Knowing how memory works helps marketers to understand what can be done to help consumers remember product and brand information.
MEMORY IS:

- “an active mental system that receives, stores, organises, alters and recovers information” (Baddeley, 1990)

- “Without understanding how memory works it will not be possible to fully appreciate how consumers reason, make decisions and solve problems, since most consumer decisions are dependent on memory” (Jansson-Boyd, 2010)
WHAT IS A MEMORY?

- A personal record of past experiences which can help us to learn new information
- Influence how we perceive stimuli
- Guide our behaviour (Palmeri and Gauthier, 2004)
Memory Processes (Jansson Boyd 2010)

External Input
Example: Advertisement, Products, Point of Purchase (POP) display

Encoding: Input is transformed into a form that can be stored in memory

Storage Information is retained in memory

Retrieval: Information is recovered from memory when needed
Memory processes are important because consumers act on the basis of cognitions which are stored in memory and influence how incoming stimuli are interpreted.

The challenge for marketers is to have consumers remember your name and brand in preference to those of competitors.

The fastest rate of forgetting occurs soon after learning has occurred - how do advertisers counter that?
A Simple Memory System

Information → Sensory memory

Temporary storage of sensory information - less than 1 second

Sensory memory → Short term memory

Brief storage of information currently being used. Limited Capacity. Less than 20 seconds

Short term memory → Forgotten material

Maintenance Rehearsal loop

Forgotten material → Long term memory

Elaborative rehearsal

Long term memory → Forgotten material

Long term/Permanent. Unlimited capacity
Sensory memory stores after images which are lost quickly through decay unless capturing sufficient attention and further processing.
Short term memory temporarily stores and processes information to comprehend meaning - it is limited by both time and space. Information not rehearsed is lost through decay.
Long term memory is the long term store for information which is coded in a variety of different ways.
The structure of LTM is like a spider’s web. Each piece of consumer related information is linked directly or indirectly to other pieces of information to form an associative network (Anderson, 1983).

**FIGURE 2.4** Example of cognitive associative network.
Semantics is the study of meaning. It focuses on the relation between signifiers, such as words, phrases, signs, and symbols, and what they stand for.
Semantic encoding - an object is not directly represented in memory but rather in terms of its meaning for the individual (networks of knowledge eg Nike shoes = cushioned, Swoosh, lightweight)
Scripts - represent series of actions based on previous events which influence future actions when a similar situation occurs (enter store, go straight ahead to fruit and vegetables, turn left to milk)
Visual encoding - using mental images to store information often leads to strong long term memory for material (eg Calvin Klein,
Encoding specificity: memory performance is best when elements of the encoding and retrieval environments are similar. If the context of an advertisement can be created at point of sale it can aid recognition and recall of product/brand information (Bettman, 1979)
Messages with unique aspects are more likely to be remembered (Guinness)

The beginning and end of messages are more likely to be remembered (“Washes whiter” at beginning and end)

Messages that encourage immediate rehearsal of material stimulate its retention (jingles - “that’s ASDA price”). Asda is an abbreviation of Asquith and Dairies, a British supermarket chain.
If material lends itself to “chunking” more information can be processed and retained (“New action ball tabs from Vanish - 1 chunk - Give power of whitening in your wash - 1 chunk - So stains vanish - 1 chunk.)
Memory is cue dependent (characteristics of the learning situation) and presentation of relevant cues will stimulate recall.

- Material that is meaningful to the individual is learned more quickly and more likely to be remembered.
- Visual content is frequently more memorable than verbal content.
Meaningful and relevant

Content is largely visual

Cue dependency
The pink bunny from the TV commercial is added to the packaging to aid brand recall at point of purchase (Solomon, 2006)

Illustrates cue dependency - the stimulus was present in the learning environment
Familiarity with an iconic symbol enhances brand recall. Jolly Green Giant has appeared in ads and packaging for 30 years...yo ho ho! Important in creating and maintaining awareness.
The “mere exposure effect”: customers prefer similarity
## WEEK 4 KEY TERMS

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