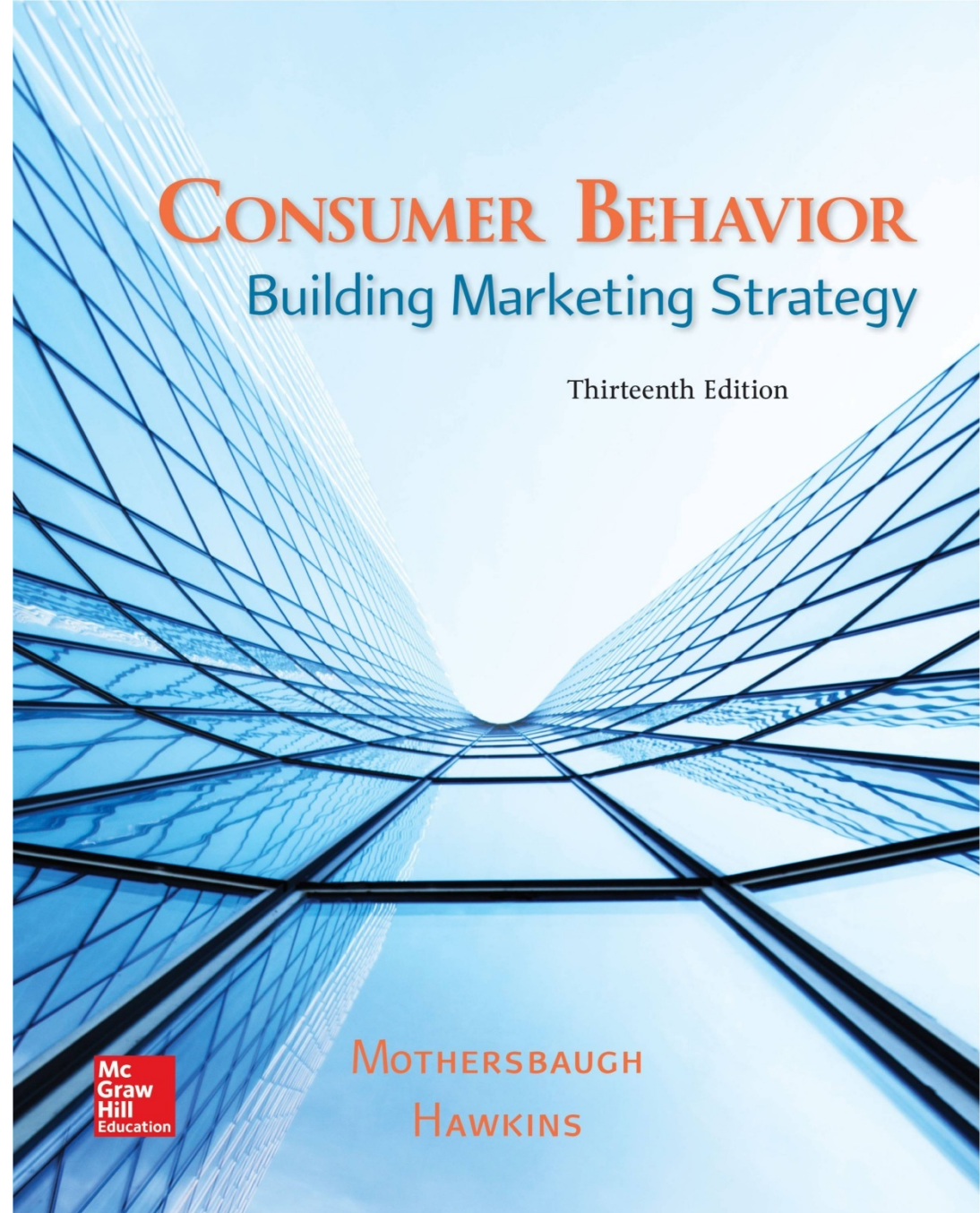


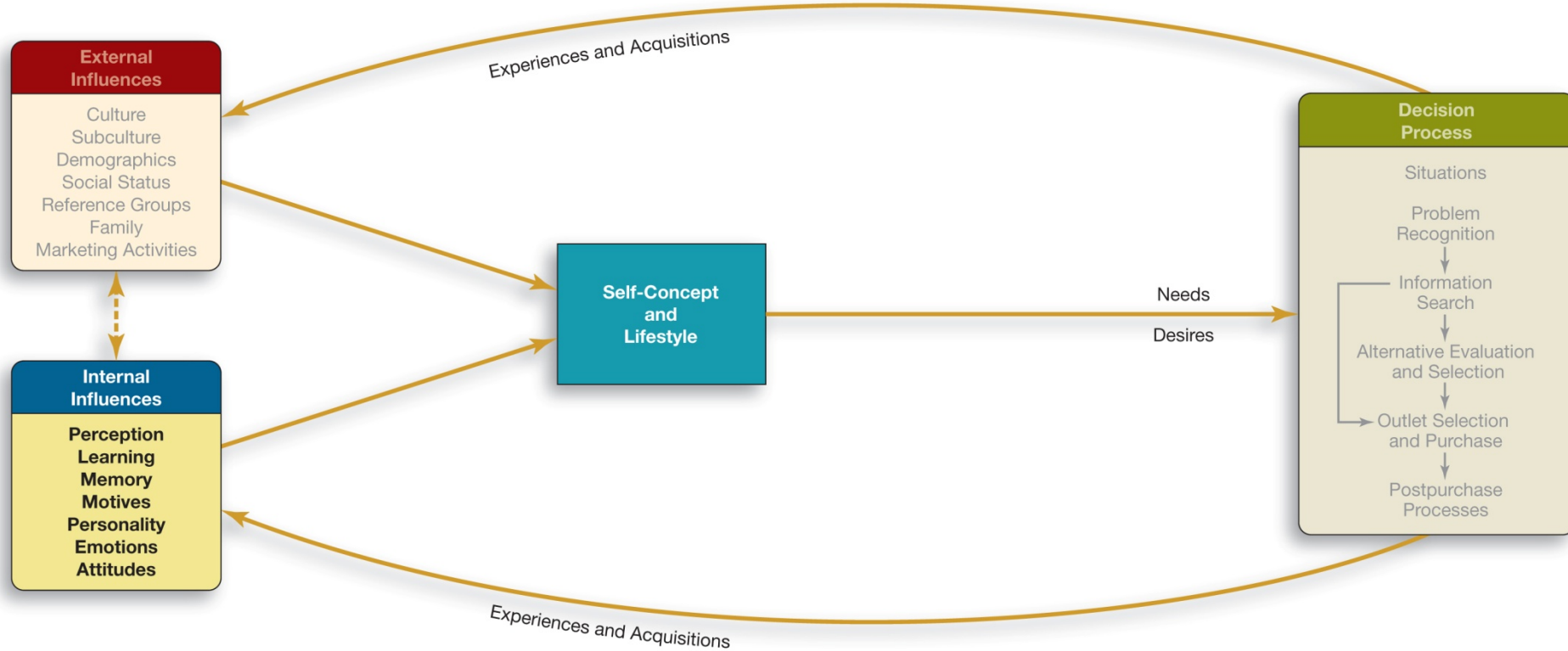
CHAPTER 9

Learning, Memory, and Product Positioning



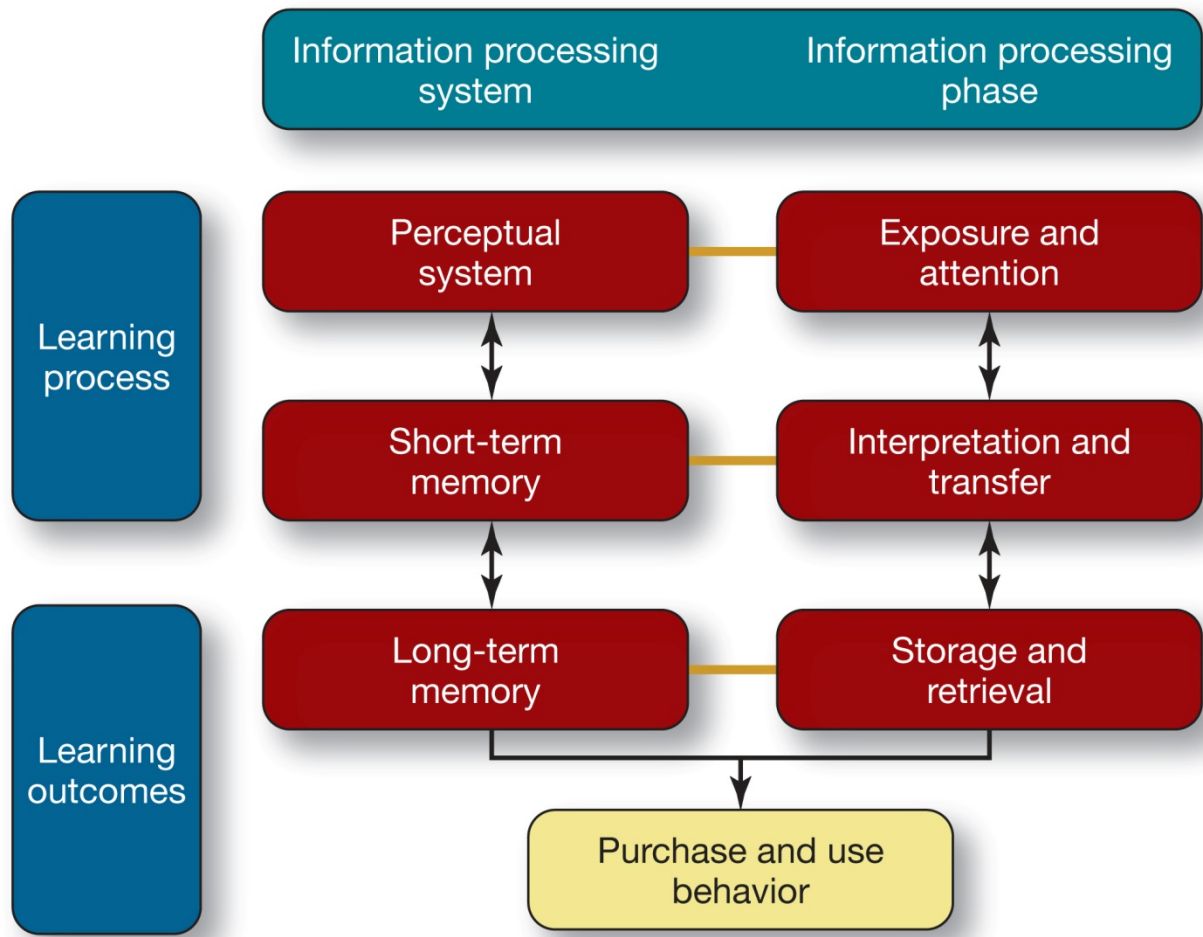
PART III: INTERNAL INFLUENCES

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The Nature of Learning and Memory

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Memory's Role in Learning

Memory consists of two interrelated components:

1. Short-term Memory (STM) a.k.a. working memory
 - is that portion of total memory that is currently activated or in use.
2. Long-term Memory (LTM)
 - is that portion of total memory devoted to permanent information storage.
 - Semantic memory is the basic knowledge and feelings an individual has about a concept.
 - Episodic memory is the memory of a sequence of events in which a person participated.

