

Perspectives in Consumer Behavior (MAR7507)  
(Tuesdays from 1:00 – 4:30 in 267 Stuzin Conference Room)

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Purpose of the Course

This course will introduce you to topics in consumer research. The class will provide breadth (expose you to a variety of consumer behavior topics) and depth (require you to do a detailed investigation of three topics) training.

The breadth objective will be achieved through our weekly class meetings. To be a student of consumer behavior, one must know about the theories that inform the literature. Therefore, one half of the course will focus on providing you with a theoretical background. In a typical session, the first 1 1/2 hours will be spent discussing competing theoretical approaches. The remainder of the session will be spent discussing papers from the consumer research literature. The goal is to help you understand (1) how basic social science research and consumer research differ, (2) how theories and concepts are applied, adapted, constrained, and combined when applied to consumer issues, and (3) how research streams evolve over time. The other half of the course will consist of student led discussions of papers. These discussions will allow you to internalize the concepts that were introduced in the theoretical background sessions.

The depth objective will be accomplished through independent reading. Each student will be asked to submit three unique 8-15 page research proposals. Each proposal has to be on a unique topic (i.e., you cannot do the same topic three times). You should investigate literatures you find interesting.

Weekly Readings

Students are asked to read three or four papers each week. There are three types of readings.

1. A background reading consisting of a cognitive or social psychology text chapter or a review article. These readings provide a good introduction to the topic and are useful if you have no background in the area. If you have the time, you should read these prior to reading the assigned readings.
2. One to three articles from the social sciences. These articles represent the dominant theories that have been used in consumer research. Often, I discuss only a portion of the article in my lecture. Although these papers are informative, students that do not have an intrinsic interest in the area often find these papers difficult to read. (Note: These types of papers are often read when one is developing a research proposal.)
3. Three to six articles from the consumer behavior literature. These articles represent the discipline's efforts to generate knowledge. We will spend 15-60 minutes discussing each

article. The articles are listed in the syllabus in the order I will discuss them. I have marked the articles according to the amount of time I will spend discussing them (A = most, C = least).

### Leading Discussions

Some sessions will consist of discussion (no lecture). To facilitate class discussion, I will assign teams of two to three students to be discussion leaders. The goal is to improve your ability to critique an article, generate research ideas, and improve the ideas through discussion with your peers. I prefer that discussion leaders use no Powerpoint slides or types material (though there will be cases where a one page handout is useful). **Guidelines for critiquing an article are at the back of this document. REMEMBER, YOUR GOAL IS TO LEAD A DISCUSSION, NOT PROVIDE ALL OF THE ANSWERS.**

Please note that leading the discussion of an article is a skill, just like any other skill. Thus, I WILL intervene and assist the first few times you lead a discussion. I will be less intrusive as the semester progresses.

### Copying

I have sent the materials for the first meeting (**August 23**) via e-mail. I will give you readings for the semester on **August 23**.

### Proposals (Due on Oct. 7, Nov. 4, and Dec. 09).

I have attached a sample research proposal. I will discuss it on **8/30** (please read it before we discuss it).

- a. You can do research proposals on topics that interest you. Research proposals do not have to be on topics discussed in the course.
- b. Each research proposal must be on a unique topic. You cannot revise a research proposal one and submit it as proposal two or three.
- c. A research proposal must contain a hypothesized interaction and two-factor experiment (or something more complex). Proposals can include more than one experiment.
- d. The sample proposal (provided) discusses additional formatting and reporting requirements.
- e. You are allowed to discuss your proposal ideas with me. The only downside to this activity is I have limited insight into what is valued in your discipline (I may redirect your efforts and frustrate you).

### Grades

Grades are based on participation (25%) and research proposals (25% per proposal).

## READINGS

### **Week 1: Background Skills (8/23/16)**

This class will provide an overview of some of the basic skills you will need for the course. Read the research chapter and critique the Zhou et al. (2009) paper.

