



[Summary]

[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

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. **Consumers 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.