

An Investigation of Learning Theories with Consumer Behavior – 007 Movies

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Abstract

In this research, the objectives are to examine how the learning theories influence consumers choose 007 movies. What is the main reason to motivate consumer to choose 007 movies? How do 007 movies stimulus consumers? Moreover, how 007 movies can help consumer to remember? The main purpose of this research is through consumer to understand and control the hypotheses: learning theories will or not influence consumer behavior.

This study is focus on “analyzing.” The main structure is revised from EKB model (Engel, Kollat, and Blackwell) and called consumer behavior model. It identifies the process of motivation, stimulus, and memory. Also the object of doing is to understand the investigation of learning theories with consumer behavior.

Key words: learning theory, consumer behavior, 007 movies

消費者行為學習理論之研究-以 007 系列電影為例

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摘要

本研究主要的目的是探討學習理論對消費者行為的影響。消費者如何購買 007 系列的電影？解析其刺激為何？動機為何？最後，007 系列電影如何讓消費者留下深刻的印象。本文主要是針對消費者進行調查分析，以掌握學習理論是否如同假設般影響消費者行為。

研究採用分析的方式，以 EKB 模式修定成的消費者模式為主軸，包含了動機、刺激，以及記憶等過程，並探討其對消費者行為的影響。

關鍵字：學習理論、消費者行為、007 系列電影

1. Introduction

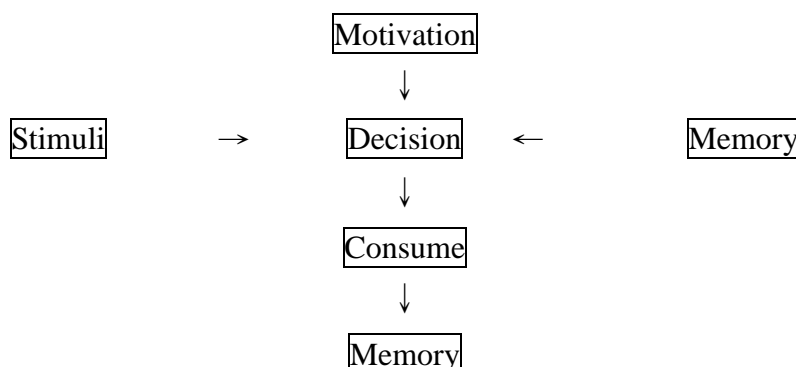
This paper is indented as an investigation of learning theories with consumer behavior. When a consumer decides to purchase a product or services, they would search their experience, such as what they learned from this product or services before. If the experience is good, consumers will re-buy this product without doubt. However, if the experience is not good, consumers will hesitate in making a decision. Consumers also think about what they take result in rewards and punishments, and how the feedback influences their responses when they buy a product or a service in the same situation. For these reasons, a business has a responsibility to make consumers feel good. Solomon et al. (1999) state, “Behavior learning theories assume that learning takes place as the result of responses to external events. Psychologists who subscribe to this viewpoint do not focus on internal thought process.”

2. Literature Review

Consumer Behavior

Consumer Behavior is defined as activities people undertake when obtaining, consuming, and disposing of products and services. There are a lot of things influence consumer behavior, such as motivation, memory, and all kinds of stimuli. According to EKB model (Engel, Kollat, and Blackwell), there is a consumer behavior model created by myself and it is shown in figure one.

Figure one:



As Baker (1995) state that “Buying decisions do not just happen, they represent a complex set of activities engaged in by many members of the buying organizations

and result in a commitment to purchase goods and services from a vendor. Buying is not an event. It is an organizational decision-making process, the result of which is a contracted obligation.”

Stimulus

From Ivan Pavlov's, a Russian physiologist, theory, classical conditioning, there is two-stimulus cause a salivation response in dogs. With experiment, Pavlov started with a dog with a stimulus (called the unconditioned stimulus) known to evoke automatically a particular response. Using food to cause dogs to salivate and this response could be transferred to a new stimulus (called the conditioned stimulus). Pavlov rang a bell whenever he gave food to the dogs and then it might be happened that when the dogs hear the bell ringing, the dogs would salivate. It is called response. In marketing, consumers are like the experimental dogs.

As Solomon (1999) refers that there are four strategies based on stimulus generalization:

2.21 Family branding: using the reputation of a company name.

2.22 Product line extensions: establishing brand with the related products

2.23 Licensing: other rent well-know names

2.24 Look-alike packaging: distinctive packaging designs create strong associations with a particular brand.

2.25 To cooperate with Tie-in and make some filmic activities, such as film festival.

Memory

As Blackwell (2001) said, “Cognitive learning occurs when information processed in short-term memory is stored in long-term memory, and there are two key factors are rehearsal and elaboration.” The way for consumers to rehearsal and elaboration is knowledge structure (Solomon, 1999).

