



## ***Dissertation Seminar*** **Consumer Behavior**

*Academic Year:* **2017/2018**

*Semester:* **1st**

*Instructor(s):* **Daniel Fernandes**

*Max. Number of Students:* **4**

### *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.

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### *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. Maximum number of students is three. Attendance policy requires actual presence.

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### *Sessions:*

#### **Session 1 (September 8<sup>th</sup>): 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 15<sup>th</sup>): 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 Wertenbroch (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 22<sup>nd</sup>): 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 29<sup>th</sup>): 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 6<sup>th</sup>): Introduction to Experimental Method and Data Analysis with SPSS**

#### **Session 6 (October 13<sup>th</sup>): Introduction to Experimental Method and Data Analysis with SPSS**

#### **Session 7 (October 20<sup>th</sup>): Presentation of student's research questions**

#### **Session 8 (October 27<sup>th</sup>): Presentation of student's literature review**

#### **Session 9 (November 3<sup>rd</sup>): Presentation of student's empirical strategy**

#### **Session 10 (November 10<sup>th</sup>): Presentation of student's preliminary findings**

#### **Session 11 (November 17<sup>th</sup>): Presentation of student's final findings**

#### **Session 12 (November 24<sup>th</sup>): Presentation of student's final findings**

#### **Session 13 (December 4<sup>th</sup>): Preliminary draft of the thesis**

## Session 14 (December 11<sup>th</sup>): Final draft of the thesis

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### Biography:

Daniel Fernandes serves as an Assistant Professor of Marketing at Católica Lisbon School of Business and Economics, Universidade Católica Portuguesa. In 2013, he obtained a PhD in Marketing at Erasmus University. Daniel's research interest centers on transformative consumer research and includes consumers' memory, planning, financial literacy, decision-making, self-regulation and political ideology. In the financial domain, he investigates the role of financial knowledge on financial decision-making and the factors that explain this relationship. Outside of the financial domain, Daniel studies consumers' memory and when reminders help consumers to complete their tasks. He was a visiting research scholar at the Leeds School of Business, University of Colorado-Boulder, in 2010.

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### Deadlines:

The full list of dates and deadlines can be consulted [here](#).