
CONSUMER BEHAVIOR I

Fall 2023

Course Logistics:

Classroom: 3-D3-SR01
Sessions: see class schedule
Office Hour: by appointment

Instructor:

Prof. Kurt Paul Munz
Depart. of Marketing - Room 4-D1-17
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Course Objectives

- (1) Develop a broad foundation of knowledge within psychology and marketing
- (2) Learn to critically evaluate theoretical and empirical aspects of behavioral research
- (3) Strengthen ability to identify, develop, review, and present ideas and research
- (4) Provide a starting point for deeper exploration into a topic of interest

Course description

The purpose of this course is to provide Ph.D. students with a solid foundation for critical thinking and research on the information processing and social psychology aspects of consumer behavior and marketing. Seminars will center around a discussion of assigned readings. Each session will be organized around a foundational topic in consumer behavior research in marketing and may include readings from psychology or other related fields. Students must read and critically evaluate the theories and empirical support presented in each of the assigned papers. They will also be asked to think critically about how the ideas were presented in terms of the craft of writing. The course will include exercises intended to build students' abilities to conduct and write reviews of others' research. Finally, students will be expected to synthesize the knowledge and skills acquired in the course to compose a research paper presenting their own ideas.

Grading

Class Participation	40%
Written Review	20%
Research Paper	40%

Class Participation

Individual participation will be evaluated based on your ability to contribute to an engaging and informative discussion during seminars. Attendance is required. Students must be prepared to discuss all assigned readings and provide their critical evaluation of the theory, methods, conclusions, and writing style.

Written Review

Each student will independently evaluate and write a review of an assigned research paper as though reviewing it for a journal. The review should be concise, critically evaluate the theory and empirical evidence, and make a publication recommendation to the editor. Please be collegial and courteous in discussing any shortcomings you may identify in the paper.

Research Paper

To complement the breadth of knowledge gained from the assigned readings, each student will additionally select a single topic within consumer behavior to master via independent and in-depth reading and will write a research paper on that topic. This paper should include an abstract, introduction, brief literature review, conceptual framework and hypotheses, study design and procedures, stimulus development, methods for testing, an analysis plan, and implications of the research. Data collection is not required. Papers are at maximum 20 pages (all inclusive) and must be written in *JCR* format. The research paper is intended to provide you with an opportunity to develop a research idea that may prove useful for future research activity in your area of interest. Due date to be discussed in class.

Classroom Etiquette

Checking and/or using a mobile phone during class is extremely rude and disrespectful to others. Such behavior is strictly forbidden during our seminars, and failure to fully engage in the discussions at all times will result in a grade of zero for class participation.

Assigned Readings

It is very important that you read all of the assigned papers thoroughly. They will form the basis for the class discussion. For each topic, I have made a conscious effort to select 1) review or conceptual papers that provide a broad overview, 2) classic empirical papers, and 3) contemporary empirical papers. As such, the reading list cannot cover all of the important papers in an area, or all of the important topics in the field. I recommend you read the papers in the order listed.

Faculty Bio

Kurt Munz is an assistant professor of marketing at Bocconi University. He takes an experimental approach to research in consumer behavior, focusing on consumer judgment and decision making. He holds a Ph.D. in Marketing from New York University's Stern School of Business along with graduate and undergraduate degrees in Marketing, Psychology and Communication from NYU and Rensselaer Polytechnic Institute. His research has appeared in *Marketing Science*, and he has presented his work at top business schools across the world. In addition to Consumer Behavior, he teaches Advanced Marketing Management to graduate students.