Research Basic Chapter (Start on page 22).

Zhou, Xinyue, Kathleen D. Vohs, and Roy F. Baumeister (2009), "The Symbolic Power of Money Reminders of Money Alter Social Distress and Physical Pain," *Psychological Science*, 20 (6), 700-706.

Janiszewski, Chris, Aparna A Labroo, and Derek D. Rucker (2016), "A Tutorial in Consumer Research: Knowledge Creation and Knowledge Appreciation in Deductive-Conceptual Consumer Research," *Journal of Consumer Research*, 43 (October), forthcoming (This will not be discussed, but it is a useful resource for developing proposals).

McGuire, William J. (1997), "Creative Hypothesis Generating in Psychology: Some Useful Heuristics," *Annual Review of Psychology*, 48, 1-30 (this will not be discussed, but it is a useful resource for developing proposals).

### **Week 2: Breadth of Consumer Research / Approaches to Research (8/30/16)**

Calder, Bobby and Alice Tybout (1987), "What Consumer Research Is ...," *Journal of Consumer Research*, 14 (June), 136-140. (A)

Rook, Dennis W. (1987), "The Buying Impulse," *Journal of Consumer Research*, 14 (September), 189-199. (A)

Hoch, Stephen J. and George F. Loewenstein, (1991), "Time Inconsistent Preferences and Consumer Self Control," *Journal of Consumer Research*, 17 (March), 492-507. (A)

Kivitz, Ran and Itamar Simonson (2002), "Self-Control for the Righteous: Toward a Theory of Precommitment to Indulgence," *Journal of Consumer Research*, 29 (September), 199-217. (A)

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

Deighton, John (2007), "The Territory of Consumer Research: Walking the Fences Journal of

Consumer Research,” *Journal of Consumer Research*, 34 (3), 279–282. (A)

### **Week 3: Information Processing Models / Influence of Involvement on Processing (9/06/16)**

Crowther-Heyck, Hunter (1999), “George A. Miller, Language, and the Computer Metaphor of the Mind,” *History of Psychology*, 2 (1), 37-64. (Background)

Greenwald, Anthony and Clark Leavitt (1984), “Audience Involvement in Advertising,” *Journal of Consumer Research*, 11 (June), 581-592. (Background)

Petty, Richard E., John T. Cacioppo, and David Schumann (1983), “Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement,” *Journal of Consumer Research*, 10 (September), 135-146. (A)

Celsi, Richard L. and Jerry C. Olson (1988), “The Role of Involvement in Attention and Comprehension Processes,” *Journal of Consumer Research*, 15 (September), 210-224. (A)

Roediger, Henry L. III, David A. Gallo, and Lisa Geraci (2002), “Processing Approaches to Cognition: The Impetus from Levels-of-processing Framework,” *Memory*, 10 (5/6), 319-332. (A – necessary for Xu and Wyer discussion)

Xu, Alison Jing and Robert S. Wyer, Jr. (2008), “The Comparative Mindset: From Animal Comparisons to Increased Purchase Intent,” *Psychological Science*, 19 (9), 859-864.

### **Week 4: Consequences of Exposure (9/13/16)**

Mantonakis, Antonia, Bruce W. A. Whittlesea, and Carolyn Yoon (2008), “Consumer Memory, Fluency, and Familiarity,” in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, New York: Lawrence Erlbaum Associates, 77-103. (background)

Zajonc, Robert B. (1968), “Attitudinal Effects of Mere Exposure,” *Personality and Social Psychology Monographs*, 9 (2, Part 2), 1-27. (**Not Included**)

Bornstein, Robert F. (1989), “Exposure and Affect: Overview and Meta-Analysis of Research, 1986-1987,” *Psychological Bulletin*, 106 (September), 265-289. (**Not Included**)

Mandler, George, Yoshio Nakamura, and Billy J. Van Zandt (1987), “Non-specific Effects of Exposure to Stimuli that Can Not Be Recognized,” *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 13 (October), 646-648. (A)