Learning, Memory, and Retrieval

Strength of Learning

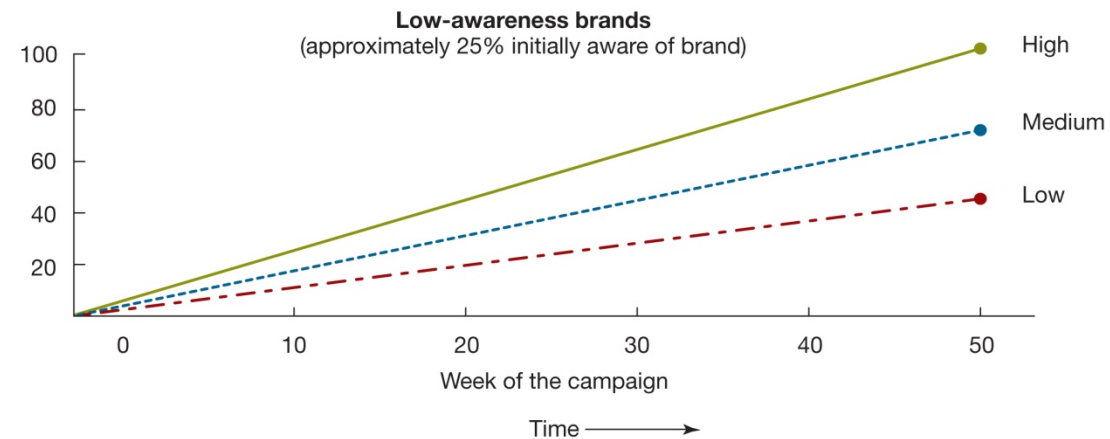
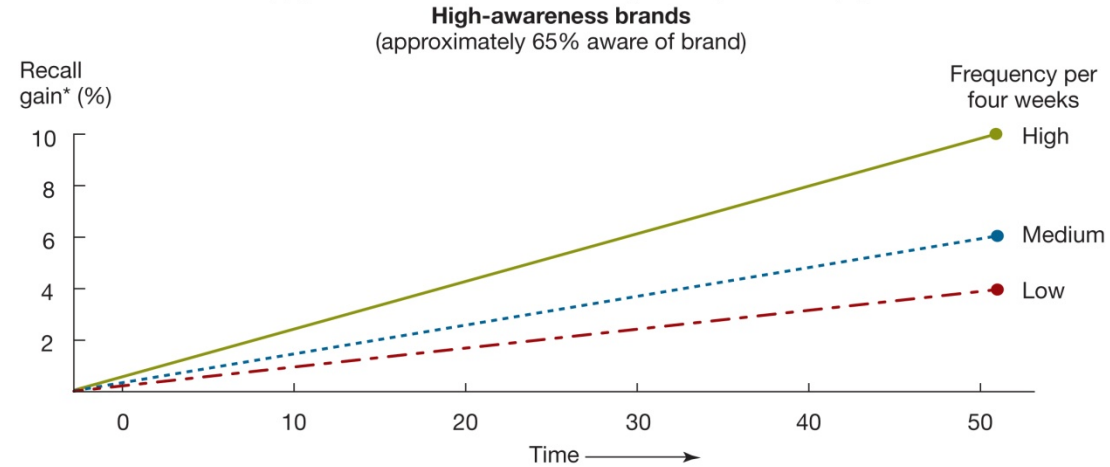
Strength of learning is enhanced by six factors:

1. Importance
2. Message Involvement
3. Mood
4. Reinforcement
5. Repetition
6. Dual Coding

Learning, Memory, and Retrieval

Impact of Repetition on Brand Awareness for High- and Low-Awareness Brands

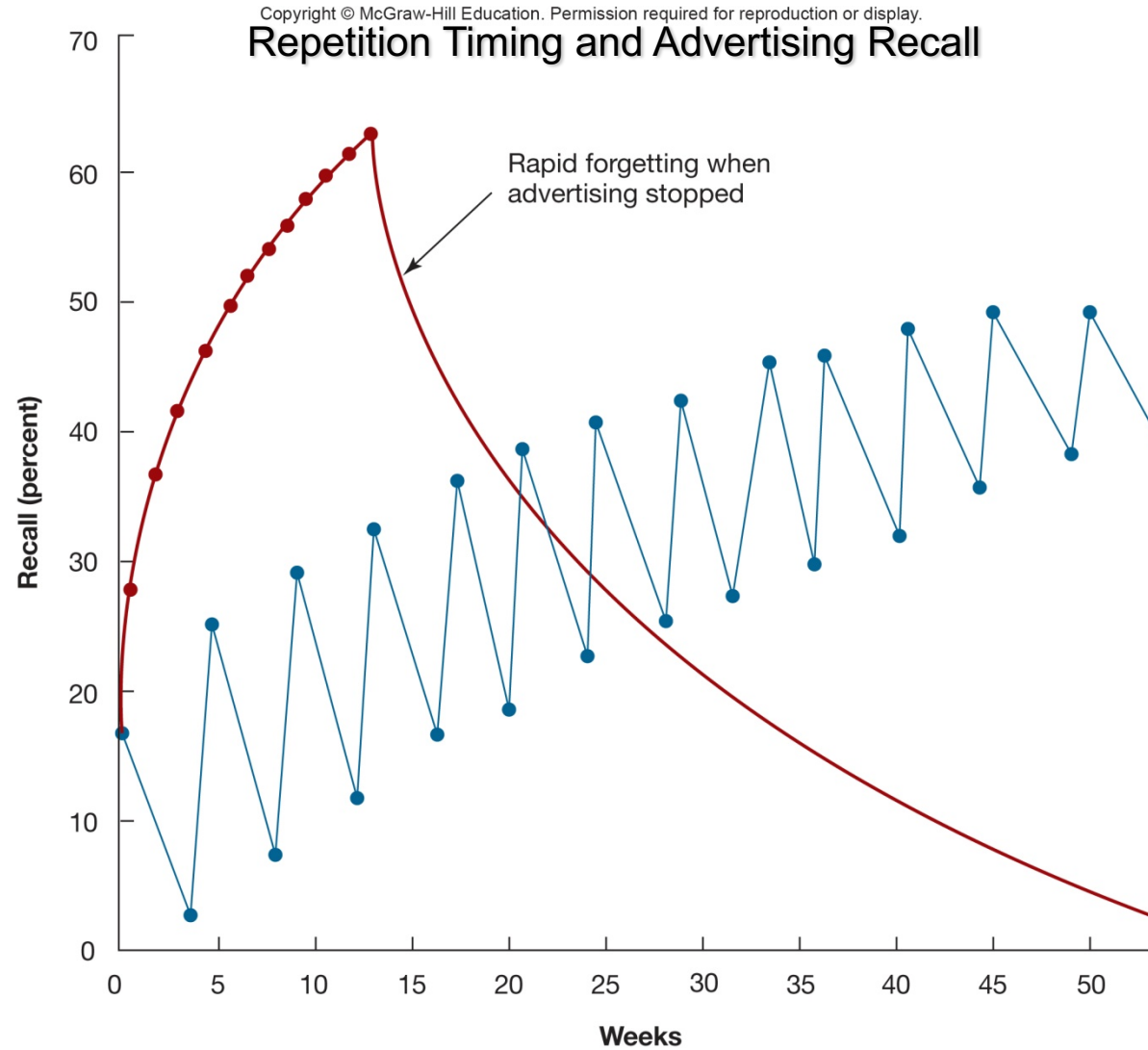
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- One ad insertion every 4 weeks
- Two ad insertions every 4 weeks
- Four ad insertions every 4 weeks