Class Schedule

Date & Time	Topic(s)	Note
Thursday, November 2, 2023 2.45pm - 6pm	1. Course Introduction 2. Information Sensation and Processing	Double-session
Tuesday, November 7, 2023 2.45pm - 4.15pm	3. Memory	
Thursday, November 9, 2023 2.45pm - 4.15pm	4. Consumption	
Tuesday, November 14, 2023 2.45pm - 4.15pm	5. Cognition	
Thursday, November 16, 2023 2.45pm - 4.15pm	6. Fluency	Assigned: Article to review
Tuesday, November 21, 2023 2.45pm - 4.15pm	7. Affect & Emotion	
Thursday, November 23, 2023 2.45pm - 4.15pm	8. Motivation	
Tuesday, November 28, 2023 2.45pm - 4.15pm	9. Goals	
Thursday, November 30, 2023 2.45pm - 4.15pm	10. Persuasion	
Tuesday, December 5, 2023 2.45pm - 4.15pm	11. Dissonance and Self-Perception	
Wednesday , December 6, 2023 10.15pm - 11.45pm	12. Self and Social Factors	Due: Written Review Assigned: Research Paper Different day / start time



Seminar Topics and Assigned Readings

1. Course Introduction

Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2017), "Name Similarity Encourages Generosity: A Field Experiment in Email Personalization," *Initial version submitted to Marketing Science and the reviews it received*.

Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2020), "Name Similarity Encourages Generosity: A Field Experiment in Email Personalization," *Marketing Science*, 39(6), 1071–91.

2. Information Sensation and Processing

Krishna, Aradhna (2012), "An Integrative Review of Sensory Marketing: Engaging the Senses to Affect Perception, Judgment and Behavior," *Journal of Consumer Psychology*, 22(3), 332–51.

Barnea, Uri, Robert J. Meyer, and Gideon Nave (2023), "The Effects of Content Ephemerality on Information Processing," *Journal of Marketing Research*, 60(4), 750–66.

Munz, Kurt P. and Vicki G. Morwitz (2023), "Not-so Easy Listening: How Listening to Options Affects Product Choice and Evaluation," *Working Paper*, (October).

3. Memory

Hoch, Stephen J. and Young-Won Ha (1986), "Consumer Learning: Advertising and the Ambiguity of Product Experience," *Journal of Consumer Research*, 13(2), 221–33.

Nedungadi, Prakash (1990), "Recall and Consumer Consideration Sets: Influencing Choice without Altering Brand Evaluations," *Journal of Consumer Research*, 17, 263–76.

Hamby, Anne, Ullrich Ecker, and David Brinberg (2020), "How Stories in Memory Perpetuate the Continued Influence of False Information," *Journal of Consumer Psychology*, 30(2), 240–59.

Recommended reading (but not discussed in class):

Alba, Joseph W. and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13(4), 411–54.

4. Consumption

Simonson, Itamar (1990), "The Effect of Purchase Quantity and Timing on Variety-Seeking Behavior," *Journal of Marketing Research*, 27(2), 150–62.

Nelson, Leif D. and Tom Meyvis (2008), "Interrupted Consumption: Disrupting Adaptation to Hedonic Experiences," *Journal of Marketing Research*, 45(6), 654–64.

Yoon, Heeyoung and Tom Meyvis (2023), "Consuming Regardless of Preference: Consumers Overestimate the Impact of Liking on Consumption," *Journal of Consumer Research*, forthcoming.

5. Cognition

- Maglio, Sam J. (2020), "Psychological Distance in Consumer Psychology: Consequences and Antecedents," *Consumer Psychology Review*, 3(1), 108–25.
- Plassmann, Hilke, John O'Doherty, Baba Shiv, and Antonio Rangel (2008), "Marketing Actions Can Modulate Neural Representations of Experienced Pleasantness," *Proceedings of the National Academy of Sciences*, 105(3), 1050–54.
- Bushong, Benjamin, Lindsay M. King, Colin F. Camerer, and Antonio Rangel (2010), "Pavlovian Processes in Consumer Choice: The Physical Presence of a Good Increases Willingness-to-Pay," *American Economic Review*, 100(September), 1556–71.

