that point of time, or that are worn by the role models from other environments, including advertisements.*

This type of Learning, is common in both, High and Low Involvement kind of situation. In High Involvement situation, such as, when I am going to buy an iPod, or I am going to buy an Apple iPhone. So, this is costly. And, this reflects, one's own Personality. The Consumer may deliberately observe, the style is in vogue, at that point of time, or that are worn, by the role models from different environment, including the advertisements

So, it may be like, I am, that the most of the Role Models, many of the People, many of the Sports Stars, many of the Elegant Personalities, they are using Apple iPhone, iPhone 6, or iPhone 7. So therefore, I think that, you know, this is a High Involvement product. But, I think, this is a reflection of a modern trendy, as well as an, you know, affluent Person, accomplished Person. So therefore, I will try to adopt that kind of behaviour, if I want to portray myself, like that.

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## Various forms of Cognitive Learning

### (iii) Reasoning:

- *This process represents the most complex form of cognitive learning. In reasoning, an individual engages in creative thinking to restructure and recombine existing information as well as new information to form new association and concepts.*
- *For instance, Saffola, Horlicks Lite, Sundrop super refined sunflower oil cater to special health needs.*
- *Anti-dandruff shampoo like Clinic Plus or health nourishing shampoo like Pantene Pro V also draw association between specific hair care needs and choice of shampoo brands.*

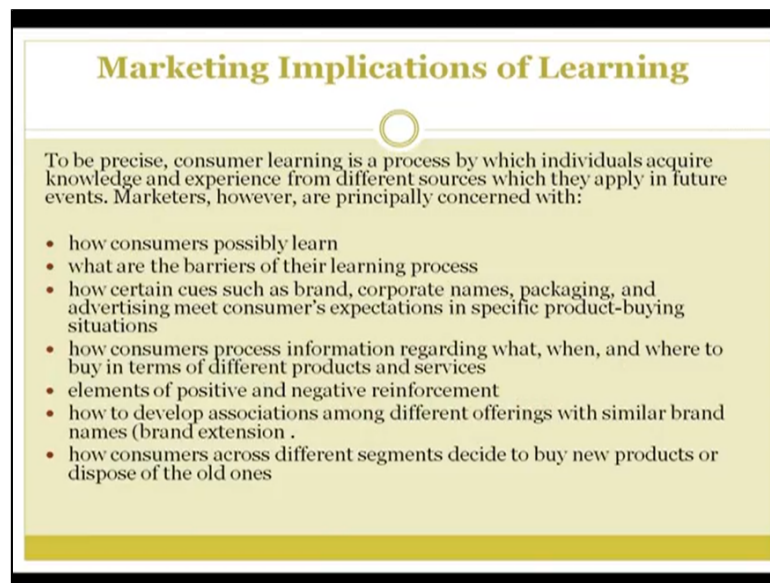
Then comes, the Reasoning part. This process, represents the most common complex form of Cognitive Learning. In Reasoning, an Individual engages in creative thinking, to restructure and recombine existing information, as well as new information, to form new association and concepts. We all know, what is the use of edible oil. Nothing to know about it. But then, when Saffola says that, it is a cholesterol free oil.

Now, Vivo has come. And, Vivo is saying that, it can fight diabetes. It is good for diabetic patients. So, if that has been said, so I know about edible oil, but how edible oil can fight diabetes, that I don't know. So therefore, I search extensive information about it. And then, it is not my impulse choice. I search information, how it has done. I see the ingredients of the Product. And, then accordingly, I take a conscious decision, about it.

Now, in a similar way, Antidandruff Shampoo like, Clinic Plus, then Head & Shoulders, that ok gets that kind of association, like Antidandruff Shampoo. Whereas, you know Pantene Pro V, it is like, a specific, a strong long hair kind of Needs, where Sunsilk is coming up, with eight variants, for eight different kind of Needs.

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So, now we talk about, why do we learn, Learning. Okay. So, what is the Marketing implication of that. To be precise, Consumer Learning is a process, by which Individuals acquire knowledge and experience, from different sources. That is understood. But, that they apply in their future behaviour, and Marketers are concerned with, from what sources, the Customers are learning. Is that, from their Children.

Like, when we look at the bottom of the pyramid, many times, the Grown-Up Children, those who are actually going to School, are bringing information from there. Parents are getting information, from them. Lifebuoy, in the Swas Chaturmath campaign, has used this. They first promoted the Product, to the School Children, not by Television Commercial. They have send some People to the Schools.

And there, the People have demonstrated with a Microscope, Talcum Powder, and just a Towel. And, by that, they have shown, that how much Germ was there, before washing the hand with Lifebuoy, and after washing hands with Lifebuoy. And, this has actually, the Children started believing about this. And then, the Children brought that information, to their Houses. And, still Children also started a promote, that they themselves started being the, Ambassadors of the Brand.

