

Consumer Behavior PhD Seminars
Course outline

Fall 2012

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Course overview and objectives

Marketing begins and ends with the consumer from determining the consumers' wants and needs to providing customer satisfaction. Thus, a clear understanding of the principles and concepts of consumer behavior is critical to creating a successful marketing strategy and also for helping improve the wellbeing of consumers.

Thus, the objectives of this course are:

- to familiarize with research in the field of consumer behavior
- to develop a strong foundation for critical thinking in different areas of consumer research
- to familiarize students with multiple research methods, primarily experimental design and interpretive research
- to build skills in conceptualizing, operationalizing, and developing research ideas related to consumer behavior

The course will challenge students to apply different conceptual lenses and adopt a pervasive critical stance by considering both a psychological and cultural perspective to consumer research. Viewing theory and methods from these two complementary perspectives will allow students to develop a broad approach in consumer behavior that will help them orient as well as focused their research in the future.

The course will last in total 6 weeks. The first three weeks focus on the psychology of the consumer, including the cognitive (week 1), motivational (week 2), and emotional (week 3) processes that influence consumer behavior. The last three weeks introduce the fundamentals of Consumer Culture Theory.

Preparation and in-class participation

The classes will be structured on discussing the assigned readings. Students must complete all of the assigned readings (required readings and articles to be

presented) before class. There is a lot to read, so we suggest you get a head start by reading at least some of the articles this summer.

Each week, every student will lead the discussion for one of the articles labeled, “articles to be presented.” Before class, discussion leaders should prepare a one or two page document summarizing the article and send this summary to the instructor (Prof. Warren during the first three weeks; Prof. Borghini during the last three weeks). At a minimum, the summary should include the following:

- key research questions addressed in the paper
- theoretical positioning
- primary theoretical concepts or frameworks being employed
- methodology
- main findings
- comments on alternative interpretations of the results
- possible extensions and strategies of enrichments of the research

In class, the discussion leaders should prepare questions, key ideas, and implications of the paper to discuss with the class. We encourage discussion leaders to create slides to help supplement the discussion, which should last 20 to 30 minutes.

We will assign the papers to be presented to the students before class begins. **If there are any papers that you would like to present, send your requests via email** to Prof. Warren (for readings assigned during the first three weeks) and Prof. Borghini (for readings assigned during the last three weeks) **no later than July 31st**. When possible, we will try to assign students the papers they request; however, you will likely be the discussion leader for at least one or two papers that you did not request.

Evaluation

Class participation (presentations and discussion): 30%

Assignments (notes): 20%

Final research paper: 50%

Research paper

Each student must write an individual research proposal formatted using the style guidelines from *the Journal of Consumer Research* (<http://ejcr.org/newstylesheet.pdf>). The paper should identify a research question within the broad domain of consumer research and propose two approaches for investigating this research question, one rooted on psychological tradition and the other one on the CCT perspective. Be sure to discuss how both streams of literature have discussed the question/issue you are raising. Additionally, formulate both a psychological approach and a consumer culture theory approach to address the research question. You may chose a research question related to one of the topics discussed in class or select a different topic discussed in the literature. The research proposal should be structured like a typical academic article, including an

introduction/positioning, literature review, and methodology. The paper will not require an empirical research, but will require a detailed research design for both the psychological and consumer culture theory parts. Additional information about the requirements will be provided at the beginning of the course.

Recommended readings

In addition to the required readings listed for each session, we strongly recommend reading at least one book in Consumer Behavior that can provide a general tour of the field.

Hoyer, Wayne D, and Deborah MacInnis (2007), *Consumer Behavior*, Boston: Houghton Mifflin.

Kardes, Frank (2008), *Consumer Behavior Science and Practice*, Spouth-Western.

Solomon, Michael, Gary Bamossy, Søren Askegaard, and Maragreth Hogg (2009), *Consumer Behaviour: A European Perspective*, 3rd Edition, Pearson.

Robertson, T. T. and H. H. Kassarian, (eds) (1991), *Handbook of Consumer Research*, Engle- wood Cliffs, NJ: Prentice-Hall.

A list of additional and supplemental readings (journal articles) will be provided at the beginning of the semester.

Part 1 – The psychology of the consumer

Week 1: Cognition

Required Readings

Smith, Elliot R. (1998), “Mental Representation and Memory,” *The handbook of social psychology*, Vols 1 and 2 (4th ed.) Gilbert D.T., Fiske S.T., and Gardner, L. (eds). McGraw-Hill: New York.

