

The Role of Executive Attention and Literacy on Consumer Memory

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Abstract : In today's competitive environment, any company that aims to operate in a market, whether industrial or consumer markets, must know that it cannot address all the tastes and demands of customers at once and serve them all. The study of consumer memory is considered an important subject in marketing research, and many companies have conducted studies on this subject and the factors affecting it due to its importance. Therefore, the current study tries to investigate the relationship between consumers' attention, literacy, and memory. Memory has a very close relationship with learning. Memory is the collection of all the information that we have understood and stored. One of the important subjects in consumer behavior is information processing by the consumer. One of the important factors in information processing is the mental involvement of the consumer, which has attracted a lot of attention in the past two decades. Since consumers are the turning point of all marketing activities, successful marketing begins with understanding why and how consumers behave. Therefore, in the current study, the role of executive attention and literacy on consumers' memory has been investigated. The results showed that executive attention and literacy would play a significant role in the long-term and short-term memory of consumers.

Keywords : literacy, consumer memory, executive attention, psychology of consumer behavior

Conference Title : ICCM 2023 : International Conference on Content Marketing

Conference Location : Toronto, Canada

Conference Dates : September 18-19, 2023