



## Consumer Behavior I

Bocconi University PhD School

Fall 2020

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| Professor: | Kurt Munz  |
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| Office:    | 4 <sup>th</sup> Floor D1-17, by appointment                      |
| Location:  | Via Sarfatti 25, 1 <sup>st</sup> Fl, Rm 101 (see class schedule) |
| Schedule:  | Mondays, 08.30am-11.50am (see class schedule)                    |

### Course Objectives

- (1) Develop a broad foundation of knowledge within psychology and marketing
- (2) Learn to critically evaluate theoretical and empirical aspects of behavioral research
- (3) Strengthen ability to identify, develop, review, and present ideas and research
- (4) Provide a starting point for deeper exploration into a topic of interest

### Course Description

The purpose of this course is to provide Ph.D. students with a solid foundation for critical thinking and research on the information processing and social psychology aspects of consumer behavior and marketing. Six seminars will center around a discussion of assigned readings. Each session will be organized around a foundational topic in consumer behavior research in marketing and may include readings from psychology. Students must read and critically evaluate the theories and empirical support presented in each of the assigned papers. They will also be asked to think critically about how the ideas were presented in terms of the craft of writing. The course will include exercises intended to build students' abilities to conduct and write reviews of others' research in the format expected by the field's journals. Finally, students will be expected to synthesize the knowledge and skills acquired in the course to compose a research paper presenting their own ideas.

### Grading

|                     |     |
|---------------------|-----|
| Class Participation | 40% |
| Written Review      | 20% |
| Research Paper      | 40% |

### Class Participation

Individual participation will be evaluated based on your ability to contribute to an engaging and informative discussion during seminars. Attendance is required. Students must be prepared to discuss all assigned readings and provide their critical evaluation of the theory, methods, conclusions, and writing style.

## Written Review

Each student will independently evaluate and write a review of an assigned research paper as though reviewing it for a journal. The review should be concise, critically evaluate the theory and empirical evidence, and make a publication recommendation to the editor. Please be collegial and courteous in discussing any shortcomings you may identify in the paper.

## Research Paper

To complement the breadth of knowledge gained from the assigned readings, each student will additionally select a single topic within consumer behavior to master via independent and in-depth reading and will write a research paper on that topic. This paper should include a brief literature review, conceptual framework and hypotheses, study design and procedures, stimulus development, methods for testing, an analysis plan, and implications of the research. Data collection is not required. Papers are typically about 20 pages (all inclusive) and must be written in *JCR* format. The research paper is intended to provide you with an opportunity to develop a research idea that may prove useful for future research activity in your area of interest. Due date to be discussed in class.

## Classroom Etiquette

Checking and/or using a mobile phone during class is extremely rude and disrespectful to others. Such behavior is strictly forbidden during our seminars, and failure to fully engage in the discussions at all times will result in a grade of zero for class participation.

## Assigned Readings

It is very important that you read all of the assigned papers thoroughly. They will form the basis for the class discussion. For each topic, I have made a conscious effort to select 1) review or conceptual papers that provide a broad overview, 2) classic empirical papers, and 3) contemporary empirical papers published within the last 5 years. As such, the reading list cannot cover all of the important papers in an area, or all of the important topics in the field. I recommend you read the papers in the order listed.

## Class Schedule

| Date & Time                                  | Topic                               | Note   |
|--|-------------------------------------|--|
| Monday, November 2, 2020<br>08.30am-11.50am  | Cognition<br>Attention & Perception |  |
| Monday, November 9, 2020<br>08.30am-11.50am  | Cognition<br>Learning & Memory      |  |
| Monday, November 16, 2020<br>08.30am-11.50am | Metacognition & Affect              | Assigned: Article to review  |
| Monday, November 23, 2020<br>08.30am-11.50am | Motivation & Goals                  |  |
| Monday, November 30, 2020<br>08.30am-11.50am | Attitudes & Persuasion              |  |
| Friday, December 10, 2020<br>08.30am-11.50am | Self & Social Factors               | Room: 1-E4-SR01<br>(first floor - Via Roentgen)<br>Due: Written Review<br>Assigned: Research Paper |

## Seminar Topics and Assigned Readings

### 1. Cognition I – Attention & Perception

- Deval, H el ene and Frank R. Kardes (2010), "Consumer Information Processing," in *Wiley International Encyclopedia of Marketing, Volume 3*, ed. Jagdish N. Sheth and Naresh K. Malhotra, Wiley, 100–107.
- MacInnis, Deborah J. and Bernard J. Jaworski (1989), "Information Processing from Advertisements: Toward an Integrative Framework," *Journal of Marketing*, 53(4), 1–23.
- Shimojo, Shinsuke, Claudiu Simion, Eiko Shimojo, and Christian Scheier (2003), "Gaze Bias Both Reflects and Influences Preference," *Nature Neuroscience*, 6(12), 1317–22.
- Liberman, Nira and Yaacov Trope (2014), "Traversing Psychological Distance," *Trends in Cognitive Sciences*, 18(7), 364–369.
-  lk umen, G lden, Amitav Chakravarti, and Vicki G. Morwitz (2010), "Categories Create Mind-Sets: The Effect of Exposure to Broad Versus Narrow Categorizations on Subsequent Unrelated Decisions," *Journal of Marketing Research*, 47(4), 659–71.

