

MAR 6575: Selected Topics in Consumer Behavior

Instructors:

Peter Darke/Ronald Goldsmith
RBB 245
850-644-6155
pdarke@cob.fsu.edu
Meetings by appointment

Class Meetings:

Mondays 9am – 12 pm
RBB 137

Course Objectives:

This course has two main objectives: 1) to introduce students to key theoretical perspectives concerning consumer behavior and related empirical work; and 2) to allow students to develop their own ideas concerning a more specific topic that might be of future research interest. At the end of this course each student should be able to evaluate research papers published in behavioral research journals, design a simple study to examine hypotheses that are relevant and meaningful in consideration of existing research, and know the basic theories of consumer behavior.

Course Design:

The first part of the course will focus on topics concerning various aspects of consumer behavior. Each of these sessions will include 4 to 5 papers. These have been selected to give students a mixture of theoretical and empirical papers from both the marketing and psychology literatures. Each session, two students in the class will be selected pseudo-randomly (with replacement) to lead the discussion of the papers assigned for that day. All students should therefore come to class prepared to lead the discussion. As discussion leader: you can ask questions of the other students, provide a summary of each paper, focus on central theoretical or methodological issues, or think about additional questions that are raised by the readings. The purpose of this is to get all students to really think carefully about the papers and take responsibility for discussion in the class. Those who are not selected to lead the discussion are also responsible for participating, and either the discussion leader or the instructor may call on them with questions at any time. Note that the instructor reserves the right to assign particular students to the role of discussion leader to ensure all students lead the class discussion at some point during the class.

The remaining sessions in the course are reserved for individual student presentations concerning a consumer topic that is of personal interest. You should discuss possible topics with the instructor well before your presentation. If you have trouble coming up with ideas, you should skim through the following journals: *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing Research*, and *Journal of Marketing*. You may also want to skim *Journal of Personality and Social Psychology* and *Personality and Social Psychology Bulletin*.

Performance and Evaluation:

Student performance will be evaluated on the basis of class participation, three short thought papers, and individual research presentations concerning their topic of interest (including a final paper). These will be weighed as follows:

Participation: 30%

Thought papers (3): 30%

Presentation and final paper: 40%

Participation: Participation grades are based on the judgment of the instructor. Both the regularity of participation and the quality of the comments will be considered when assigning a grade. Performance as the session leader will also be counted towards participation. Any evidence that a student is not completing the readings will seriously detract from this grade.

Thought papers: Write a brief paper (2 pages, double-spaced) describing your thoughts about three of the topics covered by the assigned readings for the course. This could include theoretical extensions, criticisms, applications, further research, or whatever. Students are encouraged to go beyond a simple description of the readings, and instead contribute their own ideas. (You can assume the instructor has read the papers!) *Thought papers are due at the beginning of the relevant seminar session.*

Special topic session: Each student in the class is responsible for selecting a consumer judgment topic that they find personally interesting, and presenting their ideas to the class. This will include selecting 3 or 4 papers for the rest of the class to read. Readings should be available to other class members the week before the scheduled session. These presentations should also include some ideas about what further research might be done. A specific research study would be ideal.

Special topic paper: This paper will review and discuss any relevant literature concerning your special topic. There is a 15 page limit, and the paper is due at the end of term (Monday December 12).

Attendance: Students are expected to attend every class. The instructor should be informed of any absences in advance, and students are responsible for making up the work missed.

Academic honor code:

All students are expected to observe the FSU honor code. The instructor will take any actions necessary to remedy violations of this code. However, students are encouraged to discuss papers and research ideas outside the classroom sessions. Any written work must be your own however.

Students with disabilities:

If you feel you may need accommodation due to the impact of a disability, you are encouraged to contact Student Disability Resource Center at 850-644-9566, or visit their office in Room 108 Student Services Building to coordinate reasonable accommodations. Students should also notify the instructor that special accommodations will be needed.

