



# **FACULTY OF JURIDICAL SCIENCES**

**COURSE: B.B.A.LL.B. IInd Semester**

**SUBJECT: CONSUMER BEHAVIOUR**

**SUBJECT CODE: BBL -203**

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# Lecture-21

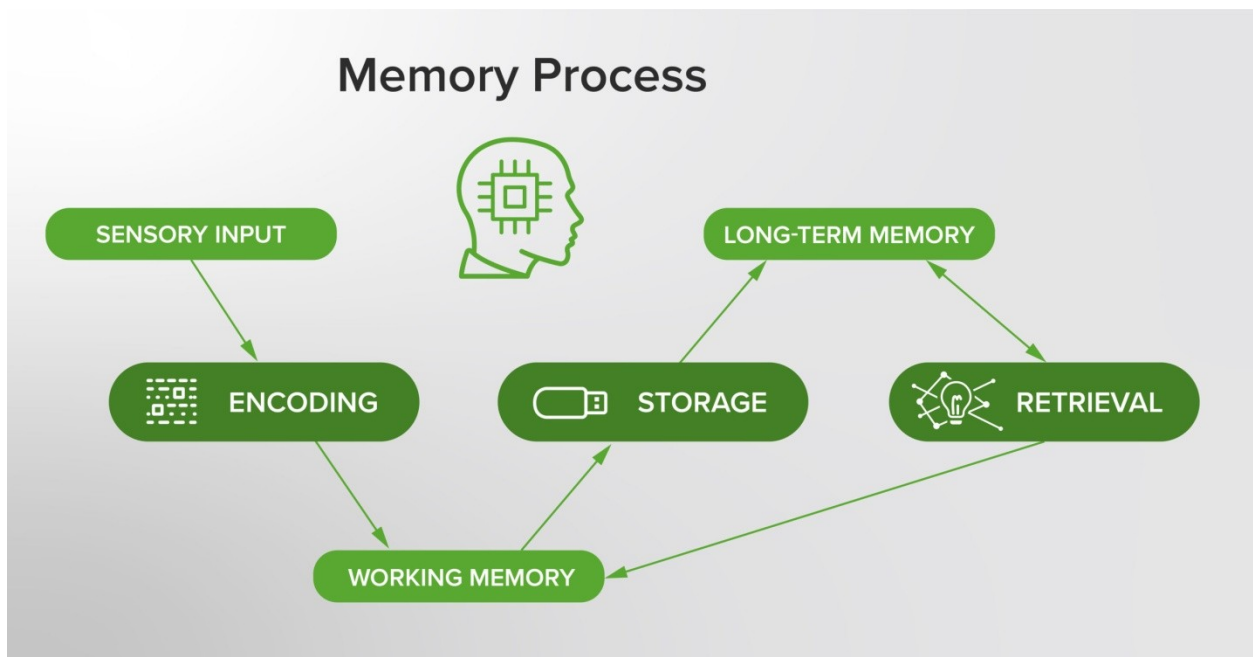


## Individual Determinants of Consumer Behavior

### Memory - Consumer Behavior

Memory involves the process of acquiring information and storing it over time so that it will be available when needed.

#### The memory process



#### Factors affecting memory retrieval

Retrieval is the process where information is accessed from long-term memory.

There are a number of factors that can affect memory retrieval.

- Physiological.

- Situational.
- Viewing environment.
- Mood congruence.
- Familiarity.
- Salience.

### **Products as memory markers**

- Products and advertisements can act as powerful retrieval cues.
- They are used by consumers to retrieve memories about past experiences and are often valued for their ability to do this.
- Marketing strategies are often used to evoke nostalgia.

### **Measuring memory in marketing**

Memory for product information can be measured through recognition and recall techniques.

Consumers are more likely to recognise an advertisement if it is presented to them than to recall one without being given any cues.