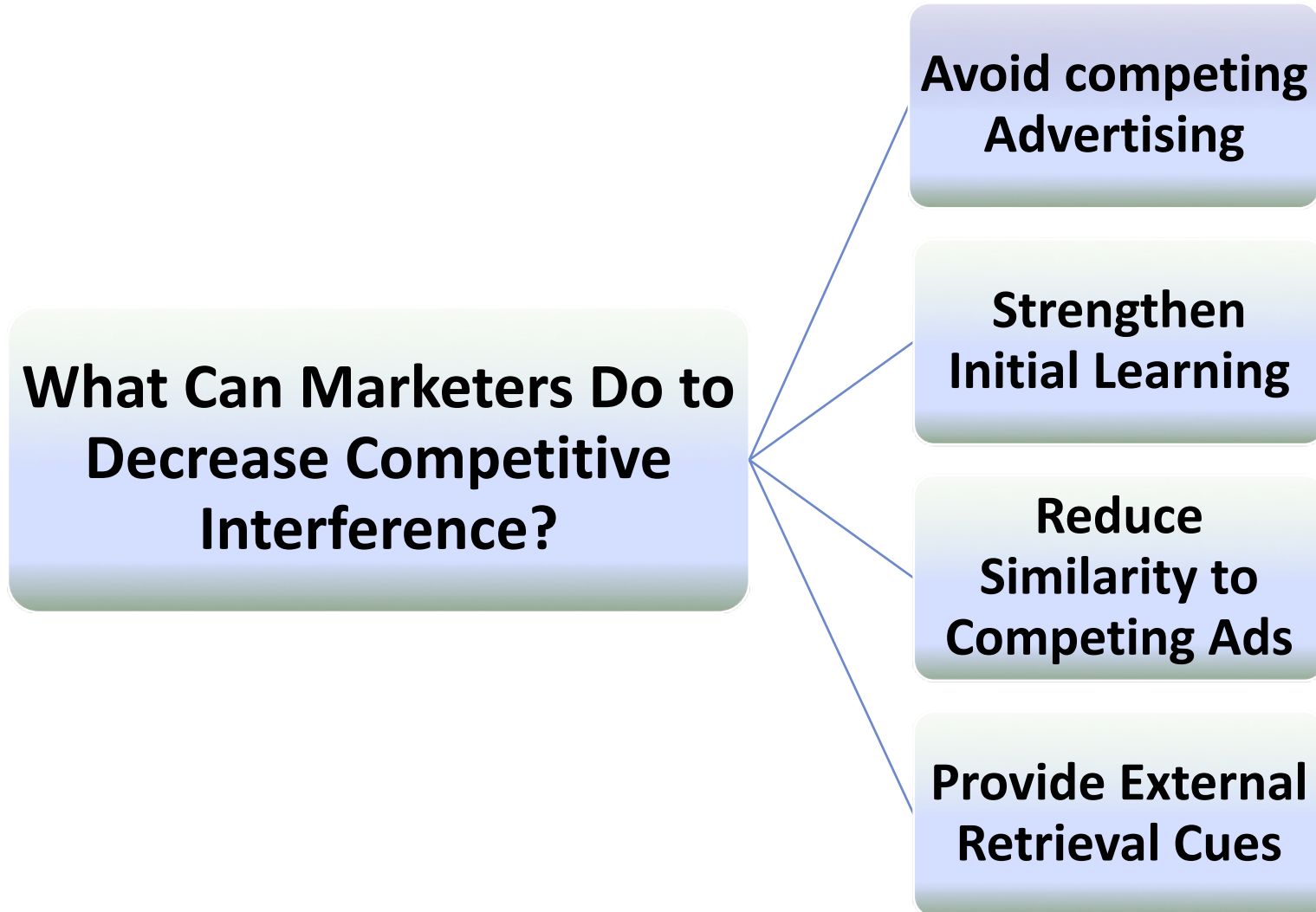
* Percentage change in awareness divided by original % aware; i.e., change from 10% to 15% awareness = 50% relative gain