So, this is how, we understand that, how this Rural Customers, probably learn. So then, we can promote, in that way. What are the barriers, in their Learning Process, in a BOP Market? For example, when we say, that their main barrier is their semi literacy or illiteracy, may be they cannot read and write, they are not properly informed about the Product always

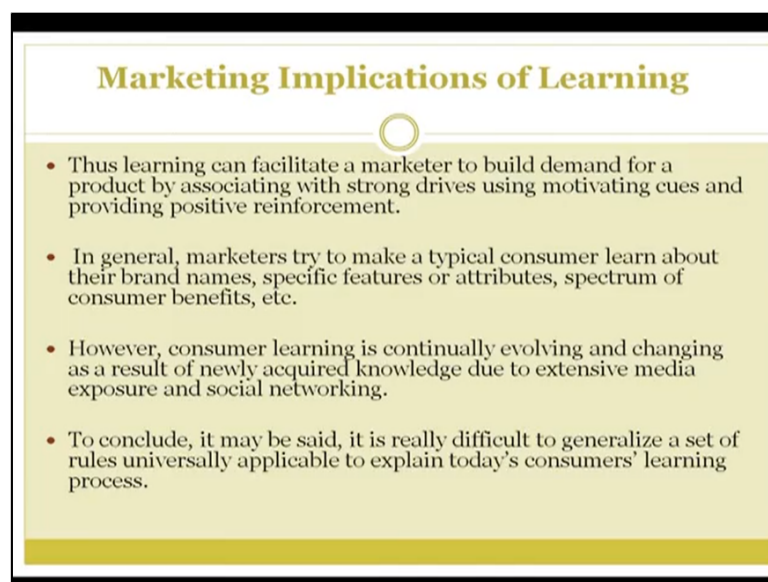
So, how certain Cues, such as Brand, Corporate Names, Packaging, Advertising, meet the Customer's expectation. How, Customers process the information. Okay. Sometimes, the Product, which is the Clone Product, which is just Vin, instead of Vim Bar. But, Customers at the bottom of the pyramid mean, because of their little bit of, you know, I won't say incapability, but that is their lack of literacy, about the Brand.

May be, they only go, by the Pictorial Cues. Because, they cannot read. So, that is why, they go by the Pictorial Cue. And, by Pictorial Cue, vim and vin, looks very similar. So, they get actually ditched, by this kind of product. So, that is how, I Need to know, how they process the information. Can they read the full package? Can they read the, all the information? If not, then, how should I communicate, my message to them. So, that is what.

Then is the elements of Positive and Negative Reinforcement. What can make me satisfied, and what can be Negative. Reinforcement may be the promotion, which is coming in a very, in my, within my very favourite soap. I may have form, a Negative opinion about it. Because, I don't, I want to see the soap, that time know, I don't want to see the advertisement, that time. So, my immediate behaviour will be, switching the channels.

I will not notice, that add at all, or I will be little disgusted with that. So, that I should know, what is Positive, and what is Negative Reinforcement, to learn, how to develop associations, among different offerings, with similar Brand, which is known as Brand extension. How Consumers across different segments, decide to buy new products, or dispose the old ones. So, all this understanding actually, are the Marketing implications.

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### Marketing Implications of Learning

- Thus learning can facilitate a marketer to build demand for a product by associating with strong drives using motivating cues and providing positive reinforcement.
- In general, marketers try to make a typical consumer learn about their brand names, specific features or attributes, spectrum of consumer benefits, etc.
- However, consumer learning is continually evolving and changing as a result of newly acquired knowledge due to extensive media exposure and social networking.
- To conclude, it may be said, it is really difficult to generalize a set of rules universally applicable to explain today's consumers' learning process.

And therefore, Learning can facilitate a Marketer, to build demand for a Product, by associating with strong drives, using different motivational Cues, if I know, which provides a Positive Reinforcement. So, in general, Marketers try to make a typical behaviour. Typical Consumer, learn about their Brand names, specific features, spectrum of their benefits. Consumer Learning, is continuously evolving. However, and it is changing, as a result of newly acquired knowledge, due to extensive media exposure.

People are coming to know, about various Brands, specific benefit of this Brand. They know, what is Dove about, what is Lifebuoy about. So, that is how, the things are getting a little easier. So, to conclude, it may be said, that it is really difficult, to generalise a set of rules, that could be universally applicable, to explain today's Consumer Learning process. But, of Course, the Marketer has to be observant.

They should go for a proper Market research, to understand, what can initiate the Learning process. What can make the Customers re-learn about, what they have learnt earlier. What can change their predispositions. And, of Course, what can motivate them to, in favour of their Brands. So, this is in short, the Learning Theories. And, thank you, we will see you, in the next Session.