6. Fluency

- Schwarz, Norbert (2012), "Feelings-as-Information Theory," in *Handbook of Theories of Social Psychology: Volume 1*, ed. Paul A. M. Van Lange, Arie W. Kruglanski, and E. Tory Higgins, London: Sage Publications, 289–308.
- Novemsky, Nathan, Ravi Dhar, Norbert Schwarz, and Itamar Simonson (2007), "Preference Fluency in Choice," *Journal of Marketing Research*, 44(3), 347–56.
- Alter, Adam L., Daniel M. Oppenheimer, Nicholas Epley, and Rebecca N. Eyre (2007), "Overcoming Intuition: Metacognitive Difficulty Activates Analytic Reasoning," *Journal of Experimental Psychology: General*, 136(4), 569–76.

7. Affect and Emotion

- Barrett, Lisa Feldman (2012), "Emotions Are Real," *Emotion*, 12(3), 413–29.
- 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(5), 337–41.
- Botti, Simona, Kristina Orfali, and Sheena S. Iyengar (2009), "Tragic Choices: Autonomy and Emotional Responses to Medical Decisions," *Journal of Consumer Research*, 36(3), 337–52.

8. Motivation

- Higgins, E. Tory (1998), "Promotion and Prevention: Regulatory Focus as a Motivational Principle." In *Advances in Experimental Social Psychology*, vol. 30, pp. 1-46. Academic Press.
- Griskevicius, Vladas and Douglas T. Kenrick (2013), "Fundamental Motives: How Evolutionary Needs Influence Consumer Behavior," *Journal of Consumer Psychology*, 23(3), 372–86.
- Chen, Qihui, Yajin Wang, and Nailya Ordabayeva (2023), "The Mate Screening Motive: How Women Use Luxury Consumption to Signal to Men," *Journal of Consumer Research*, forthcoming.

9. Goals

- 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(1), 39–58.
- Bonezzi, Andrea, C. Miguel Brendl, and Matteo De Angelis (2011), "Stuck in the Middle: The Psychophysics of Goal Pursuit," *Psychological Science*, 22(5), 607–12.
- Dhar, Ravi, Joel Huber, and Uzma Khan (2007), "The Shopping Momentum Effect," *Journal of Marketing Research*, 44 (3), 370–78.

10. Persuasion

- Tormala, Zakary L. and Pablo Briñol (2015), "Attitude Change and Persuasion: Past, Present, and Future Directions," in *The Cambridge Handbook of Consumer Psychology*, ed. Michael I. Norton, Derek D. Rucker, and Cait Lamberton, Cambridge: Cambridge University Press, 29–64.
- Cialdini, Robert B. (2001), "The Science of Persuasion," *Scientific American*, 284(2), 76–81.
- Berger, Jonah (2014), "Word of Mouth and Interpersonal Communication: A Review and Directions for Future Research," *Journal of Consumer Psychology*, 24(4), 586–607.

11. Dissonance & Self-Perception

- Harmon-Jones, Eddie, Joel Armstrong, and James M. Olson (2018), "The Influence of Behavior on Attitudes," in *The Handbook of Attitudes, Volume 1: Basic Principles*, ed. Dolores Albarracín and Blair T. Johnson, New York: Routledge, 404–49.
- Ge, Xin, Neil Brigden, and Gerald Häubl (2015), "The Preference-Signaling Effect of Search," *Journal of Consumer Psychology*, 25(2), 245–56.
- Munz, Kurt P., Adam Eric Greenberg, and Vicki G. Morwitz (2023) "Bounded Rationalization: The Role of Acceptance in Post-Choice and Post-Assignment Rationalization," *Working Paper* (July).

12. Self & Social Factors

- Huh, Young Eun, Joachim Vosgerau, and Carey K. Morewedge (2014), "Social Defaults: Observed Choices Become Choice Defaults," *Journal of Consumer Research*, 41 (3), 746–60.
- Longoni, Chiara, Andrea Bonezzi, and Carey K. Morewedge (2019), "Resistance to Medical Artificial Intelligence," *Journal of Consumer Research*, 46(4), 629–50.
- Mohsenin, Shahryar and Kurt P. Munz (2023) "Gender-Ambiguous Voices and Social Disfluency," *Working Paper* (September).

