



[Frequently Asked Questions]

[Consumer Learning]

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: Consumer Learning

Frequently Asked Questions

Q1. Define consumer learning.

A1: It is the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future related behavior.

Q2. Define positive reinforcement.

A2: It is defined as the positive outcomes that strengthen the likelihood of a specific response. It consists of events that strengthen the likelihood of a specific response.

Q3. Define negative reinforcement.

A3: It is an unpleasant outcome that also serves to encourage a specific behavior.

Q4. What are the elements of consumer learning?

A4: Motivation, cues, responses, reinforcement are the elements of consumer learning.

Q5. What do you mean by instrumental conditioning?

A5: A behavioral theory of learning based on a trial and error process, with habits formed as the result of positive experiences resulting from certain responses or behaviors.

Q6. What does shaping mean?

A6: It is the reinforcement for incremental steps towards the desired behavior. This is the same principle that underlies animal training.

Q7. What is understood by observational learning?

A7: It is the process by which individuals observe the behavior of others and consequences of such behavior. It is also known as modeling learning.

Q8. What is cognitive learning theory?

A8: It is the theory which holds that the kind of learning most characteristic of human being is problem solving, which enables individuals to gain some control over their environment.

Q9. What is meant by information processing?

A9: A cognitive theory of human learning patterned after computer information processing that focuses on how information is stored in human memory and how it is retrieved.

Q10. What is the involvement theory?

A10: It is a theory of consumer learning which postulates that consumers engage in a range of information processing activity from extensive to limited problem solving, depending on the relevance of the purchase.