

**Zicklin School of Business  
Baruch College**

**MKT 88500: Advanced Consumer Behavior (Thursday 2:00-4:00)**

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### **COURSE(S) OBJECTIVES**

The basic objectives of this course are:

- To familiarize you with research in cognitive psychology, social psychology, behavioral decision theory and marketing that may help you to understand consumer behavior.
- To give you a strong foundation for critical thinking in the area of consumer behavior.

The focus is on understanding current theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base. This means that you have to actively read prior research in different areas -- try to understand the authors' ideas and develop the habit of constructive criticism of the research. When you read each article, make sure you understand the boundaries, i.e., what are the questions that the paper seeks to address, and more importantly, what questions remain unanswered. Also pay specific attention to the methodologies employed by empirical papers in addressing the research objectives.

The course provides students with concrete methods for constructing, refining, and empirically testing theories relevant to the disciplines of marketing and consumer behavior. Students will gain experience using SPSS statistical software to test aspects of their proposed theory (using syntax file templates that can be adapted/used in future research projects). Recent developments and tools in process modeling (i.e., Hayes' mediation/moderation macros) will be covered.

### **TEXTBOOKS AND SOFTWARE REQUIRED**

- **REFERENCE GUIDE:** Hayes, Andrew F. (2017) *Introduction to Mediation, Moderation and Conditional Process Analysis Second Edition: A Regression Based Approach*.
- **SPSS:** Students need to obtain SPSS statistical software
- **QUALTRICS:** Students need to obtain a Baruch Qualtrics account
- **MTURK:** If they will need Mturk respondents, students should set up an account on Amazon so they can utilize respondent panels through Amazon Turk. You can sign up for an MTurk account here: <http://aws.amazon.com/mturk/>. You will then load the account with funds from a credit card, and pay respondents as needed.

### **LEARNING GOALS**

This course provides students with four learning goals:

1. **Quantitative Skills:** Students will learn to use quantitative methods to analyze their own data.
2. **Communications:** By submitting weekly thought papers and an end-term projects students will learn to effectively convey their ideas in writing and in speech.
3. **Analytic Skills:** Students will learn to critically evaluate current research as we read papers each week. They will hone their ability to link theories in the discipline, to develop a critical eye to identify the strengths and weaknesses of the current research, and to develop new theoretical approaches.
4. **Intellectual Competence in a Field of Study:** Students will become familiar with the relevant literature in Marketing. They will demonstrate the ability to initiate and to complete research projects using well-tested and reasoned research methods.

## REQUIREMENTS

### ***Class Discussion (30%)***

We will spend class time dissecting the discussion papers assigned for that week. We will rotate the role of discussion leader for each paper, but all of you should be prepared to discuss every paper. Those who have not been assigned as discussant will still be expected to actively participate during the class discussions. Discussants should be prepared to give a brief PPT presentation covering the following: 1) What is the paper's contribution?, 2) How is the paper positioned?, 3) What is the theoretical framework?, 4) How are the hypotheses tested?, and 5) What are the major findings? While a brief summary of the paper is expected, the focus of your talk should be to **critique** the paper (Does the theory make sense? Are there confounds in the design? Are there alternative explanations? Etc.)

### ***Weekly Papers (40%)***

Each week you will turn in either a thought paper, a review of a paper, or an analysis homework assignment as indicated on the syllabus. Your papers are due in class. Late submissions will not be marked and will result in an automatic fail. The submissions will be marked on the following scale:

- Fail: 0 points
- Pass: 1 point
- Outstanding: 2 points

Note that I will mark a weekly paper as "outstanding" only if it significantly exceeds my standard for acceptable submissions.

### ***Research Paper (30%)***

Choose a research question of interest to you. In doing so, feel free to go beyond the topics that we discuss in class. (As you probably know, in this seminar we merely scratch the surface as far as breadth of topics as well as depth within a topic is concerned.) Your research paper should communicate an in-depth understanding of your chosen area, including research that is not discussed in class, as well as the results of at least one study that you conducted during the semester.

Please follow the *JCR* style-sheet in preparing this paper. The style-sheet is available at <http://wiscinfo.doit.wisc.edu/jcr/stylesheet.pdf>.