Jacoby, Larry L., Vera Woloshyn, and Colleen Kelly (1989), “Becoming Famous without Being

Recognized: Unconscious Influences of Memory Produced by Dividing Attention,”  
*Journal of Experimental Psychology: General*, 118 (June), 115-125. (B)

Hawkins, Scott A. and Stephen J. Hoch (1992), “Low-involvement Learning: Memory without Evaluation,” *Journal of Consumer Research*, 19 (September), 212-225. (A)

Whittlesea, Bruce W. A. (1993), “Illusions of Familiarity,” *Journal of Experimental Psychology: Learning, Memory, & Cognition*, 19 (November), 1235-1253. (**Not Included**)

Skurnik, Ian, Carolyn Yoon, Denise C. Park and Norbert Schwartz (2005), “How Warnings about False Claims Become Recommendations,” *Journal of Consumer Research*, 31, 713-724. (A)

### **Week 5: Conditioning and Learning Theory (9/20/16)**

Van Osselaer, Stijn M. J. (2008), “Associative Learning and Consumer Decisions,” in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, New York: Lawrence Erlbaum Associates, 699-729.

Razran, G. H. S. (1939), “A Quantitative Study of Meaning by Conditioned Salivary Technique Semantic Conditioning,” *Science*, 89-90. (C)

Staats, Arthur W. and Carolyn K. Staats (1959), “Effect of Number of Trials on the Language Conditioning of Meaning,” *The Journal of General Psychology*, 61, 211-223. (B)

Page, Monte M. (1974), “Demand Characteristics and the Classical Conditioning of Attitudes Experiment,” *Journal of Personality and Social Psychology*, 30 (4), 468-476. (B)

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

Van Osselaer, Stijn M. J. and Chris Janiszewski (2001), “Two Ways of Learning Brand Associations,” *Journal of Consumer Research*, 28 (September). (A)

## **Week 6: Judgment (09/27/16)**

Fechner, Gustav Theodor (1887), "My Own Viewpoint on Mental Measurement," *Psychological Research/Psychologische Forschung*, 49 (December), 213-219. **(Not Included)**

Volkman, John (1951), "Scales of Judgment and Their Implications for Social Psychology," in *Social Psychology at the Crossroads*, ed. John H. Rohrer and Muzafer Sherif, New York: Harper, 273-296. (background)

Parducci, Allen (1965), "Category Judgment: A Range-Frequency Model," *Psychological Review*, 72 (November), 407-418. (background)

Michaels, Walter C. and Harry Helson (1949), "A Reformulation of Fechner's Law in Term of Adaptation Level Applied to Rating-Scale Data," *American Journal of Psychology*, 62, 355-368. (background)

Sherif, Muzafer, Daniel Taub, and Carl Hovland (1958), "Assimilation and Contrast Effects of Anchoring Stimuli on Judgments," *Journal of Experimental Psychology*, 55 (2), 151-155. (A)

Urbany, Joel E., William O. Bearden, and Dan C. Weilbaker (1988), "The Effect of Plausible and Exaggerated Reference Prices on Consumer Perceptions and Price Search," *Journal of Consumer Research*, 15 (June), 95-110. (A)

Lynch, John G. Jr, Dipanker Chakravarti, and Anusree Mitra (1991), "Contrast Effects in Consumer Judgments: Changes in Mental Representation or the Anchoring of Rating Scales," *Journal of Consumer Research*, 18 (December), 284-297. (A)

Ronald W. Niedrich, Subhash Sharma, and Douglas H. Wedell (2001), "Reference Price and Price Perceptions: A Comparison of Alternative Models," *Journal of Consumer Research*, 28 (December). (B)

## **Week 7: Experience, Happiness, and Well-being (10/04/16)**

No class notes this week. It is a discussion week.

Ariely, Dan and Michael I. Norton (2009), "Conceptual Consumption," *Annual Review of Psychology*, 60, 475-499 (background).

