

ADVANCED TOPICS IN CONSUMER BEHAVIOR (CB II)
MKT 968 Spring 2005

Faculty Contact:

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Class Meeting Time:

Fri 1-4

Description:

The purpose of this graduate seminar is to investigate advanced topics in consumer behavior. The class will be organized in a way that allows you to 1) gain depth in important areas of consumer behavior research identified by faculty; 2) gain exposure to various faculty in marketing and their research values and styles; and 3) develop and advance your own research interests.

Student and Faculty Participation:

Students with a variety of backgrounds and research interests are welcome to participate in this graduate seminar. Although the course is designed for marketing ph.d. students and taught by marketing faculty, it is relevant to students who are interested in behavioral research in a variety of other disciplines (e.g., management, accounting, health sciences, psychology). Professor Bolton is responsible for organizing the course and coordinating faculty participation, and she should be contacted regarding administrative matters. Faculty from the marketing department will lead seminar topics in their areas of expertise as follows.

Schedule:

Session	Faculty	Topic
Jan 14 th	Iacobucci	SEM in Behavioral Research
Jan 21 st	Williams	Non-conscious Processes
Jan 28 th	Williams	Affect
Feb 4 th	Meyer	BDT Choice Models
Feb 11 th	Meyer	
Feb 18 th	Hutchinson	
Feb 25 th	Hutchinson	
Mar 4 th	Kahn	Decision-Making over Time
Mar 11 th	No class	SPRING BREAK
Mar 18 th	Hoch	Anchoring and Adjustment
Mar 25 th	Kahn	Variety and Assortment
Apr 1 st	Niedermeier	Mental Simulation
Apr 8 th	Hoch	Impulse Buying and Self-Control
Apr 15 th	Small	Decision-Making
Apr 22 nd	No class	Final Paper Due

IMPORTANT:

- 1) The first day of class will run for the full time period. Please contact the marketing office ahead of time to obtain and prepare the readings for this class.
- 2) Meeting dates/times for classes may occasionally be changed to accommodate faculty schedules. The cooperation of students is appreciated.

Evaluation:

Class participation: It is vital that each student come to the seminar prepared to discuss each primary article in depth and to present your ideas about the major ideas, contributions, or shortcomings of each article. What you get out of this course depends upon what you – and your fellow students – put into it. You cannot expect to develop your research skills by passively attending class and taking careful notes. You should actively listen and think critically about the concepts and issues raised. You should be willing and able to present your analysis and viewpoint to the class when the opportunity presents itself.

Q-mails: To encourage quality participation in class, students will be required to prepare questions prior to each class. Questions must be submitted by all students (whether taking the course for credit or auditing). You should email your questions to the faculty leading the session in advance of each week's session (minimum 3 questions, maximum length 1 page, due 24 hours before class starts). These questions can be conceptual, methodological and/or substantive in nature, inspired by or related to one or more of the papers assigned for that week. Questions should be thoughtful and thought-provoking; answers are not required.

Final paper: Students taking the class for credit must submit a research paper (due to the course coordinator on the last day of class). This in-depth research paper should identify a research problem and then either: a) review and integrate prior literature to develop a theoretical contribution in the area (i.e., a conceptual paper); or b) develop a theory and hypotheses and describe a research method to test your hypotheses (i.e., a research proposal). (If you have another idea for your paper, please consult the course coordinator in advance.) Papers are typically 25 pages in length and written in either JCR or APA format. The final paper is intended to provide students with an opportunity to develop research ideas that may prove useful for future research activity in their area of interest. For students who take this course for credit, grading will be weighted 80% on the final paper and 20% on class participation

Academic Integrity:

All University policies regarding Academic Integrity must be followed. Transgressions will result in a grade of zero and judicial proceedings. You are encouraged to discuss papers and assignments with your fellow students and professors, but the written work must be completed on an individual basis. You cannot submit work in this class that you have submitted (or intend to submit) in another class. It is critical to attribute ideas, indirect and direct quotes, and any other materials to their proper source. Bottom line: Do not cheat. Do not plagiarize. Do not pass off others' work or ideas as your own. Always cite *all* reference materials that you use. When in doubt, err on the safe side. If issues of academic integrity arise in this class, consult the instructor *immediately*. For further information, consult your student handbook or visit the University site: <http://www.college.upenn.edu/rules/integrity.html>.

Readings

Faculty will identify a set of approximately 3-6 readings for each session. These readings will be available either via webCafé and/or for pick-up by students one week in advance from Kim Taylor, Administrative Assistant in Marketing (7th floor JMHH).
IMPORTANT: You must obtain a Wharton computing account to access webCafé. Please refer to webCafé for an up-to-date listing of readings throughout the semester.

