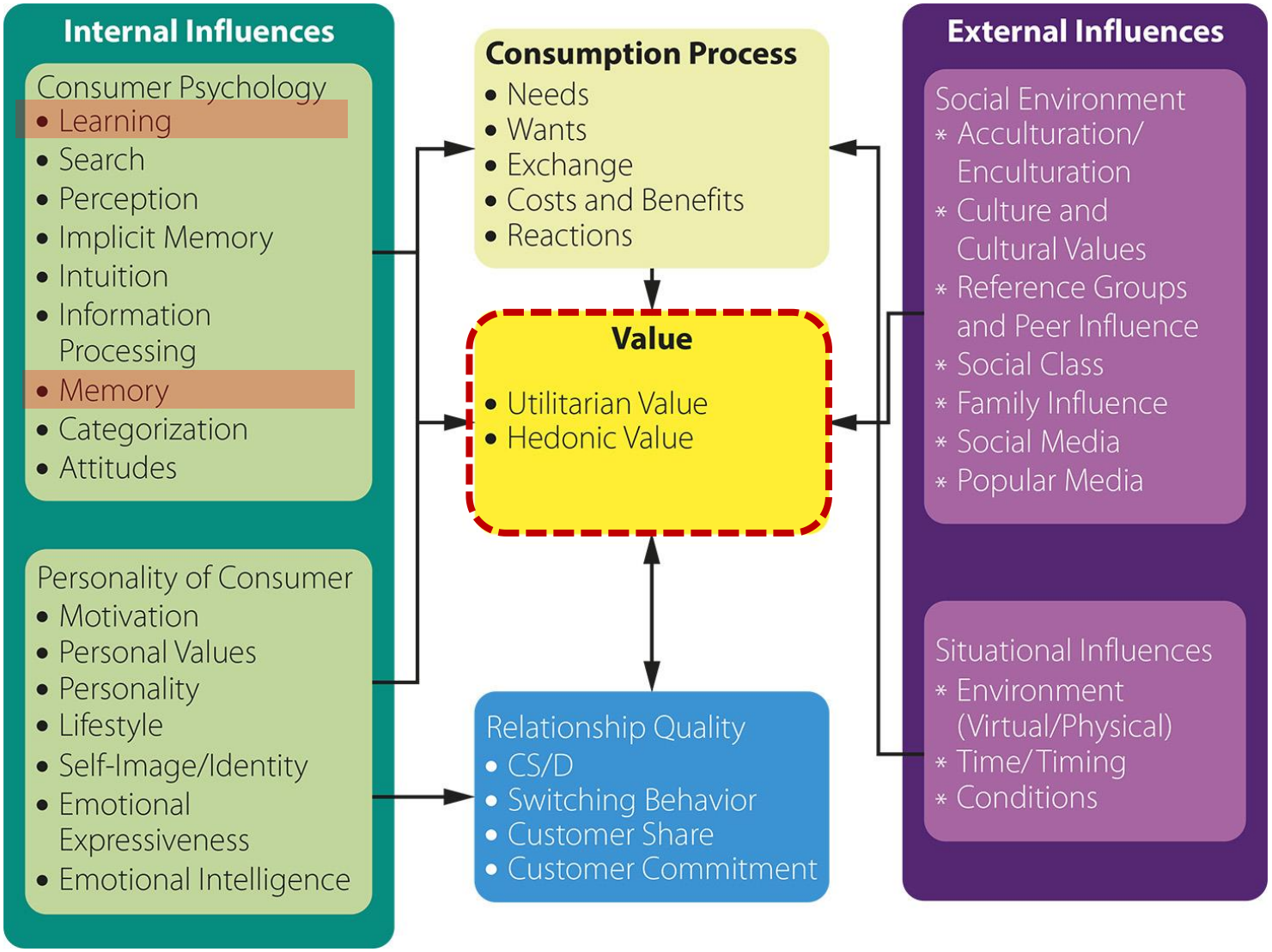
Where are we?

Big Picture


Internal Influences
Consumer Psychology
• Learning
• Search
• Perception
• Implicit Memory
• Intuition
• Information Processing
• Memory
• Categorization
• Attitudes
Personality of Consumer
• Motivation
• Personal Values
• Personality
• Lifestyle
• Self-Image/Identity
• Emotional Expressiveness
• Emotional Intelligence
Consumption Process
• Needs
• Wants
• Exchange
• Costs and Benefits
• Reactions
Value
• Utilitarian Value
• Hedonic Value
Relationship Quality
• CS/D
• Switching Behavior
• Customer Share
• Customer Commitment
External Influences
Social Environment
* Acculturation/ Enculturation
* Culture and Cultural Values
* Reference Groups and Peer Influence
* Social Class
* Family Influence
* Social Media
* Popular Media
Situational Influences
* Environment (Virtual/Physical)
* Time/Timing
* Conditions

Agenda

- What is Learning?
- Behavioral Learning Theory
  - Classic Conditioning
  - Instrumental Conditioning
- Cognitive Learning Theory
  - Observational Learning
  - Modeling