**B9617-Ph.D. Seminar in Consumer Behavior-I**

**Perspectives on Consumer Behavior**

**Fall 2022**

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| Meeting times | Fridays, 2:00-5:15PM | |
| Classroom | 306 Uris Hall | |

**Course Objectives**

The purpose of this course is to provide Ph.D. students with a solid foundation for critical thinking and research on consumer behavior from multiple theoretical perspectives. Importantly, we intend to train students to design and conduct consumer research that is not only theoretically rich and methodologically rigorous, but also substantively and managerially relevant. The seminar complements the Consumer Behavior -Judgment & Decision Making seminars that Eric Johnson teaches on alternate years.

The consumer behavior literature is vast and remarkably interdisciplinary. It borrows from various fields including economics, anthropology, cognitive psychology, social psychology, and behavioral decision research. In this seminar, we will explore consumer behavior from a variety of major theoretical perspectives, including (a) standard information processing theory (e.g., attention, learning, memory, expertise); (b) language and cultural; (c) affect, feelings, and emotions; (d) motivation (e.g., goals, motives, needs, self regulation); (e) consumer experience (e.g., sensory, intellectual, relational); and (f) social signaling and identity. We will also examine consumer behavior in relation to more applied marketing topics, including social media and new technologies, and branding.

Naturally, it is impossible to be exhaustive in a semester-long course with such a broad mandate. We have therefore prepared a reading list that (a) is meant to be manageable (rather than overwhelming) and (b) combines both classic and current work in consumer behavior and related disciplines such as cognitive psychology and social psychology. The selected topics and readings are designed to be broadly representative of the field without overlapping with the Consumer Behavior II (Judgment and Decision Making) seminar.

**Course Conduct**

Each week, 4 to 6 papers will be assigned. You are expected to have read each article carefully and “pre-digested” it before class. A large part of your grade will be determined by your ability to thoughtfully discuss the readings in class, integrate ideas and findings across papers, finding connections to real-world consumption behavior. Finding flaws in the papers is not the primary goal. Instead, focus on: (1) the main ideas conveyed in the papers, (2) what they imply for consumer behavior and marketing, (3) how you would extend these ideas (e.g., new hypotheses, follow-up studies), (4) how the ideas relate to other ideas from other papers, and only then think about (5) how you could improve the methodology.

**Grading**

30% Class Participation. Your ability to deliver on the five points described above and contribute in a meaningful way to class discussions.

20% Short Written Assignments. In advance of most sessions, you will be asked to submit via Canvas a short written deliverable in response to the session instructor’s instructions.

20% Research Proposal Presentation. In session 12, you will present in class an original research idea, including a proper conceptualization and proposed empirical plan.

30% Oral Final Exam. During this exam you will be tested on your knowledge and mastery of various topics that were covered during the term.

Below are the scheduled topics and sessions. Please check Canvas regularly, as some of the required readings might change.

**Schedule**

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| Session | Date (week of) | Topic | Session Leader(s) |
| 1 | September 5 | Introduction to Consumer Behavior | Michel Pham & Bernd Schmitt |
| 2 | September 12 | Information Processing | Michel Pham |
| 3 | September 19 | Language and Culture | Bernd Schmitt |
| 4 | September 26 | Motivational Perspectives | Michel Pham |
| 5 | October 3 | Social Signaling and identity | Bernd Schmitt |
| 6 | October 10 | Consumer Branding | Bernd Schmitt |
| 7 | October 24 | Research Taste and Relevance | Michel Pham |
| 8 | October 31 | Affect Perspective – I | Michel Pham |
| 9 | November 7 | Affect Perspective –II | Michel Pham |
| 10 | November 14 | Consumer Experience | Bernd Schmitt |
| 11 | November 28 | Social media and new technologies | Bernd Schmitt |
| 12 | December 5 | Project Presentations | Bernd Schmitt & Michel Pham |
|  | TBC | Oral Content Test | Bernd Schmitt & Michel Pham |