Every year, there are a lot of new movies shown in the world. 007 movies should trace the memory for consumers by many different ways: Brand-Specific,

Ad-Specific, Brand Identification, Product Category, and Evaluative Reaction (Solomon, 1999). Finally, 007 movies will become the long-term memory in consumer's mind. However, before something can be remembered, it must learn. Material processed in short-term memory is transferred to long-term memory given sufficient rehearsal or elaboration. Even if a memory has not decayed, other memories may interfere with its retrieval. This, by influencing learning and retrieval, companies can help consumers to remember (Blackwell, 2001).

Many scholars refer that advertising can influence audiences by information or reminding them of the existence of a brand. As Solomon (1999) pointed that there are three different memory systems: sensory memory, short-term memory, and long-term memory in the information-processing viewpoint.

Learning Theory

As Solomon (1999) refers that in the learning process, consumers will learn to perform responses that product positive outcome. For this reason, "operant conditioning" is an instrumental conditioning. As Solomon (1999) said, "Consumers over time come to associate with people that reward them and to choose products that make them feel good or satisfy some need." There are four important factors in operant conditioning: fixed- interval reinforcement, variable-interval reinforcement, fixed-ratio reinforcement, and variable-ratio reinforcement.

007 Movies

From now on, forty years, there are twenty 007 movies shown. Each one has different name, such as the first one is named "Dr. No" and the last one is named "Die Another Day". It is not easy to let consumers remember all 007 movies names so 007 movies made-up movies names like "007".

Moreover, 007 movies can exert powerful effects on consumers. The association between 007 and the twenty different kinds of movies names is that James Bond is a spy. It is normal to give spy a number or a code name, but not give a real name. "007" is like a code name to James Bond and "007" has strong positive association in a consumer's memory and commands a lot of loyalty as a result.

3. Methodology

Aim and Objective

In this dissertation, the aim is to study learning theories with consumer behavior in 007 movies. The final objective is to confirm that learning theories influence consumer behavior when consumers have a making decision in 007 movies or not.

Research Method

According to EKB model, I created a new model and called consumer behavior model. It is involved with learning theories. In this dissertation, consumers behavior in purchasing 007 movies is include.

Moreover, this dissertation used the research method of the questionnaire. The aim of the questionnaire was to define consumer behavior with learning theories in 007 movies. As the sample was taken only one location (007 movies), it might be possible to distribute and collect the questionnaires individually. The questionnaire was divided five parts. Some of them were single choice, some of them were multiple-choices and some of them asked closed questions that require consumers to select their answers form a list of choices. There were structured questions about consumers' stimulus, memory, and consumer behavior for appreciating 007 movies.

Hypotheses

Ho: Learning theories influence consumer behavior.

H1: Learning theories do not influence consumer behavior.

4. Finding and Discussion

The Reasons Consumer Choose 007 Movies

Table One: The Reasons Consumer Chose 007 Movies

| The Reasons | % | % (Female) | % (Male) | Level |
|---|-----|------------|----------|-------|
| Advertising (ex: TV, Radio, newspaper, magazine...etc.) | 22% | 55% | 45% | 2 |
| From mouth to mouth | 18% | 64% | 36% | 3 |
| Past experience (I had watched it) | 24% | 46% | 54% | 1 |
| Satisfied and enjoy the sense organs | 11% | 23% | 77% | 5 |
| I am attracted by the actors/ actress | 13% | 54% | 46% | 4 |
| I love the background music of the movie | 7% | 33% | 67% | 6 |
| I just satisfied my curiosity | 5% | 57% | 43% | 7 |

From Table One, we could find that before a consumer decides to watch 007 movies, the advertising of 007 movies might attract him or her. Then he or she may remember the reactions a friend received when watching this movies before; and he or she will base his or her behavior on his or her friend's actions. Of course, a consumer may choose 007 movies by his or her before experience. As Kinnear et al (1995) research, it could be said, when a consumer wants to watch a movie, he or she would think about what they want. Then he or she will search some information, such as newspaper, friends, and experiences, to find a movie. And 007 movies satisfied consumers' need, such as exciting, imagination, and satisfied. For example, in 1989, the sixteenth 007 movies: License to kill; all the weapons are the most advanced; there is a beautiful and sexual Bond's girl, and imaginative story. In this movie, Bond's image building was a good man who revenged for his friend with private action. In people's mind, they want to be a hero, a strong and good person and protect their family and country. For this, 007 movies satisfied consumer's need and want. Next, consumer considerate the providing supplier with firm specifications request so 007 movies provide the famous main player, such as Sean Connery, Pierce Bosnan, and Roger Moore.

