

**Zicklin School of Business
Baruch College**

MKT 88500: Advanced Consumer Behavior (Thursday 1:00-3:00)

Professor:	Lauren Block	Phone: (646) 312-3297
Office:	VC 11-288	Office hours: by appointment
E-mail:	Lauren.Block@baruch.cuny.edu	

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>.

TENTATIVE CLASS SCHEDULE

FEBRUARY 4, 2021

1_{CB}. Introduction to Consumer Psychology/Behavior

- **Required Readings:**

MacInnis, D J, Morwitz, V G, Botti, S, Hoffman, D, Kozinets, R, Lehmann, D R, Lynch, J G, Jr and Pechmann, C (2020) Creating boundary-breaking marketing-relevant consumer research. *Journal of Marketing*, 84 (2). pp. 1-23.

- **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 11 2021

Biases in Causative Judgments

- **Required Readings:**

- Davidai, Shai and Thomas Gilovich (2016), The Headwinds/Tailwinds Asymmetry: An Availability Bias in Assessments of Barriers and Blessings, *JPSP*, 111 (6) 835-51.
- Sussman, Abigail and Daniel Oppenheimer (2020), "The effect of effects on effectiveness: A boon-bane asymmetry" *Cognition*, 199
- Palmeira, Mauricio, Eduardo Andrade, Shahin Sharifi, Wen Mao and Jorge Jacob (2020), "The Influence of Arbitrary Breakpoints on Judgments of Maximum Output," *Journal of Consumer Psychology*, 30 (2), 260-276.
- Faro, David (2010), "Changing the Future by Reshaping the Past: The Influence of Causal Beliefs on Estimates of Time to Onset," *JCR*, 37, 279-91.

- **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 18, 2021

Boundaries, Control and Order

- **Required Readings:**
 - Cutright, Keisha (2011) "The Beauty of Boundaries: When and Why We Seek Structure in Consumption" *Journal of Consumer Research*, Vol 38, 775-90.
 - Dion, Delphine, Ouidade Sabri, and Valerie Guillard (2014), "Home Sweet Messy Home: Managing Symbolic Pollution," *Journal of Consumer Research*, Vol 41, 565-89.
 - Han, Jerry and Andrew Gershoff (2018), "When Good Things Feel Closer and Bad Things Feel Farther: The Role of Perceived Control on Psychological Distance Perception," *Journal of Consumer Psychology*, 28 (4), 629-643.
 - Tonietto, Gabriela, Selin Malkoc and Stephen Nowlis (2019) "When an Hour Feels Shorter: Future Boundary Tasks Alter Consumption by Contracting Time" *Journal of Consumer Research*, Vol 45, 1085-1102.

- **Assignment #3: Thought Paper**

FEBRUARY 25, 2021

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

MARCH 4, 2021

Consumer Planning, Shopping, and Healthy Eating with Yanliu Huang

- **Required Readings:**
 - Huang, Yanliu and Zhen Yang (2018), “Write or Type? How a Paper versus Digital Shopping List Influences the Way Consumers Plan and Shop,” *Journal of the Association for Consumer Research*, 3 (3), 396-409.
 - Wang, Chen and Yanliu Huang (2018), ““I Want to Know the Answer! Give Me Fish ‘N’ Chips!”: The Impact of Curiosity on Indulgent Choice,” (Equal Authorship) *Journal of Consumer Research*, 44 (February), 1052-1067.
 - Gao, Leilei, Yanliu Huang, and Itamar Simonson (2014), “The Influence of Initial Possession Level on Consumers’ Adoption of A Collection Goal: A Tipping Point Effect,” *Journal of Marketing*, 78 (November), 143-156.
 - Hui, Sam, Yanliu Huang, Jacob Suher, and Jeffrey Inman (2013), “Deconstructing the ‘First Moment of Truth’: Understanding Unplanned Consideration and Purchase Conversion Using In-Store Video Tracking,” (Equal Authorship), *Journal of Marketing Research*, 50 (August), 445-462.

- **Assignment #5: Thought Paper**

MARCH 11

False Information and Information Avoidance

- **Required Readings:**
 - Brashier, Nadia and Elizabeth Marsh (2020), “Judging Truth” *Annual Review of Psychology*
 - Hamby, Anne, Ecker and David Brinberg (2020), “How Stories in Memory Perpetuate the Continued Influence of False Information,” *Journal of Consumer Psychology*, 30 (2), 240-259.
 - Brashier, Nadia, Emmaline Drew Eliseev, and Elizabeth J. Marsh (2020) “An initial accuracy focus prevents illusory truth.” *Cognition*
 - Woolley, Kaitlin and Jane Risen (2020) “Hiding from the Truth: When and How Cover Enables Information Avoidance” *Journal of Consumer Research*
 - Woolley, Kaitlin and Jane Risen (2017) “Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference” *JSPS*, 1-16.