**TO BE UPDATED**

**Readings for Session 1: Introduction to Consumer Behavior**

1. MacInnis, Deborah. J. and Valerie Folkes. The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies, *Journal of Consumer Research*, (2009) Vol. 36, No. 6 (April 2010), 899-914
2. Howard, John, and Sheth, J. Summary of the Theory of Buyer Behavior, *The Theory of Buyer Behavior* 1969)., Chapter 2, New York: Wiley.
3. Arnould, E. J., Thompson, C. J. Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research*, (2005) 31, 868-882.
4. Pham, M.T. The Seven Sins of Consumer Psychology, *Journal of Consumer Psychology*, Vol. 23 (October 2013), 411-423.

**Readings for Session 2: Information Processing**

Attention and Categorization

1. Hoyer, MacInnis and Pieters (2013). *Consumer Behavior*, 6th Edition. Chapter 3: From Exposure to Comprehension.
   * (Quick, easy read, intended for those who do not have prior background in psychology.)
2. Valenzuela, a. & P. Raghubir, (2009), Position-based beliefs: The center-stage effect, *Journal of Consumer Psychology*, 19 (2), 185-196.
3. Francisco Villarroel Ordenes, Dhruv Grewal, Stephan Ludwig, Ko De Ruyter, Dominik Mahr, Martin Wetzels, Cutting through Content Clutter: How Speech and Image Acts Drive Consumer Sharing of Social Media Brand Messages, *Journal of Consumer Research*, Volume 45, Issue 5, February 2019, Pages 988–1012.
4. Medin, D. L.. Concepts and Conceptual structure. *American Psychologist*, (1989) 44(12), Dec 1989, 1469-1481
5. Yuwei Jiang, Gerald J. Gorn, Maria Galli, Amitava Chattopadhyay, Does Your Company Have the Right Logo? How and Why Circular- and Angular-Logo Shapes Influence Brand Attribute Judgments, *Journal of Consumer Research*, Volume 42, Issue 5, February 2016, Pages 709–726

Knowledge

1. Hoyer, MacInnis and Pieters (2013). *Consumer Behavior*, 6th Edition. Chapter 4: Memory and Knowledge.
   * (Quick, easy read, intended for those who do not have prior background in psychology.)
2. Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of Consumer Expertise. *Journal of Consumer Research, 13*(4), 411-454[Preview the document](https://canvas.gsb.columbia.edu/courses/2388909/files/130837763/download?wrap=1).
   * Very long but a true classic. A good review of the cognitive psychology literature on knowledge, learning and memory. One of the most cited articles in consumer research (> 1900 WoS citations).  You do not need to read in detail, just at a high level
3. Friestad, Marian and Peter Wright (1994), “The Persuasion Knowledge Model: How People Cope with Persuasion Attempts,” *Journal of Consumer Research*, 21 (June), 1–31.
   * Another long article, but also a true classic (> 1300 WoS citations).  Also read at a high level.
4. Gal Zauberman, Rebecca K. Ratner, B. Kyu Kim, Memories as Assets: Strategic Memory Protection in Choice over Time, *Journal of Consumer Research*, Volume 35, Issue 5, February 2009, Pages 715–728

**Readings for Session 3: Language and Culture**

1. Markus, Hazel Rose and Kitayama, Shinobu. Culture and the self: Implications for Cognition, Emotion, and Motivation, *Psychological Review* 1991, Vol. 98, No. 2, pp. 224 – 253

2. Hong, Ying-yi; Morris, Michael W; Chiu, Chi-yue & Benet-Martínez, Verónica. Multicultural Minds: A Dynamic Constructivist Approach to Culture and Cognition. *American Psychologist*, July 2000.

