

Dissertation Seminar *Consumer Behaviour*

Academic Year: 2016/2017
September – December 2016

Instructor: Daniel Fernandes
Max. number of students: 5

Purpose of the Seminar

The purpose of the course is to examine key topics in consumer behavior research, based on an analysis and synthesis of classic and more recent consumer behavior publications. The goals are to familiarize you with these fundamental topics, relate them to each other and to theories in the basic social sciences, and based on that develop new research ideas.

In particular, we aim to generate in class the idea/design for at least one new study in the focal topic area. This is based on the preparations of the students and instructor before class and the discussion in class.

Student Responsibilities

The dissertation is developed throughout the course, and we will discuss and help the progress of each student's project jointly at regular, designated intervals during the course. Sessions will take place every Friday from 11:00 to 12:00. After session 4, students will be responsible for writing up an approximately one-page (double-spaced) note on an idea for a study that relates to the readings, e.g., a new study or studies designed to extend the material discussed in class or to integrate it. This personal project (in a separate word file) specifies the research question, why it is important, and a brief overview of the proposed design (e.g., the independent and dependent variables) and hypotheses.

Contact(s) and Office Hours

Daniel Fernandes is an Assistant Professor at CATÓLICA-LISBON and visiting scholar at Colorado University. In 2013, he is expected to earn a Ph.D. in Marketing from Erasmus University (the Netherlands). His research interest centers on the transformative consumer research and includes consumers' memory, planning, financial literacy, decision-making and self-regulation. In the financial domain, he investigates the role of financial knowledge on financial decision-making and factors that explain this relationship. Outside of the financial domain, he studies consumers' memory and when reminders help consumers to complete their tasks. He presented his research at various international conferences and published in the *Journal of Marketing Research*, the *International Journal of Research in Marketing*, and the *Journal of Consumer Psychology*. Part of his dissertation is under review at the *Journal of Consumer Research* and another part at the *Journal of Consumer Psychology*.

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Sessions

Session 1 (September 9th): Introduction and Models of Consumer Behavior

We treat two broad issues: (1) past, present and possible future of the consumer behavior discipline, and (2) grand models of consumer behavior.

Readings:

Mick, David Glen (2006), "Meaning and Mattering Through Transformative Consumer Research," *Presidential Address before the Association for Consumer Research*, Vol. 33, eds. Cornelia Pechmann and Linda Price, 1-4.

Simonson, Itamar, Ziv Carmon, Ravi Dhar, Aimée Drolet and Stephen M. Nowlis (2001), "Consumer Research: In Search of Identity" *Annual Review of Psychology* 52, 249-275.

Session 2 (September 16th): Decision Making, Attitudes and Behavior

What rules consumers use to make decisions? How in-store factors affect decisions? Do consumers make different decisions under time pressure??? How does unconscious processing influence decisions? Are decisions just what one feels right?

Readings:

Chernev, Alexander (2007), "Jack of All Trades or Master of One? Product Differentiation and Compensatory Reasoning in Consumer Choice," *Journal of Consumer Research*, 33 (March), 430-444.

Dhar, Ravi and Klaus Werthenbroch (2000), "Consumer Choice Between Hedonic and Utilitarian Goods," *Journal of Marketing Research*, 37, 60-71.

Shiv, Baba and Alexander Fedorikhin (1999), "Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making," *Journal of Consumer Research*, 26, 278-292.

Dijksterhuis, Ap (2004), "Think Different: The Merits of Unconscious Thought in Preference Development and Decision Making," *Journal of Personality and Social Psychology*, 87 (5), 586-598.

Vohs, Kathleen D. and Ronald J. Faber (2007), "Spent Resources: Self-Regulatory Resource Availability Affects Impulse Buying," *Journal of Consumer Research*, 33, 537-547.