## CLASS SCHEDULE

### JANUARY 30, 2020

#### 1CB. Introduction to Consumer Psychology/Behavior

- **Required Readings:**
  - Janiszewski, Chris, Aparna LaBroo and Derek Rucker (2016), "A Tutorial in Consumer Research: Knowledge Creation and Knowledge Appreciation in Deductive-Conceptual Consumer Research," *Journal of Consumer Research*, 43, 200-209.
    - Food for thought: What is originality? What does contribution mean? Do you really need a counterintuitive finding?
  - Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization Through the Review Process," *JAMS*, 29, 4, 405-15.
    - Food for thought: Why are most articles rejected at top journals? What does contribution mean? What is a well-defined construct? How do you "sell" your study?
  - Whetten, David A. (1989) What Constitutes a Theoretical Contribution? *Academy of Management Review*, 14(4), 490-495.
    - Food for thought: What are building blocks of theory? How is theory advanced?
  - Editorial, *Journal of Consumer Research*
- **Assignment #1** (due today): Journal Article Rate & Review (aka "Article Envy")

Choose one issue (choose 6 articles from one issue) of a top journal such as JCR, JM, JMR, JAMS or JCP to review. You can find these articles from an online database; please don't use Google Scholar (you need to be able to utilize library databases). For each article, provide the article citation (in JCR format), summary, a "coolness" rating (1 to 5 stars), and a brief rationale. When finished completing an issue's worth of article summaries/ratings, step back and look for commonalities – why did you tend to rate some articles highly, why did you rate others poorly? What do you most value when you are evaluating other people's research? Summarize the "findings" to present and discuss in class. When you make your presentation, use no more than 5 PowerPoint (ppt) slides.

### FEBRUARY 5, 2020

#### Psychological Distance

- **Required Readings:**
  - Maglio, Sam (2020), "Psychological Distance in Consumer Psychology: Consequences and Antecedents," *Consumer Psychology Review*, 1-18.
  - Chae, Boyoun (Grace); Li, Xiuping; Zhu, Rui (Juliet), Judging Product Effectiveness from Perceived Spatial Proximity, *Journal of Consumer Research*, Vol 40(2), Aug, 2013 pp. 317-335
  - Elder, Ryan S.; Schlosser, Ann E.; Poor, Morgan; Xu, Lidan, So Close I Can Almost Sense It: The Interplay Between Sensory Imagery and Psychological Distance, *Journal of Consumer Research*, Vol 44(4), Dec, 2017 pp. 877-894.

- Polman, Evan; Effron, Daniel A.; Thomas, Meredith R., Other People's Money: Money's Perceived Purchasing Power is Smaller for Others than for the Self, *Journal of Consumer Research*, Vol 45(1), Jun, 2018 pp. 109-125.
- Goodman, Joseph K.; Lim, Sarah, Choosing Here and Now Versus There and Later: The Moderating Role of Psychological Distance on Assortment Size Preferences, *Journal of Consumer Research*, Vol 45(2), Aug, 2018 pp. 365-382
- **Assignment #2: Thought Paper**  
 Prepare a "thought paper" on the topic discussed this week. The thought paper is designed to help you develop your skills of identifying interesting future research ideas and to practice communicating your ideas in a coherent written fashion. The structure of the paper should involve you identifying a specific new research question that extends, or is otherwise inspired by, the work reported in the assigned articles. Further, you will be expected to justify why the idea you have presented is interesting and important to consider. It is not okay for this to be loose, as in "the general topic of . . ." I am looking for a specific hypothesis or research question. Do a quick literature search to make sure that your specific idea has not yet been studied. Please specify which databases you searched in your thought paper, and which keywords you used in your search. Prepare a one-page reference list (in JCR format) with the articles are most relevant to your proposed idea. Feel free to propose more than one idea if the topic excites you. Please use the following rough format:

Para 1: Motivation and contribution to the literature  
 Para 2-3: Brief summary of the literature  
 Para 4-5: Specific research idea, proposed method  
 Hypotheses