Arnould, Eric J and Linda L. Price (1993), "River Magic: Extraordinary Experience and the Extended Service Encounter," *Journal of Consumer Research*, 20 (June), 24-45.

Galak, Jeff, Justin Kruger, and George Loewenstein (2013), "Slow Down! Insensitivity to Rate of

Consumption Leads to Avoidable Satiation,” *Journal of Consumer Research*, 39 (February), 1-17.

Russell, Cristel Antonia and Sidney J. Levy (2012), “The Temporal and Focal Dynamics of Volitional Reconsumption: A Phenomenological Investigation of Repeated Hedonic Experiences,” *Journal of Consumer Research*, 39 (August), 341-359.

Hsee, Chris K., Yang Yang, Naihe Li, and Luxi Shen (2009), “Wealth, Warmth and Wellbeing: Whether Happiness is Relative or Absolute Depends on whether it is about Money, Acquisition, or Consumption,” *Journal of Marketing Research*, 46 (June), 396-409.

### **Week 8: Knowledge Accessibility (10/11/16)**

Wyer, Robert S. (2008), “The Role of Knowledge Accessibility in Cognition and Behavior,” in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, New York: Lawrence Erlbaum Associates, 31-76. (background)

Schwarz, Norbert and Gerald L. Clore (1983), “Mood, Misattribution, and Judgments of Well-Being: Informative and Directive Functions of Affective States,” *Journal of Personality & Social Psychology*, 45 (September), 513-523. (A)

Lynch, John G. Jr, Howard Marmorstein, and Michael Weigold (1988), “Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations,” *Journal of Consumer Research*, 15 (September), 169-184. (A)

Monin, Benoit, and Dale T. Miller (2001), “Moral Credentials and the Expression of Prejudice,” *Journal of Personality and Social Psychology*, 81 (July), 33-43. (A)

Menon, Geeta and Priya Raghurir (2003), “Ease-of-retrieval as an Automatic Input in Judgments: A Mere-accessibility Framework?” *Journal of Consumer Research*, 30 (September), 230-243. (A)

### **Week 9: Regulatory Behavior (10/18/16)**

No class notes this week. It is a discussion week.

Vohs, Kathleen D., Roy F. Baumeister, and Dianne M. Tice (2008), “Self-Regulation: Goals, Consumption, and Choices,” in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, New York: Lawrence Erlbaum Associates, 349-366. (background)

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

547. (A)

Chen, Fangyuan and Jaideep Sengupta (2014), "Forced to Be Bad: The Positive Impact of Low-Autonomy Vice Consumption on Consumer Vitality," *Journal of Consumer Research*, 41 (December), 1089-1107. (A)

Klesse, Anne-Katyhrin, Jonathan Levav, and Caroline Goukens (2015), "The Effect of Preference Expression Modality on Self-control," *Journal of Consumer Research*, 42 (December), 535-550. (A)

Hung, Iris W. and Aparna A. Labroo (2011), "From Firm Muscles to Firm Willpower: Understanding the Role of Embodied Cognition in Self-Regulation," *Journal of Consumer Research*, 37 (April), 1046-1064. (A)

### **Week 10: Regulatory Behavior - Social Influences (10/25/16)**

No class notes this week. It is a discussion week.

Dzhogleva, Hristina and Cait P. Lamberton (2014), "Should Birds of a Feather Flock Together? Understanding Self-control Decisions in Dyads," *Journal of Consumer Research*, 41 (August), 361-380. (A)

Lowe, Michael L. and Kelly L. Haws (2014), "(Im)moral Support: The Social Outcomes of Parallel Self-Control Decisions," *Journal of Consumer Research*, 41 (August), 489-505. (A)

Hofmann, Wilhelm, Eli J. Finkel, and Gavan M. Fitzsimons (2015), "Close Relationships and Self-Regulation: How Relationship Satisfaction Facilitates Momentary Goal Pursuit," *Journal of Personality and Social Psychology*, 109 (3), 434-452. (A)

Earls, Mark (2003), "Advertising to the Herd: How Understanding Our True Nature Challenges the Ways We Think about Advertising and Market Research," *International Journal of Market Research*, Vol 45(3), 311-336. (A)



## **Week 11: Determinism, Free Will, and Consumer Behavior (11/01/16)**

No class notes this week. It is a discussion week.