**Readings for Session 4: Motivational Perspectives**

1. Maslow AH. A theory of human motivation. (1943) *Psychological Review,* 50, no. 4, 370.
2. Dichter E. *Handbook of Consumer Motivations.* (1964). Selected sections.
3. Pham MT, Higgins ET. Promotion and Prevention in Consumer Decision Making: The State of the Art and Theoretical Propositions. *Inside Consumption: Consumer Motives, Goals, and Desires*, S. Ratneshwar & David Glen Mick (eds.), (2005) London, UK: Routledge, pp. 8-43
4. Kopetz CE, Kruglanski AW, Arens Z, Etkin J, Johnson HM. The dynamics of consumer behavior: A goal systemic perspective. *Journal of Consumer Psychology,* (2012) 22, no. 2 208-223.
5. Griskevicius, Vladas, Kenrick DT. Fundamental motives for why we buy: How evolutionary needs influence consumer behavior. *Journal of Consumer Psychology* (2013) 23, no. 3 372-386.

**Readings for Session 5: Social Signaling and Identity**

1. Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer research*, *15*(2), 139-168.
2. Berger, J., & Heath, C. (2007). Where consumers diverge from others: Identity signaling and product domains. *Journal of Consumer Research*, *34*(2), 121-134.
3. Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of marketing*, *74*(4), 15-30
4. Wang, Y., & Griskevicius, V. (2014). Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Journal of Consumer Research*, *40*(5), 834-854.
5. Bellezza, S., Gino, F., & Keinan, A. (2014). The red sneakers effect: Inferring status and competence from signals of nonconformity. *Journal of consumer research*, *41*(1), 35-54.

**Readings for Session 6: Consumer Branding**

1. Schmitt, B., (2012) The consumer psychology of brands. *Journal of Consumer Psychology,* 22 , 7– 17.
2. Keller, K. L., (1993) Measuring and Managing Customer-Based Brand Equity. *Journal of Marketing,* 57, 1–22.
3. Aaker, J., (1997). Dimensions of Brand Personality. *Journal of Marketing Research,* Vol. XXXIV, 347–356.
4. Muniz, A., and O'Guinn's, T.(2001) Brand Community. *Journal of Consumer Research* Vol. 27, 412–432.
5. Thomson, M., MacInnis, D., and Park, CW. (2005) The ties that bind: measuring the strength of consumer’s emotional attachments to brands. *Journal of Consumer Psychology,* 15(1) (2005), 77-91.
6. Brakus, JJ, Schmitt BH, Zarantonello L. Brand Experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, Vol. 73, (May 2009), pp. 52-68.

**Readings for Session 7: Taste and Relevance in Consumer Research**

1. Davis, Murray S. (1971), That’s Interesting: interesting!: Towards a Phenomenology of Sociology and a Sociology of Phenomenology, *Philosophy of the Social Sciences,* 1, 309–344*.*
2. Pham, M.T. The Seven Sins of Consumer Psychology, *Journal of Consumer Psychology*, Vol. 23 (October 2013), 411-423. (Re-read)
3. MacInnis et al.(2020), Creating Boundary-Breaking, Marketing-Relevant Consumer Research, *Journal of Marketing*, Vol. 84(2), 1-23.
4. Jedidi, Kamel, Bernd Schmitt, M. Ben Sliman, Y. Li (2020), R2M Index 1.0:Assessing the Relevance to Marketing of Academic Marketing Research.

**Readings for Session 8: Affect Perspective (I)**

1. Zajonc, Robert B. (1980), “Feeling and Thinking, Preferences Need No Inferences,” *American Psychologist*, 35 (2), 151-175 [C]
2. Loewenstein, George (1996), “Out of Control: Visceral Influences on Behavior,” *Organizational Behavior and Human Decision Processes*, 65 (3), 272-292. [C]
3. Shiv, Baba and Alexander Fedorikhin (1999), “Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making,” J*ournal of Consumer Research,* 26 (December), 278-292.
4. Hannah H. Chang and Michel Tuan Pham (2013), “Affect as a Decision-Making System of the Present.” *Journal of Consumer Research*, Vol. 40 (June), 42-63.
5. Faraji-Rad, Ali and Michel Tuan Pham (2017), “Uncertainty Increases the Reliance on Affect in Decisions,” *Journal of Consumer Research,* 44 (June), 1-21.