Schedule and Readings

Week 1 (Aug 29): Organizational Meeting

Week 2 (Sept 5): Labor Day--No class

Week 3 (Sept 12): Research Methods in Consumer Behavior

Carlsmith, J.M. et al. (1976). Methods of Research in Social Psychology. Chapters 1 & 2 (pp. 8-35 and 53-92).

Baron, R.M. & Kenny, D.A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.

Lynch, J.G. (1982). On the external validity of experiments in consumer research. *Journal of Consumer Research*, 9, 225-239.

Bem, D.J. & Honorton, C. (1994). Does Psi Exist? Replicable evidence for an anomalous process of information transfer. *Psychological Bulletin*, 115, 4-18.

Week 4 (Sept 19): Schemas and Judgment

Fiske, S.T., & Taylor, S.E. (1991). Social Categories and Schemas and Conditions of Schema Use. *Social Cognition* (pp.96-141 & 142-147). New York: McGraw-Hill.

Bargh, J. (2002). Losing consciousness: Automatic influences on consumer judgment, behavior, and motivation. *Journal of Consumer Research*, 29, 280-285.

Strahan, E.J., Spencer, S.J., & Zanna, M. (2002). Subliminal priming and persuasion: Striking while the iron is hot. *Journal of Experimental Social Psychology*, 38, 556-568.

Wansink, B., & Ray, M. L. (1996). Advertising strategies to increase usage frequency. *Journal of Marketing Research*, 60, 31-46.

Dijksterhuis, A. (2004). Think different: The merits of unconscious thought in preference development and decision making. *Journal of Personality and Social Psychology*, 87(5), 586-598.

Week 5 (Sept 26): Consumer Attribution and Misattribution

Fiske, S.T., & Taylor, S.E. (1991). Attribution theory chapter. *Social Cognition* (pp. 22-56). New York: McGraw-Hill.

Fiske, S.T., & Taylor, S.E. (1991). Attribution theory: Theoretical refinements and empirical observations chapter. *Social Cognition* (pp. 57-95). New York: McGraw-Hill. **Read only pg 66-86.**

Folkes, V.S. (1984). Consumer reactions to product failure: An attributional approach. *Journal of Consumer Research*, 10, 398-409.

Schindler, R.M. (1998). Consequences of perceiving oneself as responsible for obtaining a

discount: Evidence for smart-shopper feelings. *Journal of Consumer Psychology*, 7, 371-392.

Gilbert, D. T. (1989). Thinking Lightly about Others. In J. S. Uleman and Bargh, *Unintended Thought*, (pp. 189-211). New York: Guilford .

Week 6 (Oct 3): Attitude Structure and Behavior

Eagly, A. H., & Chaiken, S. (1993). Chapter 1: The nature of attitudes. *The Psychology of attitudes*. New York: Harcourt Brace Jovanovich.

Katz, D. (1960). The functional approach to the study of attitudes. *Public Opinion Quarterly*, 24, 163-204.

Shavitt, S. (1990). The role of attitude objects in attitude functions. *Journal of Experimental Social Psychology*, 26, 124-148.

Chandon, P. Wansink, B. Laurent, G. (2000). A benefit congruence framework of sales promotion effectiveness. *Journal of Marketing*, 64, 65-81.

Millar, M. G., & Millar, K. U. (1990). Attitude change as a function of attitude type and argument type. *Journal of Personality and Social Psychology*, 59, 217-228.

Week 7 (Oct 10): Information Processing and Attitude Change

Petty, R.E., & Cacioppo, J.T. (1986). The elaboration likelihood model of persuasion. In L. Berkowitz (Ed.), *Advances in Experimental Social Psychology* (Vol. 19, pp. 123-205). San Diego, CA: Academic Press.

Chaiken, S., Liberman, A., & Eagly, A.H. (1989). Heuristic and systematic processing within and beyond the persuasion context. In J.S. Uleman & J.A. Bargh (Eds.), *Unintended thought* (pp. 212-252). New York: Guilford Press.