Martin, Ingrid M., Michael A. Kamins, Dante M. Pirouz, Scott W. Davis, Kelly L. Haws, Ann M. Mirabito, Sayantani Mukherjee, Justine M. Rapp, Aditi Grover (2013), "On the Road to Addiction: The Facilitative and Preventive Roles of Marketing Cues," *Journal of Business Research*, 66 (August), 1219-1226. (A)

Zheng, Yanmei, Stijn van Osselaer, and Joseph W. Alba (2016), "Belief in Free Will: Implications for Practice and Policy," *Journal of Marketing Research*, forthcoming. (A)

Chaxel, Anne-Sophie (2016), "Why, When, and How Personal Control Impacts Information Processing: A Framework," *Journal Consumer Research*, 43 (June), 179-197. (A)

Dolbec, Pierre-Yann and Eileen Fischer (2015), "Refashioning a Field? Connected Consumers and Institutional Dynamics in Markets," *Journal of Consumer Research*, 41 (April), 1447-1468. (A)

## **Week 12: Brands (11/08/16)**

No class notes this week. It is a discussion week.

Loken, Barbara, Barsalou, Lawrence W. and Christopher Joiner (2008), "Categorization Theory and Research in Consumer Psychology: Category Representation and Category-based Inference," in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, New York: Lawrence Erlbaum Associates, 133-164. (background)

Boush, David M. and Barbara Loken (1991), "A Process-Tracing Study of Brand Extension Evaluation," *Journal of Marketing Research*, 28 (February), 16-28. (A)

Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (March), 1998, 343-373. (A)

Izberk-Bilgin, Elif (2012), "Infidel Brands: Unveiling Alternative Meanings of Global Brands at the Nexus of Globalization, Consumer Culture, and Islamism," *Journal of Consumer Research*, Vol 39 (Dec), 663-687. (A)

Wilcox, Keith; Kim, Hyeong Min; Sen, Sankar (2009), "Why do Consumers Buy Counterfeit Luxury Brands?" *Journal of Marketing Research*, 46 (April), 247-259.

### **Week 13: Emotions (11/15/16)**

No class notes this week. It is a discussion week.

Lee, Leonard, On Amir, and Dan Ariely (2009), "In Search of Homo Economicus: Cognitive Noise and the Role of Emotion in Preference Consistency," *Journal of Consumer Research*, 36(2), 173-187. (A)

Griskevicius, Vladas, Michelle N. Shoita, and Stephen M. Nowlis (2010), "The Many Shades of Rose-Colored Glasses: An Evolutionary Approach to the Influence of Different Positive Emotions," *Journal of Consumer Research*, 37(2), 238-250. (A)

Lerner, Jennifer S., Deborah A. Small, and George Loewenstein (2004), "Heart Strings and Purse Strings - Carryover Effects of Emotions on Economic Decisions," *Psychological Science*, 15 (May), 337-41. (A)

Dunn, Lea; Hoegg, JoAndrea (2014), "The Impact of Fear on Emotional Brand Attachment," *Journal of Consumer Research*, 41 (June), 152-168. (A)

### **Week 14: Automatic Social Behavior (11/22/16)**

No class notes this week. It is a discussion week.