## **FEBRUARY 13, 2020**

### **Social Influence I**

- **Required Readings:**
  - Argo, Jennifer (2020), "A Contemporary Review of Three Types of Social Influence in Consumer Psychology," *Consumer Psychology Review*, 1-15.
  - Zhu, Rui and Jennifer Argo (2013), "Exploring the Impact of Various Shaped Seating Arrangements on Persuasion," *Journal of Consumer Research*, 40, 336-49.
  - McFerran, Brent and Jennifer Argo (2013), "The Entourage Effect," *Journal of Consumer Research*, 40, 871-84.
  - Koo, Minjung and Ayelet Fishbach (2010), "A Silver Lining of Standing in Line: Queuing Increases Value of Products," *Journal of Marketing Research*, 57, 713-24.
  - Consiglio, Irene, Matteo de Angelis and Michele Costabile (2018), "The Effect of Social Density on Word of Mouth," *Journal of Consumer Research*, 45, 511-28.
- **Assignment #3: Thought Paper**

## **FEBRUARY 20, 2020**

### **Forthcoming JCP articles**

- **Required Readings:** The goal of this class is to introduce you to the forthcoming section of the journal websites. This week we will read one article that each of you select from the *Journal of Consumer Psychology*.
- **Questions:**
- What do you notice about Research Articles vs. Research Reports?
- What about the title or abstract makes you want to read one more than another?

#### **Assignment #4: Thought Paper**

## **FEBRUARY 27, 2020**

### **Social Influence II**

- **Required Readings:**
  - Goldstein, Noah, Robert B. Cialdini and Vidas Griskevicius, (2008), "A Room with a Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels," *Journal of Consumer Research*, Vol. 35, 472-82.
  - Morewedge, Carey, Meng Zhu and Eva Buechel (2019), "Hedonic Contrast Effects Are Larger When Comparisons are Social," *Journal of Consumer Research*, 46, 286-306.
  - Woolley, Kaitlin and Ayelet Fishbach (2017), "A Recipe for Friendship: Similar Food Consumption Promotes Trust and Cooperation," *JCP*, 27, 1-10.
  - McFerran, Brent, Darren Dahl, Gavan Fitzsimons and Andrea Morales (2009), "I'll Have What She's Having: Effects of Social Influence and Body Type on the Food Choices of Others," *Journal of Consumer Research*, 36, 914-29.
  - Dahl, Darren, Jennifer Argo and Andrea Morales (2011), "Social Information in the Retail Environment: The Importance of Consumption Alignment, Referent Identity, and Self-Esteem," *Journal of Consumer Research*, 38, 860-71.
- **Assignment #5: Thought Paper**

## **MARCH 12, 2020**

### **Topics in Time Perception and Temporality**

- **Required Readings:**
  - Rudd, Melanie, Rhia Catapano and Jennifer Aaker, (2019), "Making Time Matter: A Review of Research on Time and Meaning," *Journal of Consumer Psychology*, 29 (4), 680702.
  - Raghubir, Priya; Morwitz, Vicki G.; Chakravarti, Amitav, Spatial categorization and time perception: Why does it take less time to get home? *Journal of Consumer Psychology*, Vol 21(2), Apr, 2011 pp. 192-198.
  - Kapoor, Ankur; Tripathi, Sanjeev (2109), The Impact of Time-Keeping on Compensatory Consumption: The Role of Perceived Resource Deficiency," *Journal of Consumer Psychology*.

- Wang, Jing; Hong, Jiewen; Zhou, Rongrong, How Long Did I Wait? The Effect of Construal Levels on Consumers' Wait Duration Judgments, *Journal of Consumer Research*, Vol 45(1), Jun, 2018 pp. 169-184.
- Etkin, Jordan, Ioannis Evangelidis, and Jennifer Aaker, (2015) "Pressed for Time? Goal Conflict Shapes How Time Is Perceived, Spent, and Valued," *Journal of Marketing Research*, Vol. LII (June), 394–406.