Petty, R.E., & Cacioppo, J.T. (1984). The effects of involvement on responses to argument quality and quantity: Central and peripheral routes to persuasion. *Journal of Personality and Social Psychology*, 46, 69-81.

Petty, R.E., Cacioppo, J.T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10, 134-148.

Week 8 (Oct 17): Controversies in Dual Process Theories of Persuasion

Chaiken, S., & Maheswaran, D. (1994). Heuristic processing can bias systematic processing: Effects of source credibility, argument ambiguity, and task importance on attitude judgment. *Journal of Personality and Social Psychology*, 66, 460-473.

Kruglanski, A.W., & Thompson, E.P. (1999). Persuasion by a single route: A view from the unimodel. *Psychological Inquiry*, 10, 83-109.

Kraus, S.J. (1995). Attitudes and the prediction of behavior: A meta-analysis of the empirical

literature. *Personality and Social Psychology Bulletin*, 21, 58-75.

Darke, P. R., & Chaiken, S. (2005). The art of self-defense: Self-interest, personal relevance, argument strength and persuasion. *Journal of Personality and Social Psychology*, in press.

Week 9 (Oct 24): Affect and Consumer Judgment

Gorn, Gerald J. (1982). The Effects of Music in Advertising on Choice Behavior: A Classical Conditioning Approach. *Journal of Marketing*, 46 (1), 94-101.

Petty, Richard E., David W. Schumann, Steven A. Richman, and Alan J. Strathman (1993), Positive Mood and Persuasion: Different Roles for Affect Under High- and Low-Elaboration Conditions. *Journal of Personality and Social Psychology*, 64 (1), 5-20.

Luce, Mary Frances, John W. Payne, and James R. Bettman (1999). Emotional Trade-Off Difficulty and Choice. *Journal of Marketing Research*, 36, 143-160.

Wegener, D.T., & Petty, R.E. (1994). Mood management across affective states: The hedonic contingency hypothesis. *Journal of Personality and Social Psychology*, 66(6), 1034-1048.

Pham, Michel Tuan (1998). Representativeness, Relevance, and the Use of Feelings in Decision Making. *Journal of Consumer Research*, 25, 144-160.

Week 10 (Oct 31): Consumer reactions to marketer tactics

Friedstat, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of Consumer Research*, 21, 1-31.

Campbell, M.C., & Kirmani, A. (2000). Consumers' use of persuasion knowledge: The effects of accessibility and cognitive capacity on perceptions of an influence agent. *Journal of Consumer Research*, 27, 69-83.

Brown, C.L., & Krishna, A. (2004). The skeptical shopper: A metacognitive account for the effects of default options on choice. *Journal of Consumer Research*, 31(3), 529-539.

Williams, Patti, Fitzsimons, Gavin J., & Block, Lauren G. (2004). When Consumers Do Not Recognize "Benign:" Intention Questions as Persuasion Attempts. *Journal of Consumer Research*, 31(3), 540-550.

Week 11 (Nov 7): Heuristics, bias and error

Bettman, J.R., Johnson, E.J., & Payne, J.W. (1991). Consumer Decision Making. In T.S. Robertson & H.H. Kassarian (eds), *Handbook of Consumer Behavior* (pp. 50-84), Englewood Cliffs, N.J.: Prentice Hall.

Tversky, A. & Kahneman, D. (1974). Judgment under uncertainty: Heuristics and biases. *Science*, 185, 1124-1131.

Kirkpatrick, L.A., & Epstein, S. (1992). Cognitive-experiential self-theory and subjective

probability: Further evidence for two conceptual systems. *Journal of Personality and Social Psychology*, 63, 534-544.

Schwarz, N. (1994). Judgment in a Social Context: Biases, Shortcomings, and the Logic of Conversation. In M. Zanna (Ed.), *Advances in Experimental Social Psychology*, Vol. 26, 123-163. NY: Academic Press.

Week 12 (Nov 14): Student presentation

Week 13 (Nov 21): Student presentation

Week 14 (Nov 28): Student presentation

Week 15 (Dec 5): Student presentation