

Module 2: Lecture Notes Part II

Overview

In this section of the module, we will dive deeper into our memories, their impact on learning on our memory, and how to apply our knowledge of memory and learning within our marketing strategies.

What About Our Memories

Implicit memory is the retention of information that was not actively sought after. Implicit memory is the reason someone can learn something after very brief exposure to a stimulus. Implicit memory can be produced by simple exposure. Explicit memory is a byproduct of information processing and cognitive learning, and it occurs when a consumer intentionally attempts to recall the stimuli to which he or she has been exposed.

How do those memories impact our learning?

A behavioral change results from learning. You can learn in one of two ways. Either customers consciously try to learn something, or they do so without trying. The second technique is more closely aligned with an information processing, or cognitive learning, perspective, whereas the first approach is more aligned with a behavioral theory of learning. The only requirement for learning without attempting is for a consumer to be exposed to a stimulus. The information processing approach, in contrast, necessitates active learning and the capacity for information attention.

Understanding or interpretation of an attended stimuli that a consumer develops is referred to as comprehension. Understanding happens once a consumer is exposed to and pays attention to some information, from the perspective of information processing. The features of the communication, the characteristics of the receiver, and the characteristics of the environment are some of the aspects that affect comprehension. The meaning that goods have in the consumer's mind is shaped by a variety of facets of each of these components.

The sensory memory stores everything that is perceived, but the record is too fleeting to give rise to meaning. Only a small fraction of this data is sent to the workbench, where previously learned ideas are retrieved from long-term memory and connected to fresh stimuli through a process called meaningful encoding. An associative network in long-term memory houses all meaning. This body of knowledge connects ideas in a way that clarifies the meaning of things. Value thus stems from meaning.

Multiple stimuli can be combined into a single memory unit using chunking. Chunking is connected to meaningful encoding in that it can be aided by meaning. It could be tough to chunk a collection of letters that are randomly placed. Seven letters here correspond to seven memory spaces. However, when the seven are combined into a word, like "meaning," they form a single memory unit. Marketing professionals who support chunking are better able to inform customers. A brand's value and meaning are shaped by the things that come to be associated with it.

Information is stored in long-term memory until it is needed for judgments and decisions. A decrease in marketing effectiveness is indicated by retrieval errors or the extinction of a learnt reaction. The strength of the initial learning, memory interference, and the response environment all affect retrieval. The relevance, message participation, reinforcement, mood, repetition, and dual coding are the six fundamental characteristics that influence how well we learn. Greater importance promotes learning and retrieval. Importance refers to the value that the consumer places on the material to be learned.

Message engagement is the degree to which the consumer is interested in the message itself—the stronger the message involvement, the greater the learning and retrieval. Anything that makes it more likely for a reaction to be repeated in the future is considered a form of reinforcement, the more reinforcement, the more learning, and retrieval. The consumer's momentary mental state or sensation is referred to as mood. Positive emotional states promote better memory and learning. The frequency with which we are exposed to the information or practice a behavior is referred to as repetition. Repetition improves memory and learning, but it can also wear you out. Multiple complementary paths to a notion in long-term memory are created through dual coding. Dual coding promotes learning and retrieval.

When consumers struggle to recall a certain piece of information because other relevant information in their memory gets in the way, this is known as memory interference. Competitive advertising causes memory interference, which is a regular occurrence. As advertisement clutter increases, competitive interference rises. However, it can be decreased by staying away from competitive clutter, enhancing learning, lowering similarity to rival ads, and offering retrieval cues.

The surroundings of the reaction may also be crucial for retrieval. The ease and likelihood of retrieval can be increased by matching the response environment to the learning environment or the learning environment to the response environment.

The network of mental channels that connects all knowledge stored in memory is known as an associative network, also known as a semantic network. The construction of associative networks is comparable to that of a road map. A network of routes connects every node to every other node. Due to their strong relationship, nodes of high strength often become conscious at the same time.

How does this all relate to marketing and a brand?

So, memory is both a product of learning and a step in the learning process. For instance, when interpreting a brand's price, customers may consult information about competitor prices (prior learning) and, after making a comparison, retain their perception of the new brand's price in memory (new learning). Consumers frequently use brand schemas to organize information in their long-term memory around particular brands. These representations of the brand's image in terms of essential characteristics, emotions, experiences, and so forth.

A key emphasis of marketing effort is brand image, which refers to a market sector or a specific consumer's schematic memory of a brand. Product positioning refers to a marketer's choice to work toward a clear and distinctive brand image, typically in comparison to certain competitors. A brand's image will be valued by a target market segment if it aligns with their demands and preferences. A brand like this is said to have brand equity since customers in the market react well to it. Additionally, given how consumers learn to extrapolate from one stimulus to another, it is possible that these customers may accept the notion that other products with the same brand name will share some of the same characteristics. Brand extension or brand leveraging refers to the practice of launching new items under the same name as an already-available product.

Below are two videos that talk about neuromarketing. Watch each of the videos and then come up with questions to help reinforce the lecture above for deeper comprehension.