### 2. Cognition II – Learning & Memory

- Alba, Joseph W. and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13(4), 411–54.
- Hawkins, Scott A. and Stephen J. Hoch (1992), "Low-Involvement Learning: Memory without Evaluation," *Journal of Consumer Research*, 19(2), 212–25.
- Hoch, Stephen J. and Young-Won Ha (1986), "Consumer Learning: Advertising and the Ambiguity of Product Experience," *Journal of Consumer Research*, 13(2), 221–33.
- Jiang, Yuwei, Gerald J. Gorn, Maria Galli, and Amitava Chattopadhyay (2016), "Does Your Company Have the Right Logo? How and Why Circular- and Angular-Logo Shapes Influence Brand Attribute Judgments," *Journal of Consumer Research*, 42(5), 709–26.
- Peracchio, Laura A. and Jennifer Edson Escalas (2008), "Tell Me a Story: Crafting and Publishing Research in Consumer Psychology," *Journal of Consumer Psychology*, 18(3), 197–204.

### 3. Metacognition & Affect

- Alter, Adam L. and Daniel M. Oppenheimer (2009), "Uniting the Tribes of Fluency to Form a Metacognitive Nation," *Personality and Social Psychology Review*, 13(3), 219–35.

Schwarz, Norbert (2012), "Feelings-as-Information Theory," in *Handbook of Theories of Social Psychology: Volume 1*, ed. Paul A. M. Van Lange, Arie W. Kruglanski, and E. Tory Higgins, London: Sage Publications, 289–308.

Faraji-Rad, Ali and Michel Tuan Pham (2017), "Uncertainty Increases the Reliance on Affect in Decisions," *Journal of Consumer Research*, 44(1), 1–21.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2017), "The Dark Side of Scarcity Promotions: How Exposure to Limited-Quantity Promotions Can Induce Aggression," *Journal of Consumer Research*, 43(5), 683–706.

#### 4. Motivation & Goals

Kenrick, Douglas T., Vidas Griskevicius, Steven L. Neuberg, and Mark Schaller (2010), "Renovating the Pyramid of Needs: Contemporary Extensions Built Upon Ancient Foundations," *Perspectives on Psychological Science*, 5(3), 292–314.

Pham, Michel Tuan and E. Tory Higgins (2005), "Promotion and Prevention in Consumer Decision Making," in *Inside Consumption: Consumer Motives, Goals, and Desires*, ed. S. Ratneshwar and David Glen Mick, New York: Routledge, 8–43.

Kivetz, Ran, Oleg Urminsky, and Yuhuang Zheng (2006), "The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention," *Journal of Marketing Research*, 43(1), 39–58.

Friedman, Elizabeth M.S., Jennifer Savary, and Ravi Dhar (2018), "Apples, Oranges, and Erasers: The Effect of Considering Similar versus Dissimilar Alternatives on Purchase Decisions," *Journal of Consumer Research*, 45(4), 725–42.

Vosgerau, Joachim, Irene Scopelliti, and Young Eun Huh (2020), "Exerting Self-Control ≠ Sacrificing Pleasure," *Journal of Consumer Psychology*, 30(1), 181–200.

#### 5. Attitudes and Persuasion

Rucker, Derek D., Richard E. Petty, and Joseph R. Priester (2007), "Understanding Advertising Effectiveness from a Psychological Perspective: The Importance of Attitudes and Attitude Strength," in *SAGE Handbook of Advertising*, ed. Gerard J. Tellis and Tim Ambler, Thousand Oaks, CA: Sage Publications.

Harmon-Jones, Eddie, Joel Armstrong, and James M. Olson (2018), "The Influence of Behavior on Attitudes," in *The Handbook of Attitudes, Volume 1: Basic Principles*, ed. Dolores Albarracín and Blair T. Johnson, New York: Routledge, 404–49.

Isaac, Mathew S. and Kent Grayson (2017), "Beyond Skepticism: Can Accessing Persuasion Knowledge Bolster Credibility?," *Journal of Consumer Research*, 43(6), 895–912.

Kupor, Daniella and Zakary Tormala (2018), "When Moderation Fosters Persuasion: The Persuasive Power of Deviatory Reviews," *Journal of Consumer Research*, 45(3), 490–510.

## 6. Self & Social Factors

Kristofferson, Kirk and Katherine White (2015), "Interpersonal Influences in Consumer Psychology," in *The Cambridge Handbook of Consumer Psychology*, ed. Michael I. Norton, Derek D. Rucker, and Cait Lamberton, New York: Cambridge University Press, 419–45.

Aaker, Jennifer L. and Angela Y. Lee (2001), "'I' Seek Pleasures and 'We' Avoid Pains: The Role of Self-Regulatory Goals in Information Processing and Persuasion," *Journal of Consumer Research*, 28(1), 33–49.

Ward, Morgan K. and Darren W. Dahl (2014), "Should the Devil Sell Prada? Retail Rejection Increases Aspiring Consumers' Desire for the Brand," *Journal of Consumer Research*, 41(3), 590–609.

Longoni, Chiara, Andrea Bonezzi, and Carey K. Morewedge (2019), "Resistance to Medical Artificial Intelligence," *Journal of Consumer Research*, 46(4), 629–50.