Articles to be Presented

Braun, Kathryn A. (1999), “Postexperience Advertising Effects on Consumer Memory,” *Journal of Consumer Research*, 25(4), 319-334. Presenter: **Pasha**

Van Osselaer, Stijn M. J. and Janiszewski, Chris (2001), “Two Ways of Learning Brand Associations,” *Journal of Consumer Research*, 28 (2), 202-223. Presenter: **Mahdi**

Masicampo, E.J. and Baumeister, Roy F. (2008), "Toward a Physiology of Dual-Process Reasoning and Judgment," *Psychological Science*, 19(3), 255-260. Presenter: **Aylar**

Williams, Lawrence E. and John A. Bargh (2008), "Experiencing Physical Warmth Promotes Interpersonal Warmth," *Science*, 322, 606-607. Presenter: **Aylar**

Related readings

Schacter, Daniel L. (1999), "The seven sins of memory: Insights from psychology and neuroscience," *American Psychologist*, 54(3), 182-203.

Sanbonmatsu, David M. and Russell H. Fazio (1990), "The role of attitudes in memory-based decision making," *Journal of Personality and Social Psychology*, 59(4), 614-622.

Dijksterhuis A, Bos MW, Nordgren LF, van Baaren RB (2006), "On making the right choice: the deliberation-without attention effect," *Science*, 311, 1005-1007.

Feldman JM, Lynch JG (1988), "Self-generated validity and other effects of measurement on belief, attitude, intention, and behavior," *Journal of Applied Psychology*, 73, 421-435.

Gregan-Paxton, Jennifer and Deborah Roedder John (1997), "Consumer Learning by Analogy: A Model of Internal Knowledge Transfer," *Journal of Consumer Research*, 24(3), 266-284.

Barsalou, Lawrence W. (1999), "Perceptual Symbol Systems," *Behavioral and Brain Sciences*, 22, 577-660.

Liberman, Nira and Yaacov Trope (2008), "The Psychology of Transcending the Here and Now," *Science*, 322, 1201-1205.

Week 2: Motivation

Required Readings

Van Osselaer, Stijn M. J. and Janiszewski, Chris (2012), "A Goal Based Model of Product Evaluation and Choice," *Journal of Consumer Research*, (Forthcoming).

Articles to be Presented

Brendl, C. Miguel, Arthur B. Markman, and Claude Messner (2003), "The Devaluation Effect: Activating a Need Devalues Unrelated Objects," *Journal of Consumer Research*, 29(4), 463-473. Presenter: **Mahdi**

Gao, Leilei, S. Christian Wheeler, and Baba Shiv (2009), "The 'Shaken Self': Product Choices as a Means of Restoring Self-View Confidence," *Journal of Consumer Research*, 36(1), 29-38. Presenter: **Aylar**

Inesi, M Ena, Simona Botti, et al. (2011), "Power and Choice: The Dynamic Interplay in Quenching the Thirst for Personal Control," *Psychological Science*, 27(8), 1042-1048. Presenter: **Pasha**

Sela, Aner and Baba Shiv (2009), "Unraveling Priming: When Does the Same Prime Activate a Goal Versus a Trait?" *Journal of Consumer Research*, 36 (October), 418-33. No Presenter.

Related Readings

Kruglanski, Arie W. (1996), "Motivated Social Cognition: Principles of the Interface," *Social Psychology: Handbook of Basic Principles*, Higgins, ET and Kruglanski, AW (eds.), 493-520.

Fishbach, Ayelet and Ravi Dhar (2005), "Goals as Excuses of Guides: The Liberating Effect of Perceived Goal Progress on Choice," *Journal of Consumer Research*, 32(3).

Laran, Juliano and Chris Janiszewski (2009), "Behavioral Consistency and Inconsistency in the Resolution of Goal Conflict," *Journal of Consumer Research*, 35 (April), 967-84.

Cindy Chan, Jonah Berger, Leaf Van Boven (2012), "Identifiable but Not Identical: Combining Social Identity and Uniqueness Motives in Choice," *Journal of Consumer Research*, 39 (3).

Muraven, Mark and Roy F. Baumeister (2000), "Self-regulation and depletion of limited resources: Does self-control resemble a muscle?" *Psychological Bulletin*, 126(2), 247-259.

Higgins, E. Tory (2002), "How Self-Regulation Creates Distinct Values: The Case of Promotion and Prevention Decision Making," *Journal of Consumer Psychology*, 12, 177-191.

Week 3: Emotion

Required Readings

Baumeister Roy F., Kathleen D. Vohs, Nathan DeWall, and Liqing Zhang (2007), "How Emotion Shapes Behavior: Feedback, Anticipation, and Reflection Rather Than Direct Causation," *Personality and Social Psychology Review*, 11, 167-203.

