



[Glossary]

[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

Glossary:

- **Consumer learning:** It is the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future related behavior.
- **Modeling:** It is the processes through which individuals learn behavior by observing the behavior of others and the consequences of such behavior.
- **Forgetting:** It is defined as a combat with repetition.
- **Extinction:** It is defined as a combat with consumer satisfaction.
- **Positive Reinforcement:** 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.
- **Negative reinforcement:** It is an unpleasant outcome that also serves to encourage a specific behavior.