
CONSUMER BEHAVIOR I

Spring 2023

Course Logistics:

Classroom: 3-D3-SR01
Sessions: see class schedule
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. Twelve 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. 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 at maximum 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.

More information about *JCR* format is available here:

- <https://consumerresearcher.com/wp-content/uploads/2021/01/stylesheet.pdf>
- <https://consumerresearcher.com/manuscript-preparation>
- https://consumerresearcher.com/wp-content/uploads/2021/05/JCR_Sample_Manuscript_for_Review.pdf
- https://consumerresearcher.com/wp-content/uploads/2022/06/JCR_Sample_Manuscript_Accepted.pdf

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
Monday, January 30, 2023 10.15am-11.45am	1. Course Introduction	
Friday, February 3, 2023 10.15am-11.45am	2. Information Sensation and Processing	
Monday, February 6, 2023 10.15am-11.45am	3. Memory	
Friday, February 10, 2023 10.15am-11.45am	4. Consumption	
Monday, February 13, 2023 10.15am-11.45am	5. Cognition	
Friday, February 17, 2023 10.15am-11.45am	6. Fluency	Assigned: Article to review
Monday, February 20, 2023 10.15am-11.45am	7. Affect	
Friday, February 24, 2023 10.15am-11.45am	8. Motivation	
Monday, February 27, 2023 10.15am-11.45am	9. Goals	
Friday, March 3, 2023 NO CLASS - SCP	NO CLASS - SCP	NO CLASS - SCP
Monday, March 6, 2023 10.15am-11.45am	10. Persuasion	
Friday, March 10, 2023 10.15am-11.45am	11. Dissonance and Self-Perception	
Monday, March 13, 2023 10.15am-11.45am	12. Self and Social Factors	Due: Written Review Assigned: Research Paper



Seminar Topics and Assigned Readings

1. Course Introduction

- Schmitt, Bernd H., June Cotte, Markus Giesler, Andrew T. Stephen, and Stacy Wood (2022), "Relevance—Reloaded and Recoded," *Journal of Consumer Research*, 48(5), 753–55.
- Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2017), "Name Similarity Encourages Generosity: A Field Experiment in Email Personalization," *Initial version submitted to Marketing Science and the reviews it received*.
- Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2020), "Name Similarity Encourages Generosity: A Field Experiment in Email Personalization," *Marketing Science*, 39(6), 1071–91.

2. Information Sensation and Processing

- Krishna, Aradhna (2012), "An Integrative Review of Sensory Marketing: Engaging the Senses to Affect Perception, Judgment and Behavior," *Journal of Consumer Psychology*, 22(3), 332–51.
- Barnea, Uri, Robert J. Meyer, and Gideon Nave (2023), "The Effects of Content Ephemerality on Information Processing," *Journal of Marketing Research*, forthcoming.
- Munz, Kurt P. and Vicki G. Morwitz (2019), "Not-so Easy Listening: Roots and Repercussions of Auditory Choice Difficulty in Voice Commerce," *Working Paper*, (July).

3. Memory

- Alba, Joseph W. and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13(4), 411–54.
- 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.
- Munz, Kurt P. and Vicki G. Morwitz (2022), "Sound Judgment: Evaluability and Memory in Speech-based Product Evaluation and Choice," *Working Paper*, (July).

4. Consumption

- Simonson, Itamar (1990), "The Effect of Purchase Quantity and Timing on Variety-Seeking Behavior," *Journal of Marketing Research*, 27(2), 150–62.
- Nelson, Leif D. and Tom Meyvis (2008), "Interrupted Consumption: Disrupting Adaptation to Hedonic Experiences," *Journal of Marketing Research*, 45(6), 654–64.
- Yoon, Heeyoung and Tom Meyvis (2023), "Consuming Regardless of Preference: Consumers Overestimate the Impact of Liking on Consumption," *Journal of Consumer Research*, forthcoming.

5. Cognition

Liberman, Nira and Yaacov Trope (2014), "Traversing Psychological Distance," *Trends in Cognitive Sciences*, 18(7), 364–69.

Shiv, Baba and Alexander Fedorikhin (1999), "Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making," *Journal of Consumer Research*, 26(3), 278–92.

Shiv, Baba, Ziv Carmon, and Dan Ariely (2005), "Placebo Effects of Marketing Actions: Consumers May Get What They Pay For," *Journal of Marketing Research*, 42(4), 383–93.

6. Fluency

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.

Novemsky, Nathan, Ravi Dhar, Norbert Schwarz, and Itamar Simonson (2007), "Preference Fluency in Choice," *Journal of Marketing Research*, 44(3), 347–56.

Alter, Adam L., Daniel M. Oppenheimer, Nicholas Epley, and Rebecca N. Eyre (2007), "Overcoming Intuition: Metacognitive Difficulty Activates Analytic Reasoning," *Journal of Experimental Psychology: General*, 136(4), 569–76.

7. Affect

Barrett, Lisa Feldman (2012), "Emotions Are Real," *Emotion*, 12(3), 413–29.

Lerner, Jennifer S., Deborah A. Small, and George Loewenstein (2004), "Heart Strings and Purse Strings: Carryover Effects of Emotions on Economic Decisions," *Psychological Science*, 15(5), 337–41.

Melumad, Shiri and Michel Tuan Pham (2020), "The Smartphone as a Pacifying Technology," *Journal of Consumer Research*, 47(2), 237–55.

8. Motivation

Higgins, E. Tory (1997), "Beyond Pleasure and Pain," *American Psychologist*, 52(12), 1280–1300.

Griskevicius, Vladas and Douglas T. Kenrick (2013), "Fundamental Motives: How Evolutionary Needs Influence Consumer Behavior," *Journal of Consumer Psychology*, 23(3), 372–86.

Chen, Qihui, Yajin Wang, and Nailya Ordaybayeva (2023), "The Mate Screening Motive: How Women Use Luxury Consumption to Signal to Men," *Journal of Consumer Research*, forthcoming.

9. Goals

- 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.
- Bonezzi, Andrea, C. Miguel Brendl, and Matteo De Angelis (2011), "Stuck in the Middle: The Psychophysics of Goal Pursuit," *Psychological Science*, 22(5), 607–12.
- Dhar, Ravi, Joel Huber, and Uzma Khan (2007), "The Shopping Momentum Effect," *Journal of Marketing Research*, 44 (3), 370–78.

10. 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.
- Cialdini, Robert B. (2001), "The Science of Persuasion," *Scientific American*, 284(2), 76–81.
- Campbell, Margaret C. and Amna Kirmani (2000), "Consumers' Use of Persuasion Knowledge: The Effects of Accessibility and Cognitive Capacity on Perceptions of an Influence Agent," *Journal of Consumer Research*, 27(1), 69–83.

11. Dissonance & Self-Perception

- 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.
- Munz, Kurt P., Adam Eric Greenberg, and Vicki G. Morwitz (2023) "Bounded Rationalization: The Role of Acceptance in Post-Choice and Post-Assignment Rationalization," *Working Paper* (February).

12. 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.
- Longoni, Chiara, Andrea Bonezzi, and Carey K. Morewedge (2019), "Resistance to Medical Artificial Intelligence," *Journal of Consumer Research*, 46(4), 629–50.

