



Dissertation Seminar
Marketing and Hedonic Experiences

Academic Year: **2017/2018**

Semester: **1st**

Instructor(s): **João Niza Braga**

Max. Number of Students: **6**

Seminar Description:

Did you enjoy your last night in that new bar? How pleasant was your date that night? How about your last shopping experience, would you go to that store and buy that brand again? And how much pleasure will you get from that trip to (insert favorite destination) you are dreaming about? Do you remember that extra tequila shot you shouldn't have had? When will you drink tequila again? And finally, how cool is this dissertation seminar going to be?

What all these questions have in common is that they ask you to think about and judge your hedonic experiences, either your past consumer experiences (exclude date from the list, or not) your present or your future consumer experiences.

It is essential for marketers to understand what consumers like and dislike because consumers' representations of hedonic experiences are expected to guide consumer motivations, choices, and product and brand preferences.

However, consumer research has consistently shown that not only consumers show inconsistent preferences as they fail to predict what they will like in the future or how they remember what they experienced in the past.

This seminar examines research on how consumers represent their hedonic experiences and how these representations are used to make consumer decisions, in order to build insights for marketers on how to guide consumer choices and product and brand preferences.

Seminar Content:

Review of research on how consumers represent hedonic experiences

Review of research on how intuitions guide consumer behaviors

Introduction to behavioral research methods in consumer behavior and marketing

Development scientific communication skills and dissertation writing skills



Seminar Objectives:

1. Develop research skills in consumer behavior and human intuition
2. Develop an understanding of the psychological variables underlying consumer behavior
3. Train students on scientific communication
4. Development of significant inputs for the field of marketing, practice and theory

Bibliography / Recommended Textbook(s) / Additional Readings:

Alba, J. W., & Williams, E. F. (2013). Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology*, 23(1), 2-18.

Fredrickson, B. L. (2000). Extracting meaning from past affective experiences: The importance of peaks, ends, and specific emotions. *Cognition & Emotion*, 14, 577 -606.

Medvec, V. H., Madey, S. F., & Gilovich, T. (1995). When less is more: counterfactual thinking and satisfaction among Olympic medalists. *Journal of personality and social psychology*, 69, 603-610.

Norton, M. I., Mochon, D., & Ariely, D. (2012). The IKEA effect: When labor leads to love. *Journal of Consumer Psychology*, 22, 453–460.

Trope, Yaacov, Nira Lieberman, and Cheryl Wakslak (2007), "Construal Levels and Psychological Distance: Effects on Representation, Prediction, Evaluation, and Behavior," *Journal of Consumer Psychology*, 17 (2), 83-95.

Wilson, T. D., & Gilbert, D. T. (2005). Affective forecasting: Knowing what to want. *Current Directions in Psychological Science*, 14, 131–134.

Biography:

João Niza Braga received his Master and Ph.D in Psychology from the University of Lisbon. His research on how people use intuition to make decisions, judgments and predictions about others' personality, performance and random events has been published in academic journals. He is currently interested in examining how intuition is used to make sense of hedonic experiences in order to guide future consumer choices, economical decisions and social interactions in the workplace. He was a visiting researcher at the Indiana University and at New York University. He joined Universidade Católica in September 2016, where he teaches in Master's programs at the Faculty of Human Sciences and Católica Lisbon School of Business and Economics.



Contact(s) and Office Hours:

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Office hours: by email appointment

Schedule:

Session 1 (20th September 2017, 11h-13h, room #)

- Presentation and discussion of the research seminar and reference list
- Hedonic experiences in consumer research
- Guidelines on how to develop a good research proposal and a literature review

Session 2 (27th September 2017, 11h-13h, room #)

- The role of intuition on consumer judgment and decision-making
- The role of intuition on the construction of hedonic experiences and preferences
- Development and discussion of a research proposals
- (assignment 1 - Presentation and discussion of research topics and research questions)

Session 3 (4th October 2017, 11h-13h, room #)

- Students' presentation and discussion of research topics and research questions
- Introduction to experimental research methods in consumer research
- Discussion of hypothesis and methodology
- (assignment 2 - Presentation of the conceptual framework, hypothesis and methods)

Session 4 (11th October 2017, 11h-13h, room #)

- Student's presentation and discussion of the conceptual framework, hypothesis and methods
- Methodology refinement
- (assignment 3 - Literature review – send by email by October 31)

Session 5 (25th October 2017, 11h-13h, room #)

- Students' presentation and discussion of the structure for the literature review
- (assignment 4 - Methodology refinement and materials)

Session 6 (8th November 11h-13h, room #) – individual sessions.

- Student's presentation and discussion of final methodology and materials.
- Feedback on the literature review
- Data collection and data analysis guidelines.
- (assignment 5 - Data Collection and data analysis – send by email by November 20th)

Session 7 (29th November 11h-13h, room #) - individual sessions.

- Feedback and discussion of results
- (assignment 6 – Results' improvement and conclusions development)

Session 8 (13th December, 11h-13h, room #) - individual sessions Conclusion chapter

- Evaluation and overall final thesis comments
- (assignment 8 - Inclusion of final comments)

Deadlines:

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