- **Assignment #6: Thought Paper**

## MARCH 19

- **Topic TBD**
- **Assignment #7: Thought Paper**

## MARCH 26

Implicit Theory with Pragya Mathur

- **Required Readings:**
  - Shailendra Jain and Traylor Weiten (2020), Consumer psychology of implicit theories: A review and agenda, *Consumer Psychology Review*

**Assignment #8: Thought Paper**

## APRIL 2

Arousal, Stress and Anxiety

- **Required Readings:**
  - Nukhet Taylor and Theodore Noseworthy (2020), "Compensating for Innovation: Extreme Incongruity Encourages Consumers to Affirm Unrelated Consumption Schemas," *Journal of Consumer Psychology*
  - Jacob Teeny, Xiaoyan Deng and Rao Unnava (2020), "The Buzz Behind the Buzz Matters: Energetic and Tense Arousal as Separate Motivations for Word of Mouth," *Journal of Consumer Psychology*.
  - Coleman, N. V., Williams, P., & Morales, A. C. (2018). Identity threats, compensatory consumption, and working memory capacity: How feeling threatened leads to heightened evaluations of identity-relevant products. *Journal of Consumer Research*, 46, 99– 118.
  - Noseworthy, T. J., Muro, F. D., & Murray, K. B. (2014). The role of arousal in congruity-based product evaluation. *Journal of Consumer Research*, 41, 1108– 1126

- **Assignment #9: Thought Paper**

## APRIL 9 and 16: SPRING BREAK

## APRIL 23

Students will have this day free to run their studies in the lab. The lab has been reserved for this week for this class. Please mark your calendars accordingly.

## APRIL 30

- **Topic TBD**
- **Assignment #10: Thought Paper**

## MAY 7

### Transformative Consumer Research (Special Issue JCP)

- **Required Readings:**
  - Brennan Davis and Connie Pechmann, (2020), The Characteristics of Transformative Consumer Research and How it Can Contribute to and Enhance Consumer Psychology, *Journal of Consumer Psychology*.
  - Haws et al, Any Size for a Dollar: The Effect of Any-Size-Same-Price Vs. Standard Pricing on Beverage Size Choices.
  - Mende et al. Improving Financial Inclusion through Communal Financial Orientation: How Financial Service Providers Can Better Engage Consumers in Banking Deserts.
  - a. Stornelli, Pereira and Vann, Big Picture, Bad Outcomes: When Visual Perspectives Harm Health Goal Pursuit.
- **Questions to think about:**
  - How do you define transformative consumer research?
  - What makes it transformative and not just consumer research?
  - Please visit other TCR sites – like the past few TCR conferences and special issues in journals (JPPM, JBR). What other topics fall under the domain of TCR? Are there domain topics missing?
- **Assignment #11: Three Phenomena Candidates to Investigate, or “Ideas are Cheap”**

Come to class with three phenomena that you might want to investigate. I would like you to come with one idea stimulated by reading the popular press (show us the article); one idea that occurred to you while reading a journal article in a basic discipline (such as psychology, sociology, etc.; show us the article), and one idea from your own experience or observation (describe this). Along with the source for each of your ideas (e.g., the actual article clipping, the abstract of journal article from a basic discipline, description of a telephone conversation with a friend, etc.) come with a visual depiction of the variables that are involved: at least one X and one Y for each idea. Be prepared to present in class (for 10-15 minutes). The class will discuss, critique, enhance, and evaluate the ideas.

January 30		Introduction to Consumer Psychology/Behavior	Assignment 1: Article Envy
Wednesday February 5		Psychological Distance	Assignment 2: Thought Paper
February 13		Social Influence I	Assignment 3: Thought Paper
February 20		Forthcoming JCP articles*	Assignment 4: Thought Paper
February 27		Social Influence II	Assignment 5: Thought Paper
March 5		SCP: no class	Work on IRB application
March 12		Current Topics related to Time/Temporality	Assignment 6: Thought Paper Submit IRB application
March 19		Topic TBD	Assignment 7: Thought Paper
March 26		Pragya: Implicit Theory	Assignment 8: Thought Paper
April 2		Arousal and Anxiety	Assignment 9: Thought Paper
April 9		Spring Break	Work on surveys and qualtrics
April 16		Spring Break	
April 23		Subject Lab Time	
April 30		Topic TBD	Assignment 10: Thought Paper
May 7		Transformative Consumer Research	Assignment 11: Ideas
May 14		Presentation of Research/Final Papers Due	

\*These articles should be selected one week prior