Learning, Memory, and Retrieval



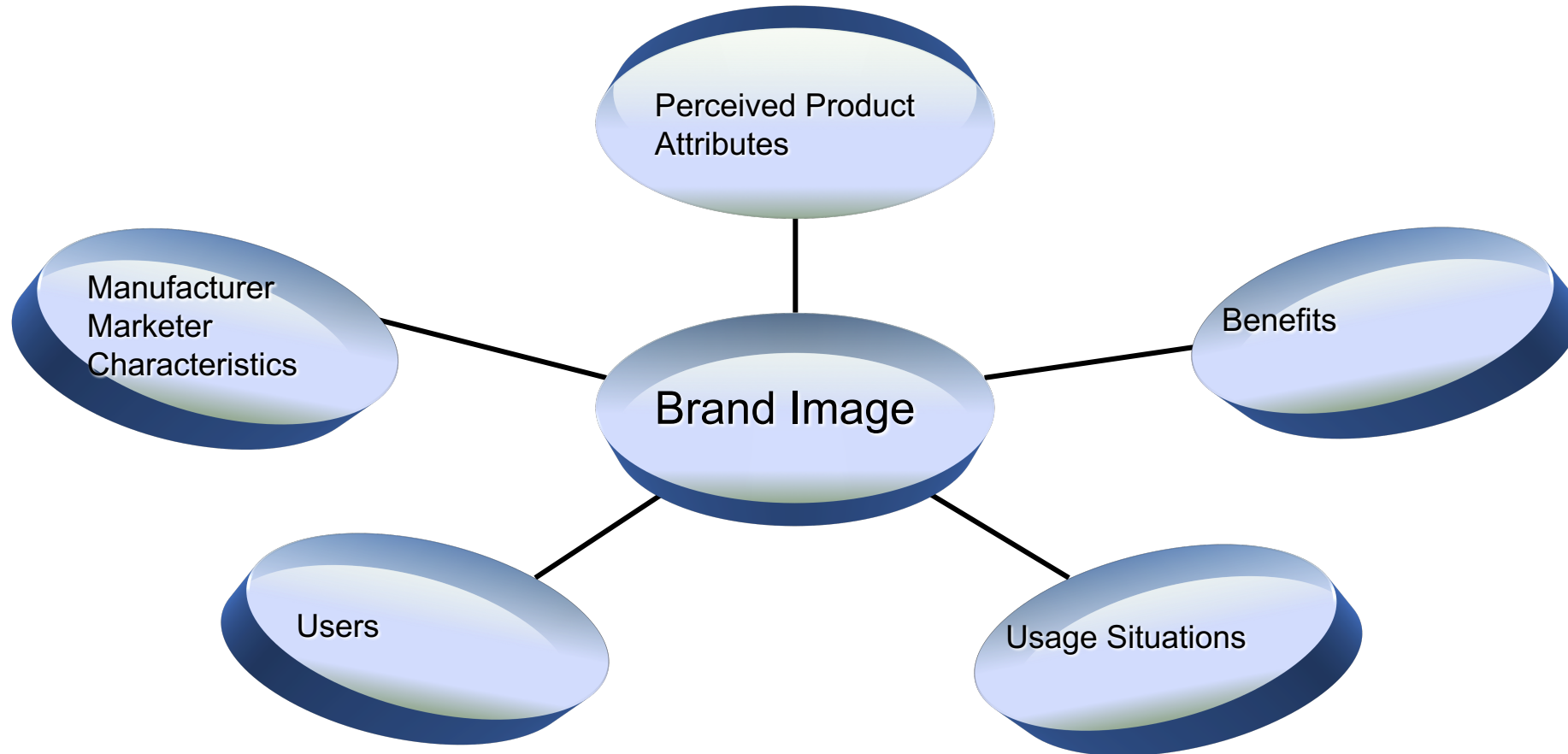
Source: Reprinted from H. J. Zielski, "The Remembering and Forgetting of Advertising," *Journal of Marketing*, January 1959, p. 240, with permission from The American Marketing Association. The actual data and a refined analysis were presented in J. L. Simon, "What Do Zielski's Data Really Show about Pulsing?" *Journal of Marketing Research*, August 1979, pp. 415-20.

Learning, Memory, and Retrieval



Brand Image and Product Positioning

Brand image refers to the schematic memory of a brand.



Brand Image and Product Positioning

Product positioning is a decision by a marketer to try to achieve a defined brand image relative to competition within a market segment.