The process and components form the above will form "observational learning". As Solomon (1999) points that observational learning occurs when people watch the

actions of others and note the reinforcements they receive for their behavior. When consumers amass knowledge, which is about 007 movies, they collect these observations in memory and using that information leads them to choose 007 movies.

The Strategies with Stimulus 007 Movies Use

In year past year, 007 movies performed their own special style with the good songs. 007 movies bring the exciting story, advanced weapons, beautiful and sexual Bond's girls, and limitless image. 007 movies keep stimulating consumers and teach them know what 007 movies are. From now on, consumers would associate 007 movies when consumers listen to "We have all the time in the world". Also when consumers see the numbers, 007, they would think about 007 movies. When people talk about the incarnation with just, brave, gentle, and wise and full of stratagems, at that they would think about James Bond.

As the literature review shows that there are four strategies based on stimulus generalization:

4.21 Family branding: using the reputation of a company name.

007 movies is revised from the British bestsellers, Ian Fleming's novels and 007 movies provide a lot of famous players, such as Sean Connery, Pierce Bosnan, and Yang Zi-Qiong.

4.22 Product line extensions: establishing brand with the related products

After 007 movies perform, there are many CDs, VHS, VCD, and DVD sold.

4.23 Licensing: other rent well-know names

The stage photo of 007 movies is allowed shown on several products when the movies are going to perform. For instance, recently, in Taiwan, the stage photo of 007 movies is shown on several food and beverage, such as Bao Ka-Ka and Hei Yi.

4.24 Look-alike packaging: distinctive packaging designs create strong

associations with a particular brand.

Every time, the stage photos of 007 movies are exciting, attractive, and imaginative.

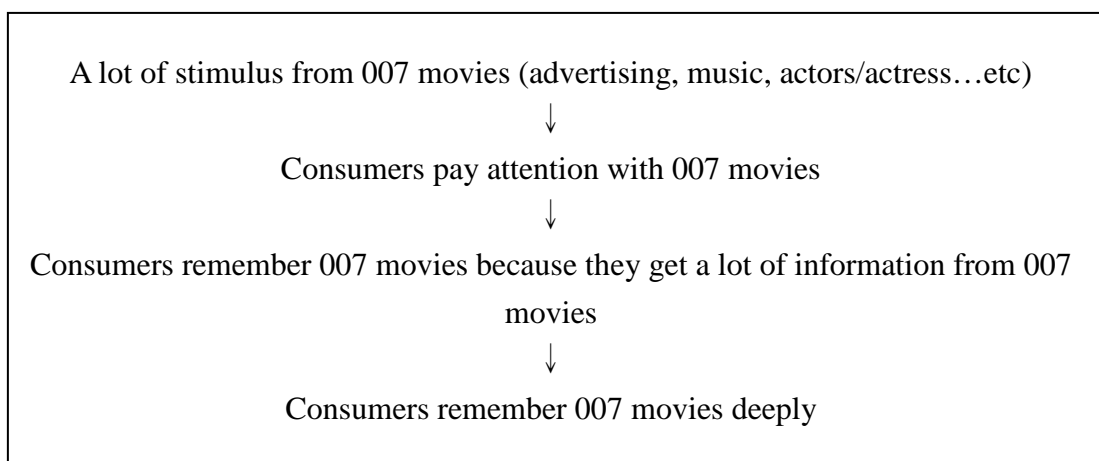
4.25 To cooperate with Tie-in and make some filmic activities, such as film festival.

However, there are too many similar movies with 007 movies, including the story, and the stage photo. For this reason, it is not enough if 007 movies just stimulus consumers monotonously. 007 movies must let consumers learn to differentiate a brand from other movies. For example, every time, there is a beautiful and sexual Bond's girl in the motives, James Bond is always gentle and charming, and it must be shown "007" on the stage photo.

007 Movies Help Consumer to Remember

As Solomon (1999) pointed that a product should trace the memory for consumers by many different ways. From the analyzes of questionnaire, it is easy to make a figure shown on below:

Figure Two: The Model of Memory

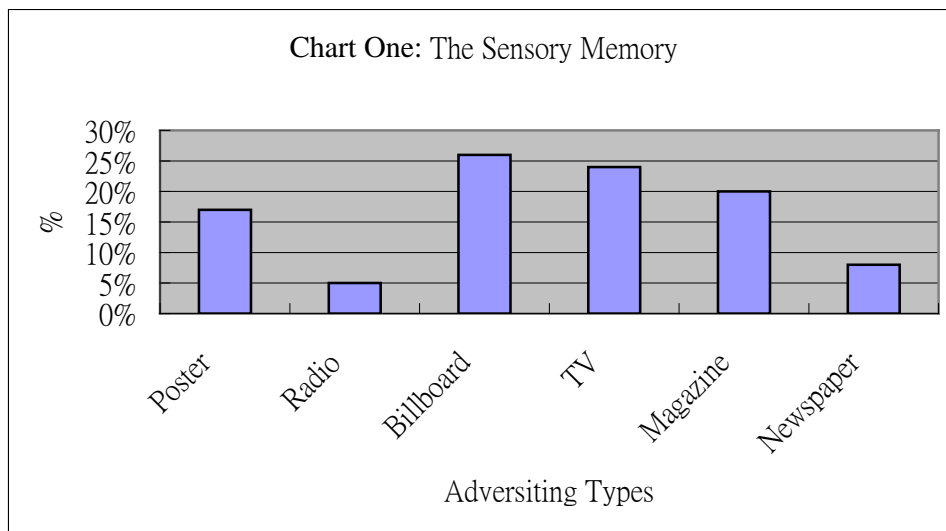


After we analyzed the questionnaire, we find that firstly, Brand-Specific, 007 movies provide the most advanced weapon, the most soul-stirring scene, and the most simulating sense organ Bond's girls. Secondly, Ad-Specific, in 1964, the third 007, "Gold finger", modeled a dead Bone's girl, who was naked with golden paint.

This one is satisfying consumers' sexual illusion. Then, Brand Identification, from now on, forty years, every time when 007 movies are shown, they would show "007" or "James Bond" to let consumers know it is "007". Moreover, it is Product Category. After consumers watch 007 movies, they would have some evaluations about the movie and 007 movies would collect their opinion and will do better next time for keeping the original viewers and attracting more viewers. For instance, in 1967, there was the first east Bond's girl showed in "You only live twice" and in 1997, Yang Zi-Qiong became the other Bond's girl in "Tomorrow Never Die" for attracting Chinese viewers. Finally, Evaluative Reaction, now 007 movies become the long-term memory in consumer's mind.

As Fill (2002) said, "Advertising can influence audiences by information or reminding them of the existence of a brand, or alternatively by persuading or helping them differentiate a product or organization from others in the market." 007 movies use kinds of advertising strategies to stimulus consumers to remember 007 movies in memory system. The connection between advertising stimulus and memory system is:

4.31 Sensory memory: Temporary storage of sensory information. For example, a person might be walking past a billboard and get a brief and 007 movies posters just on it. While this consciousness would only last for a few seconds, it would be enough to allow a person to decide if he or she should examine further. From the analysis of questionnaire, we could make chart one to show the different kinds of advertisings consumers were attracted with 007 movies.



If consumers pay attention in the advertising of 007 movies, it means that information is shifted to short-term memory.

4.32 Short-term memory: Brief storage of information currently being used image in their mind such as James Bond stands in the middle of the billboard and fire a shot at viewers. The 007 movies name can be a chunk that sums up a great deal of detailed information about 007 movies.

Before 007 movies become consumers' long-term memory, 007 movies would depend on elaborative rehearsal, and then it would be shifted to long-term memory.

4.33 Long-term memory: relative permanent storage of information. For keeping the image of 007 movies in consumers' mind, 007 movies provide VHS, VCD, DVD, and CD after performing and then consumers can repeat on their own (Solomon, 1999). From Table Two, we could find that consumers keep the image of 007 movies in their mind is because of a serious of 007 movies products.

Table Two: Long-term Memory

| | | Products | | | | Total |
|-------|----------|----------|-------|-------|-------|-------|
| | | DVD | VCD | VHS | CD | |
| Buy | Yes | 48.4% | 9.7% | 38.7% | 3.2% | 100.0 |
| | % within | | | | | |
| Buy | No | 8.1% | 24.2% | 19.4% | 48.4% | 100.0 |
| | % within | | | | | |
| Total | % within | 34.9% | 14.5% | 32.3% | 18.3% | 100.0 |

5. Conclusion

Consumer behavior is complex. For understanding consumers, 007 movies should use a lot of ways to know what consumers want and need build consumers loyalty. Learning theories is one kind ways to understand consumer and make some stimulus to let consumers watch 007 movies and get their response-remember and repurchase in 007 movies. For example, 007 movies use the same nature advertising to recall consumers' memory. Also 007 movies ask the famous and nostalgic actress and actor to play. What 007 movies connect with the learning theories is using these series of process to help consumer transfer their memory from short-term to long-term memory and using different advertising and stimulus to recall consumer's memory. It should be concluded reasonably, from what has been said above, that learning theories are very useful in consumer behavior.

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