- **Assignment #6: Thought Paper**

MARCH 18

Consumer behavior with Chethana Achar

- **Required Readings: (in progress)**

Assignment #7: Thought Paper

MARCH 25

Scarcity and Consumer Decision Making

- **Required Readings: All articles are in JACR Volume 5 (4) 2020**
 - Editorial: Scarcity and Consumer Decision Making: Is Scarcity a Mindset, a Threat, a Reference Point or a Journey?
 - Van Kerckhove, Lunardo and Fitzsimons; Monetary Scarcity Leads to Increased Desire for Assortment
 - Thompson, Banerji and Hamilton; Scarcity of Choice: The Effects of Childhood Socioeconomic Status on Consumers' Responses to Substitution
 - Salerno and Escoe; Resource Scarcity Increases the Value of Pride
 - Ince, Schneider and Leboeuf; It Could Happen to Me. . . but How Good Can it be? Investigating the Relationship between Scarcity Beliefs, Similarity and Perceived Value.

- **Assignment #8: Thought Paper**

APRIL 8 – Seminar Guest: Aradhna Krishna

- **Assignment #9: Thought Paper**
Choose one paper authored by Aradhna Krishna (please distribute this paper to the rest of the class a week prior). Submit a thought paper as usual based on one of the readings, or her body of work as a whole.

APRIL 15 – Seminar Guest: Simona Botti

- Choose one paper authored by Simona Botti (please distribute this paper to the rest of the class a week prior). Submit a thought paper as usual based on one of the readings, or her body of work as a whole.

- **Assignment #10: Thought Paper**

APRIL 22

“Longitudinal” Effects

- **Required Readings: All articles are in JACR Volume 5 (3) 2020**
 - Chintagunta, Pradeep and, Aparna Labroo (2020), It's About Time: A Call for More Longitudinal Consumer Research Insights, *Journal of the Association for Consumer Research*, 5 (3), 240-247.
 - Huang, Liang, Anastasiya Ghosh, Ruouo Li and Elise Ince, “Pay Me with Venmo: Effect of Service Providers' Decisions to Adopt P2P Payment Methods on Consumer Evaluations”
 - Khan, Uzma and Colton Pond, “A Tale of Two Evaluations: The Dynamic Effect of Cause-Related Marketing”
 - Brucks, Melanie and Szu-Chi Huang, “Does Practice Make Perfect? The Contrasting Effects of Repeated Practice on Creativity”
 - Wood, Stacy and Bryan Bollinger, “Predicting Changes in Patient Choice of Preventive Health Care after Celebrity Diagnosis”

- **Assignment #11: “Longitudinal” thought paper**

What other domains, theories or individual behavior is affected by sequential learning, or the passing of time? Think of one or two ideas and then consider whether these are feasibly tested. What kind of data would you need? Could you feasibly collect this data? What would the studies look like?

APRIL 29 – Seminar Guest: Andrew Stephen

- Choose one paper authored by Andrew Stephen (please distribute this paper to the rest of the class a week prior). Submit a thought paper as usual based on one of the readings, or his body of work as a whole.
- **Assignment #12: Thought Paper**

MAY 6

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 #13: 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.

DATE		TOPIC	ASSIGNMENT DUE
February 4		Introduction to Consumer Psychology/Behavior	Assignment 1: Article Envy
February 11		Causative Biases	Assignment 2: Thought Paper
February 18		Boundaries and Order	Assignment 3: Thought Paper
February 25		Forthcoming JCP articles*	Assignment 4: Thought Paper
March 4		Guest: Yanliu Huang, Drexel Univ	Assignment 5: Thought Paper
March 11		False Information	Assignment 6: Thought Paper
March 18		Guest: Chethana Achar, Kellogg	Assignment 7: Thought Paper
March 25		Scarcity and Consumer Decision Making	Assignment 8: Thought Paper
April 1		Spring Break	
April 8		Guest: Aradhna Krishna	Assignment 9: Thought Paper
April 15		Guest: Simona Botti	Assignment 10: Thought Paper
April 22		"Longitudinal" Effects	Assignment 11: Thought Paper
April 29		Guest: Andrew Stephens	Assignment 12: Thought Paper
May 6		Transformative Consumer Research	Assignment 13: Ideas
May 13		Presentation of Research	
Finals week		Final Papers Due	

*These articles should be selected one week prior