

The next module on consumer behaviour. Chapter 2 determines of consumer behaviour. In this module we will try to understand learning definition and an element of learning. This module outlines the concept of learning and the elements of learning. The learning outcomes would be to understand the term learning and know the elements of learning. Coming to the meaning of learning, it is the term used to describe the processes by which memory and behaviour are changed as a result of conscious and unconscious information processing. Here, let us highlight on this. Learning is a process. What is process which tries to accumulate or information now this information is recalled here through the memory I try to recollect what information I have within me and based on that I try to behave. It is conscious, meaning it can be obvious, or it could be unconscious that is unfocused. Let us take an example here wherein you are preparing for your exams. Obviously you're bound to learn and read in detail, that is conscious. Unconscious is you go to a restaurant. But if I ask you why do you go there frequently? You're not able to answer, but. There is a reason wherein you prefer going to that restaurant that is unconscious. Another example would be you know there's a World Cup going on. But however you might not know what is the, who has won the match or who has lost the match. But still you are aware that' something is going on that is unconscious, so in that is the process of learning wherein we try to recollect whatever we have gathered. And reproduce it. Coming to consumer learning, it is a process by which individuals acquire the purchase, consumption, knowledge and experience that they apply to future related behaviour. Here let us try to understand the role of the marketer is very essential because as an individual you need to acquire information.

What is the product? Where is the product available? What is the price of the product? All these things you try to gather while going for a purchase decision that is the knowledge you accumulate knowledge could be through reading to discussions through social networking and it could also be to experience and this particular information that you accumulate is used in giving her feedback to the marketers as to whether you like the product or no or whether we are going to buy the product in future and also it is very essential. To understand consumer learning. Here, the definition stresses on the process of adaptation whereby an individual. Alters goal determine behaviour in the process of changing environment. Here, let us take an example. All of us have bank accounts. Everyone knows, is well aware that in a bank usually you accept money or you get loans. However, the banks have to highlight that it is not only we are lending money and we are depositing, but we also have other facilities. That option of what you say online banking we have option or mobile banking we have debit card. We have credit card. All these things are available an you not only indulge in what you say the basic transactions. But as you start using technology like Mobile Banking, Internet Banking, you will realize that you're adapting to a change. From the going to the counter, depositing your money or withdrawing, you, move on to the different modes of

facilities that are available to you in the bank. So that is very essential, wherein you try to behave based on the changing environment and situation. Coming to the characteristics of learning, it is a process, what process, a process of acquiring information. This information could be a new knowledge that is you are likely to update yourself. You try to gather new information. It could be again through reading, discussion, social networking and so on which you collect and try to correlate with whatever you have already know. The knowledge about a particular product. If you don't know then you try to. Create awareness of the existing information that is available to you. Experience what is your personal experience? How did you encounter a purchase decision, were you happy were you unhappy and so on? That is the experience process that is very essential in understanding consumer learning. Again, it involves change like I mentioned to you the bank transaction wherein earlier we would go to the counter but now we prefer using mobile phones to use mobile banking net banking again, another option would be using payTM and so on. Smart phones and so on. Moving on from the traditional whatever gadgets we have, we tried to update ourselves and this change is for a better change. So as a marketer you need to understand how well you could give more and more information to your customers so that they are able to learn accordingly an future action. How are you going to act accordingly based on whatever learning process that you have gone through?

Coming to the elements of learning here, we have four elements of learning which are very essential in the consumer learning process. The first is motivation. What is this motivation? It is a motive or a drive. That is, it is need based. Actually it is need based or goal base. What you want. Like for example I'm hungry now and I want to eat something. So that is my need that is my motive. Moving onto the second aspect queues what are the sequences? This is the description or guidance that drives my motive. Let us take an example here. I'm hungry. I have options. I can have a Pepsi. I can have Coke, I can have water. I could have what were choice I could have anything to drink that will quench my thirst. Now this particular queuing process is again very essential because I will see at a description the price of the product, the display of the product and so on. So the queuing process helps me. In getting to know about the product so that I can actually indulge in the buying process, the next component is response. So now I realize that I can be satisfied with a bottle of water. I need not drink Coke. I need not in limbu soda, Pepsi, I can just quench my thirst with a glass of water or with a bottle of water. So that response from the queuing description. That I was made available to me determines my buying learning process. And the next Component or the element of consumer learning is reinforcement. What is this reinforcement, were you happy when you drank the water? Did you satisfy your thirst or still are you thirsty or? What was your experience in the entire process from the motive till the next buying processes reinforcement? Suppose if it's positive, obviously you are going to buy the product again. You would recommend the product. You would even try to give

comments and suggestions to others so that they could use the product. So consumer learning is a very important component because only through the learning process that the consumers are able to understand what is the product, how to use the product? Where should I get the product from? How do I dispose the product and for that these four elements play an important role because from the motive the need will be satisfied, till my purchase decision whatever I encounter how I display the product or how I sell the product will determine the. Learning processor it will determine my next purchase decision.

Here are some of the references which you could refer for further learning. And students, I hope so in this learning module. You have learned what is learning, what are the elements of learning, how? As a marketer, you need to pay at most attention in understanding the needs. And from that motive that you have so that you could create a good impression on your customers so that they could recall that event. From their memory and use it in your future during the buying experience or buying process. Thank you.