**Readings for Session 9: Affect Perspective (II)**

1. Schwarz, Norbert and Gerald Clore L (1983), "Mood, Misattribution, and Judgments of Well-Being: Informative and Directive Functions of Affective States," Journal of Personality and Social Psychology, 45, 513-523. [C]
2. Raghunathan, Rajagopal and Michel Tuan Pham (1999), “All Negative Moods are Not Equal: Motivational Influences of Anxiety and Sadness in Decision Making,” *Organizational Behavior and Human Decision Processes*, Vol. 71 (July), 56-77.
3. Rocklage, Matthew D. and Russell H. Fazio (2020), The Enhancing Versus Backfiring Effects of Positive Emotion in Consumer Reviews, *Journal of Marketing Research*, Vol. 57(2) 332-352.
4. Pham, Michel Tuan and Jennifer J. Sun (2020), “On the Experience and Engineering of Consumer Pride, Consumer Excitement, and Consumer Relaxation in the Marketplace,” *Journal of Retailing*, 96 (March), 101-127.
5. Bem, Daryl (2002). Writing the Empirical Journal Article, in Darley, J. M., Zanna, M. P., & Roediger III, H. L. (Eds) (2002). *The Compleat Academic: A Career Guide*. Washington, DC: American Psychological Association.
   * A good overview on how to write empirical behavioral articles.

**Readings for Session 10: Consumer Experience**

1. Holbrook, Morris and Elizabeth Hirschman. The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, Vol.9, No.2 (Sep., 1982), pp. 132-140.
2. Krishna, Arahna, & Schwarz, Norbert. Sensory marketing, embodiment, and grounded cognition: A review and introduction. *Journal of Consumer Psychology*, Vol. 24, No. 2, pp. 159-168
3. Nelson Leif D., Meyvis Tom. Interrupted Consumption: Disrupting Adaptation to Hedonic Experiences. *Journal of Marketing Research*, Vol. 45, No. 6 (Dec., 2008), pp. 654-664
4. Gilovich, Thomas., Kumar, Amit. and Jampol, Lily (in press). A wonderful life: experiential consumption and the pursuit of happiness, *Journal of Consumer Psychology*.
5. Dunn, Elizabeth W., & Weidman, Aaron.C., (in press) Building a science of spending: Lessons from the past and directions for the future, *Journal of Consumer Psychology*. Journal of Consumer Psychology 25, 1 (2015) 172–178.
6. Schmitt, Bernd, Brakus. Josko and Zarantonello, Lia (in press) From experiential psychology to consumer experience, *Journal of Consumer Psychology* . 25, 1 (2015) 166–171
7. Gilovich, Thomas., Kumar, Amit. and Jampol, Lily (in press). The beach, the bikini, and the best buy: Replies to Dunn and Weidman, and to Schmitt, Brakus, and Zarantonello, *Journal of Consumer Psychology*. 25, 1 (2015) 179–184.

**Readings for Session 11: Social Media and New Techologies**

1. Bardhi, F., & Eckhardt, G. M. (2017). Liquid consumption. Journal of Consumer Research, 44(3), 582-597
2. Schmitt, B. (2019). From atoms to bits and back: A research curation on digital technology and agenda for future research. Journal of Consumer Research, 46(4), 825-832
3. Longoni, C., Bonezzi, A., & Morewedge, C. K. (2019). Resistance to medical artificial intelligence. Journal of Consumer Research, 46(4), 629-650.
4. Mende, M., Scott, M. L., van Doorn, J., Grewal, D., & Shanks, I. (2019). Service robots rising: How humanoid robots influence service experiences and elicit compensatory consumer responses. Journal of Marketing Research, 56(4), 535-556.
5. Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. Current Opinion in Psychology, 10, 17-21.
6. Van Laer, T., Edson Escalas, J., Ludwig, S., & Van Den Hende, E. A. (2019). What happens in Vegas stays on TripAdvisor? A theory and technique to understand narrativity in consumer reviews. Journal of Consumer Research, 46(2), 267-285