**Chapter Summary**

**LO1 Understand the concept of comprehension and the factors that influence what gets comprehended.**

Comprehension refers to the interpretation or understanding that a consumer develops about some attended stimulus. From an information processing perspective, comprehension results after a consumer has been exposed to and attends to some information. Several factors influence comprehension, including characteristics of the message, characteristics of the receiver, and characteristics of the environment.

**LO2 Use the multiple store theory of memory to explain how knowledge, meaning, and value are inseparable.**

The multiple store theory of memory explains how processing information involves three separate storage areas: sensory, workbench (short-term), and long-term memory. Everything sensed is recorded by sensory memory, but the record lasts too short a time to develop meaning. A small portion of this information is passed to the workbench, where already known concepts are retrieved from long-term memory and attached to new stimuli in a process known as meaningful encoding. All meaning is stored in an associative network residing in long-term memory. This network of knowledge links together concepts in a way that explains why things have value. Thus, value is rooted in meaning.

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**Glossary Terms**

- **adaptation level** level of stimuli to which a consumer has become accustomed
- **associative network** network of mental pathways linking all knowledge within memory; sometimes referred to as a semantic network
- **chunking** process of grouping stimuli by meaning so that multiple stimuli can become one memory unit
- **cognitive interference** notion that everything else that the consumer is exposed to while trying to remember something is also vying for processing capacity and thus interfering with memory and comprehension
- **comprehension** attempt to derive meaning from information
- **counterarguments** thoughts that contradict a message
- **credibility** extent to which a source is considered to be both an expert in a given area and trustworthy
- **declarative network** cognitive components that represent facts
- **dostats** Russian word that can be roughly translated as acquiring things with great difficulty
- **dual coding** coding that occurs when two different sensory traces are available to remember something
- **echoic storage** storage of auditory information in sensory memory
- **elaboration** extent to which a consumer continues processing a message even after an initial understanding is achieved
- **encoding** process by which information is transferred from workbench memory to long-term memory for permanent storage
- **episodic memory** memory for past events in one's life
- **exemplar** concept within a schema that is the single best representative of some category; schema for something that really exists
- **expectations** beliefs of what will happen in some situation
- **expertise** amount of knowledge that a source is perceived to have about a subject
LO3 Understand how consumers make associations with meaning as a key way to learn.

Consumers have alternatives for making associations with meaning. With meaningful encoding, consumers associate information in short-term memory with information in long-term memory. Chunksing is one way that multiple stimuli can become a single memory unit. Chunksing is related to meaningful encoding in that meaning can be used to facilitate this process. In other words, pieces of individual information are chunked together based on meaning. A group of randomly arranged letters is likely to be difficult to chunk. In this case, seven letters represent seven memory units. Arranged into a word, however, such as meaning, the seven memory units become one memory unit. Marketers who aid chunking are better able to convey information to consumers. Putting together associations with meaning is a key way to learn something.

LO4 Use the concept of associative networks to map relevant consumer knowledge.

An associative network, sometimes referred to as a semantic network, is the network of mental pathways linking all knowledge within memory. Associative networks can be drawn similarly to the way a road map would be constructed. All nodes are linked to all other nodes through a series of paths. Nodes with high strength tend to become conscious together based on their high strength of association.

LO5 Be able to apply the concept of a cognitive schema, including exemplars and prototypes, to understand how consumers react to new products.

A schema is the cognitive representation of a phenomenon that provides meaning to that entity. Thus, products and brands have schemata. To the extent that a new product or brand can share the same nodes or characteristics with an existing brand, consumers will more easily understand what the product does. Category exemplars and prototypes often provide the comparison standard for new brands.

meaningful encoding coding that occurs when information from long-term memory is placed on the workbench and attached to the information on the workbench in a way that the information can be recalled and used later

chunking one way that multiple stimuli can become a single memory unit. Chunking is the comprehension of, and response to, the stimulus

habituation process by which continuous exposure to a stimulus affects the comprehension of, and response to, the stimulus

iconic storage storage of visual information in sensory memory and the idea that things are stored with a one-to-one representation with reality

information intensity amount of information available for a consumer to process within a given environment

likeability extent to which a consumer likes the message source

long-term memory repository for all information that a person has encountered

meaningful encoding coding that occurs when information from long-term memory is placed on the workbench and attached to the information on the workbench in a way that the information can be recalled and used later

memory psychological process by which knowledge is recorded

memory trace mental path by which some thought becomes active

message congruity extent to which a message is internally consistent and fits surrounding information

multiple store theory of memory theory that explains memory as utilizing three different storage areas within the human brain: sensory, workbench, and long-term

nodes concepts found in an associative network

nostalgia yearning to relive past events, which can also be positively associated with purchase behavior

paths representations of the association between nodes in an associative network

personal elaboration process by which a person imagines himself or herself somehow associating with a stimulus that is being processed

physical characteristics tangible attributes or the parts of the message that are sensed directly

meaningful encoding coding that occurs when information from long-term memory is placed on the workbench and attached to the information on the workbench in a way that the information can be recalled and used later

prospect theory theory that suggests that a decision, or argument, can be framed in different ways and that the framing affects risk assessments consumers make

prototype schema that is the best representative of some category but that is not represented by an existing entity; conglomeration of the most associated characteristics of a category

repetition simple mechanism in which a thought is kept alive in short-term memory by mentally repeating the thought

response generation reconstruction of memory traces into a formed recollection of information

retrieval process by which information is transferred back into workbench memory for additional processing when needed

schema cognitive representation of a phenomenon that provides meaning to that entity

semantic coding type of coding wherein stimuli are converted to meaning that can be expressed verbally

sensory memory area in memory where a consumer stores things exposed to one of the five senses

social schema cognitive representation that gives a specific type of person meaning

social stereotype another word for social schema

spreading activation way cognitive activation spreads from one concept (or node) to another

support arguments thoughts that further support a message

tag small piece of coded information that helps with the retrieval of knowledge

trustworthiness how honest and unbiased the source is perceived to be

workbench memory storage area in the memory system where information is stored while it is being processed and encoded for later recall

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