



[Summary]

[Personality and Consumer Behavior Part-3]

Subject:	Business Economics
Course:	B.A., 5 th Semester, Undergraduate
Paper No. & Title:	Paper – 521(Five Two One) Consumer Behavior
Unit No. & Title:	Unit - 2 Consumer as an Individual
Lecture No. & Title:	3: Personality and Consumer Behavior Part-3

Summary:

So, friends in today's session we studied about

Modeling which is the processes through which individuals learn behavior by observing the behavior of others and the consequences of such behavior.

Consumer learning which is the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future related behavior. Other topics that we studied were: Elements of consumer learning, Behavioral learning theories which includes classical, instrumental and observational theories, cognitive learning theory which includes information processing and involvement theory and finally we studied was the recognition and recall measures.

Links:

- 1) https://www.tutorialspoint.com/consumer_behavior/consumer_behavior_learning.htm
- 2) <http://marketingmixx.com/consumer-behavior-2/82-consumer-learning-theories.html>
- 3) <http://consumerbehaviour4vtu.blogspot.com/2009/04/learning.html>
- 4) <https://madonmarketing.wordpress.com/2013/04/05/marketing-behavioural-learning-theory-in-practice/>
- 5) <https://managementinnovations.wordpress.com/2008/11/25/consumer-learning/>