Articles to be Presented

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), 173-187. Presenter: **Mahdi**

Griskevicius, Vladas, Michelle N. Shohita, and Stephen M. Nowlis (2010), "The Many Shades of Rose-Colored Glasses: An Evolutionary Approach to the Influence of Different Positive Emotions," *Journal of Consumer Research*, 37(2), 238-250. Presenter: **Aylar**

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 (May), 337-41. Presenter: **Pasha**

McGraw, A. Peter and Caleb Warren (2010), "Benign Violations: Making Immoral Behavior Funny," *Psychological Science* 21, 1141-1149. Presenter: **Pasha**

Related Readings

Larsen, Jeff T., A. Peter McGraw and John T. Cacioppo (2001), "Can People Feel Happy and Sad at the Same Time?" *Journal of Personality and Social Psychology*, 81 (4), 684-696.

Han, Seunghee, Jennifer Lerner, and Dacher Keltner (2007), "Feelings and Consumer Decision Making: The Appraisal-Tendency Framework," *Journal of Consumer Psychology*, 17(3), 158-168.

Fredrickson, Barbara L. (2001), "The role of positive emotions in positive psychology: The broaden-and-build theory of positive emotions," *American Psychologist*, 56(3), 218-226.

Zajonc, RB, "Feeling and Thinking: Preference Need No Inferences," *American Psychologist*, 35(2), 151-175.

Novemsky, Nathan, Ravi Dhar, Norbert Schwarz, and Itamar Simonson (2007), "Preference Fluency in Choice," *Journal of Marketing Research*, 44(3), 347-356.

Gross, James J. (1998), "The Emerging Field of Emotion Regulation: An Integrative Review," *Review of General Psychology*, 2(3), 271-299.

Part 2 – Consumer Culture Theories

Week 4: Consumer Culture Theories: the epistemological grand tour

Required readings

Sherry, John F. (1991) "Postmodern Alternatives: The Interpretive Turn in Consumer Research," in *Handbook of Consumer Behavior*; eds. Thomas Robertson and Harold Kassarian, Englewood Cliffs, NJ: Prentice Hall, 548-591.

Arnould, Eric J. and Craig J Thompson (2005), "Consumer Culture Theory (CCT): Twenty Years of Research," *Journal of Consumer Research*, 31 (March), 868-882.

MacInnis, Deborah J. and Valerie S. Folkes (2010), "The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies", *Journal of Consumer Research*, 36 (April), 899-914.

Articles to be presented

Holbrook, Morris B. and Elizabeth C. Hirschman (1982), "The Experiential Aspects of Consumption: Consumer, Fantasies, Feelings, and Fun," *Journal of Consumer Research*, 9 (September), 132-140.

Arnold, Stephen J. and Eileen Fischer (1994), "Hermeneutics and Consumer Research," *Journal of Consumer Research*, 21 (June), 55-70.

Thompson, Craig J. and Elizabeth C. Hirschman (1995), "Understanding the Socialized Body: A Poststructuralist Analysis of Consumers' Self-Conceptions, Body Images, and Self-Care Practices," *Journal of Consumer Research*, 22 (2), 139-152.

Firat, Fuat A. and Alladi Venkatesh (1995), "Liberatory Postmodernism and the Reenchantment of Consumption," *Journal of Consumer Research*, 22 (December), 239-67.

Related readings

Levy, Sidney J. (1981), "Interpreting Consumer Mythology: A Structural Approach to Consumer Behavior," *Journal of Marketing*, 5 (3), 49-61.

Hirschman, Elizabeth (1986), "Humanist Inquiry in Marketing Research: Philosophy, Method, and Criteria," *Journal of Marketing Research*, 23 (August), 236-249.

Anderson, Paul F. (1986), "On Method in Consumer Research: A Critical Relativist Perspective," *Journal of Consumer Research*, 13 (September), 155-173.

Calder, Bobby J. and Alice M. Tybout (1987), "What Consumer Research Is..." *Journal of Consumer Research*, 14 (1), 136-140.

Hudson, Laurel A and Julie L. Ozanne (1988), "Alternative Ways of Seeking Knowledge in Consumer Research," *Journal of Consumer Research*, 14 (March), 508-521.

Hunt, Shelby (1991), "Positivism and Paradigm Dominance in Consumer Research: Towards Critical Pluralism and Rapprochement," *Journal of Consumer Research*, 8 (June), 32-44.

Bristor, Julia M. and Eileen Fischer (1993), "Feminist Thought: Implications for Consumer Research," *Journal of Consumer Research*, 19 (Mar), 518-526.

Week 5: Consumption, meanings and identities

Articles to be presented

Belk, Russell W. (1988), "Possessions and the Extended Self," *Journal of Consumer Research*, 15(September), 139-168.