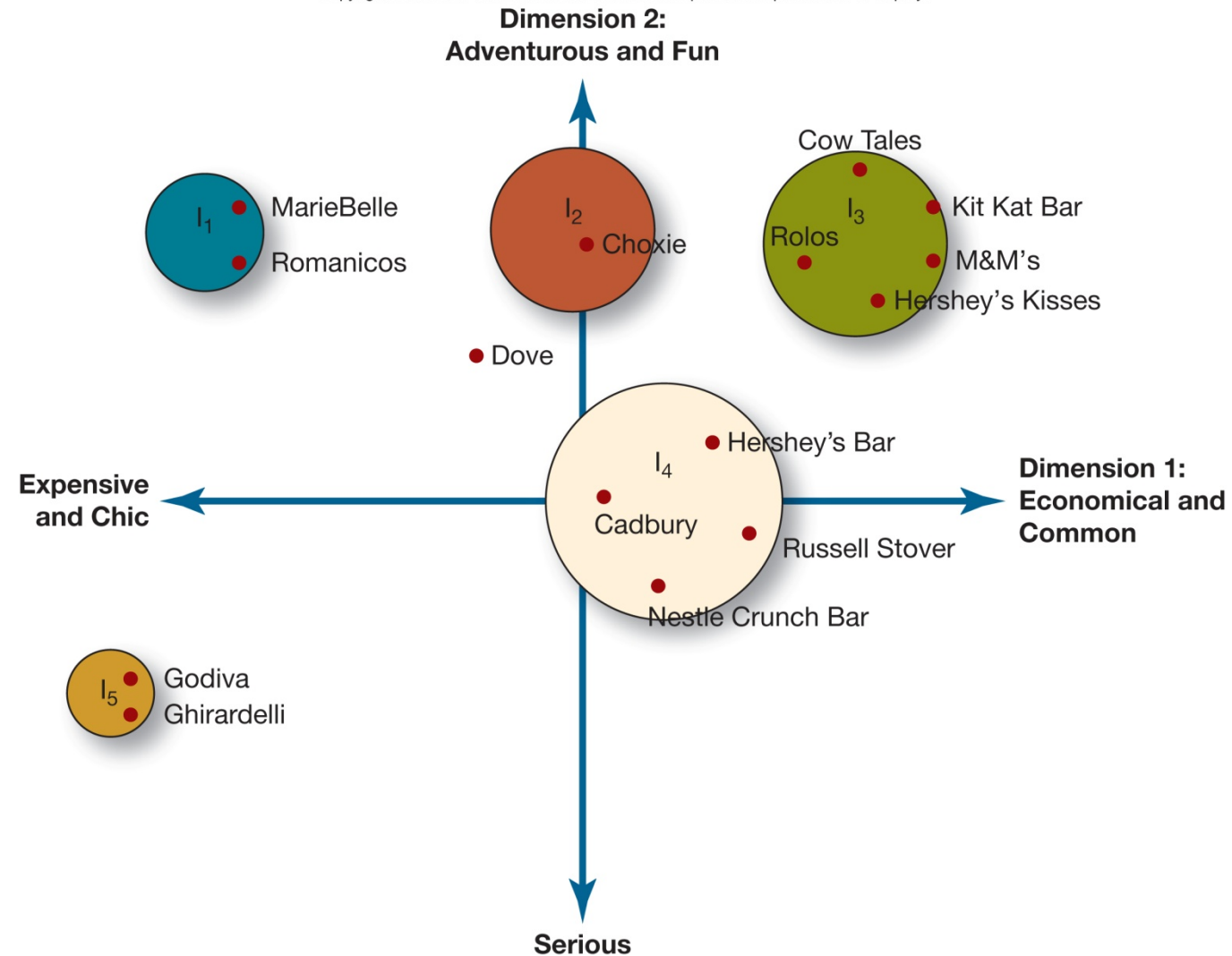
An important component of brand image is the appropriate usage situations for the product or brand.

Perceptual mapping offers marketing managers a useful technique for measuring and developing a product's position.

Brand Image and Product Positioning

Perceptual Map for Chocolate Candy

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Brand Image and Product Positioning

Product repositioning refers to a deliberate decision to significantly alter the way the market views a product. This can involve

- level of performance
- the feelings it evokes
- the situations in which it should be used, or
- who uses the product

Brand Equity and Brand Leverage

Brand equity is the value consumers assign to a brand above and beyond the functional characteristics of the product.

Brand leverage, often termed family branding, brand extensions, or umbrella branding, refers to marketers capitalizing on brand equity by using an existing brand name for new products.