Dijksterhuis, Ap, Tanya L. Chartrand, and Henk Aarts (2007), "Effects of Priming and Perception on Social Behavior and Goal Pursuit," in *Social Psychology and the Unconscious: The Automaticity of Higher Mental Processes*, ed. John A. Bargh, New York, NY: Psychology Press, 51-131. (background)

Tanner, Robin J., Rosellina Ferraro, Tanya L. Chartrand, James R. Bettman, and Rick Van Baaren,(2008), "Of Chameleons and Consumption: The Impact of Mimicry on Choice and Preferences," *Journal of Consumer Research*, 34 (April), 754-766. (A)

Wilcox, Keith, Beth Vallen, Lauren Block, and Gavan J. Fitzsimons (2009), "Vicarious Goal Fulfillment: When the Mere Presence of a Healthy Option Leads to an Ironically Indulgent Decision," *Journal of Consumer Research*, 36 (October), 380-393. (A)

Hansen, Jochim, Florian Kutzner, and Michaela Wänke (2013), "Money and Thinking: Reminders of Money Trigger Abstract Construal and Shape Consumer Judgments," *Journal of Consumer Research*, 39 (April), 1154-1166. (A)

## **Week 15: Potpourri (11/29/16)**

No class notes this week. It is a discussion week.

Griskevicius, Vladas, Joshua M. Tybur, and Bram Van den Bergh (2010), "Going Green to be Seen: Status, Reputation, and Conspicuous Conservation," *Journal of Personality and Social Psychology*, 392-404.

Aggarwal, Pankaj and Ann McGill (2007), "Is that Car Smiling at Me? Schema Congruity as a Basis for Evaluating Anthropomorphized Products," *Journal of Consumer Research*, 44 (December), 468-479.

Mogilner, Cassie, Tamar Rudnic and Sheena S. Iyengar (2008), "The Mere Categorization Effect: How the Presence of Categories Increases Choosers' Perceptions of Assortment Variety and Outcome Satisfaction," *Journal of Consumer Research*, 35 (Aug), 202-215.

## **Guidelines for Critiquing of a (Quantitative) Research Article (Adapted from Louis Kruger, Northeastern University)**

You should focus your critique on the important strengths and weaknesses of the article. The following suggestions on article review should be viewed as a guide and should not be followed in a “lock-step” manner (i.e., you may critique 25% of the suggested areas). Try to approach the article on two levels: (a) overall coherence, consistency and logic of the argument (i.e., Do people really behave in this way? Are the findings generalizable?); and (b) specific strengths and weaknesses (i.e., Is the evidence provided in the article convincing?). Use concrete examples as means of illustrating your points.

1. Introduction / Background / Literature Review - Are the goals of the research clearly stated? Does the research have important practical and / or theoretical relevance? Are rationales clearly stated? Has the literature been adequately reviewed? Is extraneous material included? Do the researchers critically evaluate previous relevant research and or do they merely summarize? Does the review provide a solid justification for the goals of the research? Is the theoretical context of the problem clearly conveyed? (10% of critique)
2. Are hypotheses clearly and succinctly stated? Are hypotheses logical extensions of the literature reviewed? Are the hypotheses consistent with the goals of the research? Are the hypotheses testable? (20% of critique)
3. Method, Design, & Procedure - Do instruments and overall design adequately reflect the variables to be investigated? Do researchers present convincing evidence that instruments are reliable and valid? Are there important defects in the overall design of the study? What factors (if any) might have biased the subjects' behavior? (30% of Critique)
4. Analysis and Results - Are statistical procedures appropriate for the hypotheses? Were statistics used appropriately? Do you suspect that the researchers went on a “fishing trip”? Do you expect the researchers had different hypotheses when they started the project / designed the study? Do results clearly address each hypothesis? Do tables, figures, and the discussion of the results facilitate or obfuscate inferences about key hypothesis tests? (30% of Critique)
5. Conclusions and Implications - Are the conclusions justified by the results? Are statistically significant results practically significant? Do the researchers consider alternate explanations for the results (e.g., extraneous factors, competing theories)? Are practical and theoretical implications discussed (if both are relevant)? Are important implications neglected by the researchers? Are the limitations of the investigation addressed? Are future directions for research specified? (10% of Critique)