Belk, Russell W., Melanie Wallendorf, and John F. Sherry Jr. (1989), "The Sacred and the Profane in Consumer Behavior: Theodicy on the Odyssey," *Journal of Consumer Research*, 16 (June) 1-38.

Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (March), 343-73.

Thompson, Craig J. and Elizabeth C. Hirschman (1995), "Understanding the Socialized Body: A Poststructuralist Analysis of Consumers' Self-Conceptions, Body Images, and Self-Care Practices," *Journal of Consumer Research*, 22 (2), 139-152.

Related readings

Cohen, Joel (1989), "An Overextended Self?," *Journal of Consumer Research*, 16 (June), 125- 128

Belk, Russell W., Guliz Ger, and Søren Askegaard (2003), "The Fire of Desire: A Multi-Site Inquiry into Consumer Passion," *Journal of Consumer Research*, 30 (December), 326-52.

Ahuvia, Aaron (2005), "Beyond the Extended Self: Loved Objects and Consumers' Identity Narratives," *Journal of Consumer Research*, 32 (June), 171-184.

Thompson, Craig J., William B. Locander, and Howard R. Pollio (1989), "Putting Consumer Experience Back into Consumer Research: The Philosophy and Method of Existential- Phenomenology," *Journal of Consumer Research*, 16 (September), 133-46.

Week 6: Meaning transfer, the role of the market and consumer ideologies

Required readings

McCracken, Grant (1986), "Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods," *Journal of Consumer Research*, 13 (June), 71-84.

Thompson, Craig J. (2004), "Marketplace Mythology and Discourses of Power," *Journal of Consumer Research*, 31 (June), 162-180.

Murray, Jeff B. and Julie L. Ozanne (1991), "The Critical Imagination: Emancipatory Interests in Consumer Research," *Journal of Consumer Research*, 18 (September), 129-144.

Articles to be presented

Kozinets, Robert V. (2001), "Utopian Enterprise: Articulating the Meanings of Star Trek's Culture of Consumption," *Journal of Consumer Research*, 28 (June), pp. 67-88.

Luedicke, Marius, Craig Thompson, and Markus Giesler (2010), "Consumer Identity Work as Moral Protagonism: How Myth and Ideology Animate a Brand-Mediated Moral Conflict," *Journal of Consumer Research*, 36 (April), 1016-1032.

Moisio, Risto and Mariam Beruchashvili (2010), "Questing for Well-Being at Weight Watchers: The Role of the Spiritual-Therapeutic Model in a Support Group," *Journal of Consumer Research*, 36 (February), 857-875.

Holt, Douglas B. (2002) "Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding," *Journal of Consumer Research*, 29 (June), 70-90.

Related readings

Douglas, Mary and Baron Isherwood (1979), *The World of Goods*, New York: Basic.

Levy, Sidney J. (1981), "Interpreting Consumer Mythology: A Structural Approach to Consumer Behavior," *Journal of Marketing*, 45 (Summer), 49-61.

Sherry, John F., Jr. (1983), "Gift Giving in Anthropological Perspective: *Journal of Consumer Research*," 10 (September), 157-169.

Wallendorf, Melanie and Eric J. Arnould (1988), "'My Favorite Things': A Cross-Cultural Inquiry into Object Attachment, Possessiveness, and Social Linkage," *Journal of Consumer Research*, 4 (March), 531-47.

Kozinets, Robert V., John F. Sherry, Jr., Diana Storm, Adam Duhachek, Krittinee Nuttavuthisit and Benét DeBerry-Spence (2004), "Ludic Agency and Retail Spectacle," *Journal of Consumer Research*, 31 (December), 658-672.

Schau, Hope Jensen, Mary C. Gilly and Mary Wolfinbarger (2009), "Consumer Identity Renaissance: The Resurgence of Identity Inspired Consumption in Retirement," *Journal of Consumer Research*, 36 (August), 255-276.

Diamond, Nina, John F. Sherry, Jr., Mary Ann McGrath, Albert Muniz, Jr. Robert C. Kozinets, and Stefania Borghini (2009), "American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research," *Journal of Marketing*, 73 (May), 118-134.

Maclaran, Pauline and Stephen Brown (2005), "The Centre Cannot Hold: Consuming The Utopian Marketplace," *Journal of Consumer Research*, 32 (September), 311-323.

Visconti, Luca M., John F. Sherry, Jr., Stefania Borghini, and Laurel Anderson (2010) "Street Art, Sweet Art? Reclaiming the 'Public' in Public Place." *Journal of Consumer Research*, 37 (3), 511-529.