Session 3 (September 23rd): Attention, Perception, Learning & Memory

Consumers search for cues in products to reduce uncertainty in what they buy. For that, they need attention. They assess and perceive the objective or subjective attributes of products, brands and assortments. They learn enduring associations between brands, products, services, stores and their attributes, benefits and values. We will learn about this. I forgot what I was about to say... Ah, memory. ☺ Implicit and explicit memory help consumers decide.

Readings:

- Van Ittersum, Koen and Brian Wansink (2007), "Do Children Really Prefer Large Portions? Visual Illusions Bias Their Estimates and Intake," *Journal of the American Dietetic Association*, 107 (7), 1107-1110.
- Kahn, Barbara E, and Brian Wansink (2004), "The Influence of Assortment Structure on Perceived Variety and Consumption Quantity," *Journal of Consumer Research* 30, 4, 519
- Trope, Yaacov, Nira Liberman, and Cheryl Wakslak (2007), "Construal Levels and Psychological Distance: Effects on Representation, Prediction, Evaluation, and Behavior," *Journal of Consumer Psychology*, 17 (2), 83-95.
- Shiv, Baba, Ziv Carmon, and Dan Ariely (2005), "Placebo Effects of Marketing Actions: Consumers may Get what they Pay for," *Journal of Marketing Research*, 42 (November), 383-393.
- Schacter, Daniel (1999), "The Seven Sins of Memory: Insights from Psychology and Cognitive Neuroscience," *American Psychologist* 54, 182-203.
- Loken, Barbara, Lawrence W. Barsalou, and Christopher Joiner (2008), Categorization Theory and Research in Consumer Psychology: Category Representation and Category-Based Inference, In Curtis P. Haugtvedt, Frank Kardes, and Paul Herr (Eds.), *Handbook of Consumer Psychology* (pp. 133-163). New York: Lawrence Erlbaum Associates.

Session 4 (September 30th): Motivation, Emotion & Social Context

Motivation fuels our behaviors. It concerns our goals, needs, wants, desires, urges. It is why we do things. Motivation drives procrastination or completion of tasks. Emotion is information about how we feel. It is tied to goals. As social beings, all of this is related to our social environment.

Readings:

- Inman, J. Jeffrey, James S. Dyer and Jianmin Jia (1997), "A Generalized Utility Model of Disappointment and Regret Effects on Post-Choice Valuation," *Marketing Science* 16, 97-111.
- Louro, Maria J., Rik Pieters and Marcel Zeelenberg (2007), "Dynamics of Multiple Goal Pursuit," *Journal of Personality and Social Psychology*, 93 (2), 174-193.
- Kivetz, Ran, Oleg Urminsky, and Yuhuang Zheng (2006), "The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention," *Journal of Marketing Research*, 43 (February), 39-58.
- Berger, Jonah and Chip Heath (2007), "When Consumers Diverge from Others: Identity Signaling and Product Domains," *Journal of Consumer Research*, 34, 121-133.

Session 5 (October 7th): Introduction to Experimental Method and Data Analysis with SPSS

Session 6 (October 14th): Introduction to Experimental Method and Data Analysis with SPSS

Session 7 (October 21st): Presentation of student's research questions

Session 8 (October 28th): Presentation of student's literature review

Session 9 (November 4th): Presentation of student's empirical strategy

Session 10 (November 11th): Presentation of student's preliminary findings

Session 11 (November 18th): Presentation of student's final findings

Session 12 (November 4th): Presentation of student's final findings

Session 13 (November 25th): Preliminary draft of the thesis

Session 14 (December 2nd): Final draft of the thesis

Deadlines

Deadline to complete Study Plan (to defend in February)	28/12/2016
1st Submission Deadline to MSc Student Affairs	4/01/2017
Dissertation Defense Period	13/02/2017 to 24/02/2017
Deadline to complete Study Plan (to defend in May)	28/03/2017
2nd Submission Deadline to MSc Student Affairs	3/04/2017
Dissertation Defense Period	8/05/2017 to 19/05/2017