
CONSUMER BEHAVIOR I

Fall 2021

Course Logistics:

Classroom: 3-D3-SR01
Sessions: Fridays 10.20-13.40
Office Hour: by appointment

Instructor:

Prof. Kurt Paul Munz
Depart. of Marketing. - Room 4-D1-17
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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 an abstract, introduction, 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. 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.

Faculty Bio

Kurt Munz is an assistant professor of marketing at Bocconi University. He takes an experimental approach to research in consumer behavior, focusing on consumer judgment and decision making. He holds a Ph.D. in Marketing from New York University's Stern School of Business along with graduate and undergraduate degrees in Marketing, Psychology and Communication from NYU and Rensselaer Polytechnic Institute. His research has appeared in *Marketing Science*, and he has presented his work at top business schools across the world. In addition to Consumer Behavior, he teaches Advanced Marketing Management to graduate students.



Class Schedule

Date & Time	Topic	Note
Friday, November 5, 2021 10.20am-13.40pm	Information Sensation & Processing	
Friday, November 12, 2021 10.20am-13.40pm	Cognition	
Friday, November 19, 2021 10.20am-13.40pm	Metacognition & Affect	Assigned: Article to review
Friday, November 26, 2021 10.20am-13.40pm	Motivation & Goals	
Friday, December 3, 2021 10.20am-13.40pm	Attitudes & Persuasion	
Monday, December 13, 2021 08.30am-11.50am	Self & Social Factors	Due: Written Review Assigned: Research Paper



Seminar Topics and Assigned Readings

1. Information Sensation & Processing

- MacInnis, Deborah J. and Bernard J. Jaworski (1989), "Information Processing from Advertisements: Toward an Integrative Framework," *Journal of Marketing*, 53(4), 1-23.
- Barnea, Uri and Gideon Nave (2020), "The Effects of Content Ephemerality on Information Processing," *SSRN Working Paper*, (July).
- Munz, Kurt P. and Vicki G. Morwitz (2019), "Not-so Easy Listening: Roots and Repercussions of Auditory Choice Difficulty in Voice Commerce," *SSRN Working Paper*, (May).
- Streicher, Mathias C, Zachary Estes, and Oliver B Büttner (2021), "Exploratory Shopping: Attention Affects In-Store Exploration and Unplanned Purchasing," *Journal of Consumer Research*, 48(1), 51-76.

2. Cognition

- Liberman, Nira and Yaacov Trope (2014), "Traversing Psychological Distance," *Trends in Cognitive Sciences*, 18(7), 364-369.
- Alba, Joseph W. and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13(4), 411-54.
- Medin, Douglas L. (1989), "Concepts and Conceptual Structure," *American Psychologist*, 44(12), 1469-81.
- Ülkümen, Gülden, 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.

3. Metacognition & Affect

- Barrett, Lisa Feldman (2012), "Emotions Are Real," *Emotion*, 12(3), 413-29.
- 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.
- Lee, Leonard, On Amir, and Dan Ariely (2009), "In Search of Homo Economicus: Cognitive Noise and the Role of Emotion in Preference Consistency," *Journal of Consumer Research*, 36(2), 173-87.
- Melumad, Shiri, J. Jeffrey Inman, and Michel Tuan Pham (2019), "Selectively Emotional: How Smartphone Use Changes User-Generated Content," *Journal of Marketing Research*, 56(2), 259-75.



4. Motivation & Goals

- Griskevicius, Vladas and Douglas T. Kenrick (2013), "Fundamental Motives: How Evolutionary Needs Influence Consumer Behavior," *Journal of Consumer Psychology*, 23(3), 372-86.
- 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.
- Dhar, Ravi, Joel Huber, and Uzma Khan (2007), "The Shopping Momentum Effect," *Journal of Marketing Research*, 44 (3), 370-78.
- Higgins, E. Tory, Emily Nakkawita, and James F. M. Cornwell (2020), "Beyond Outcomes: How Regulatory Focus Motivates Consumer Goal Pursuit Processes," *Consumer Psychology Review*, 3(1), 76-90.

5. Attitudes and Persuasion

- Tormala, Zakary L. and Pablo Briñol (2015), "Attitude Change and Persuasion: Past, Present, and Future Directions," in *The Cambridge Handbook of Consumer Psychology*, ed. Michael I. Norton, Derek D. Rucker, and Cait Lambertson, Cambridge: Cambridge University Press, 29-64.
- 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.
- Greenberg, Adam Eric and Stephen A. Spiller (2016), "Opportunity Cost Neglect Attenuates the Effect of Choices on Preferences," *Psychological Science*, 27(1), 103-13.
- Isaac, Mathew S. and Kent Grayson (2017), "Beyond Skepticism: Can Accessing Persuasion Knowledge Bolster Credibility?," *Journal of Consumer Research*, 43(6), 895-912.

6. Self & Social Factors

- MacInnis, Deborah J. and Valerie S. Folkes (2017), "Humanizing Brands: When Brands Seem to Be like Me, Part of Me, and in a Relationship with Me," *Journal of Consumer Psychology*, 27(3), 355-74.
- Huh, Young Eun, Joachim Vosgerau, and Carey K. Morewedge (2014), "Social Defaults: Observed Choices Become Choice Defaults," *Journal of Consumer Research*, 41 (3), 746-60.
- Klesse, Anne Kathrin, Yann Cornil, Darren W. Dahl, and Nina Gros (2019), "The Secret Ingredient Is Me: Customization Prompts Self-Image-Consistent Product Perceptions," *Journal of Marketing Research*, 56(5), 879-93.
- Longoni, Chiara, Andrea Bonezzi, and Carey K. Morewedge (2019), "Resistance to Medical Artificial Intelligence," *Journal of Consumer Research*, 46(4), 629-50.