READING LIST (DRAFT AS OF 6 DEC 04)

SEM in Behavioral Research (Prof. Iacobucci)

TBA

Note: This session is relatively methods-oriented compared to subsequent sessions.

Non-Conscious Processes (Prof. Williams)

- Greenwald, A. G., & Banaji, M. R. (1995). Implicit social cognition: Attitudes, self-esteem, and stereotypes. *Psychological Review*, 102, 4-27.
- Jacoby, Larry L. (1991), "A process dissociation framework: separating automatic from intentional uses of memory," *Journal of Memory and Language*, 30, 513-541.
- Bargh, J. A. (1994). The Four Horsemen of automaticity: Awareness, efficiency, intention, and control in social cognition. In R. S. Wyer, Jr., & T. K. Srull (Eds.), *Handbook of social cognition* (2nd ed., pp. 1-40). Hillsdale, NJ: Erlbaum.
- Janiszewski (1993), "Preattentive Mere Exposure Effects," *Journal of Consumer Research*, 20 (December), 376-392.
- 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.
- Williams, Patti, Gavan J. Fitzsimons and Lauren G. Block (forthcoming), "When Consumers Don't Recognize 'Benign' Intentions Questions as Persuasion Attempts," *Journal of Consumer Research*

Affect (Prof. Williams)

- Smith, Craig A. and Phoebe C. Ellsworth (1985), "Patterns of Cognitive Appraisal in Emotion," *Journal of Personality and Social Psychology*, 48 (4), April, pp. 813-838.
- Larsen, Jeff T., A. Peter McGraw and John T. Cacioppo (2001), "Can People Feel Happy and Sad at the Same Time?" *Journal of Personality and Social Psychology*, 81(4), 684-696.
- Pham, Michel Tuan, Joel B. Cohen, John W. Pracejus and G. David Hughes (2001), "Affect Monitoring and the Primacy of Feelings in Judgments," *Journal of Consumer Research*, 28 (September), 167-188.
- Richins, Marsha L. (1997), "Measuring Emotions in the Consumption Experience," *Journal of Consumer Research*, 24 (September), 127-146.
- Keller, Punam Anand and Lauren Goldberg Block (1996), "Increasing the Persuasiveness of Fear Appeals: The Effect of Arousal and Elaboration," *Journal of Consumer Research*, 22 (March), 448-460.
- Pham, Michel Tuan and Rajogopal Ragunathan (1999), "All Negative Moods are Not Equal: Motivational Influences of Anxiety and Sadness on Decision Making," *Organizational Behavior and Human Decision Processes*, 79 (July), 56-77.

BDT and Choice Models I (Prof. Meyer)

- Tversky (1972), "Elimination by Aspects," *Psych. Review*, 79 (4): 281-299.
- Johnson, Meyer & Ghose (1989), "When Choice Models Fail: Compensatory Models in Negatively Correlated Environments," *Journal of Marketing Research*, XXVI, 255-270.
- Meyer & Kahn (#####), "Probabilistic Models of Consumer Choice Behavior," in *Handbook of Consumer Behavior*, 85-123.
- Dawes & Corrigan (1974), "Linear Models in Decision Making," *Psych. Bulletin*, 81 (2), 95-106.

- Heath & Chatterjee (1995), "Asymmetric Decoy Effects...", *Journal of Consumer Research*, 22 (3), 268-284.
- Huber, Payne & Puto (1982), "Adding Asymmetrically Dominated alternatives...", *Journal of Consumer Research*, 9: 90-98.
- Huber & Puto (1983), "Market Boundaries and Product Choice: Illustrating Attraction and Substitution Effects," *Journal of Consumer Research*, 10: 1, 31-44.
- Johnson & Meyer (1984), "Compensatory Choice Models of Noncompensatory Processes: The Effect of Varying Context," *Journal of Consumer Research*, 11 (1), 528-541.
- Tversky, Slovic & Sattah (1988), "Contingent Weighting in Judgment and Choice," *Psych. Review*, 95 (3): 371-384.

BDT and Choice Models II (Prof. Meyer)

- Dhow, Nowlis & Sherman (1999), "Comparison Effects on Preference Construction," *Journal of Consumer Research*, 26 (3): 293-306.
- Simonson (1989), "Choice Based on Reasons: The Case of Attraction and Compromise Effects," *Journal of Consumer Research*, 16 (2), 158-174.
- Simonson & Tversky (1992), "Choice in Context: Tradeoff Contrast and Extremeness Aversion," *Journal of Marketing Research*, XXIX, 281-295.
- Tversky & Simonson (1993), "Context-Dependent Preferences," *Management Science*, 39 (10): 1179-89.
- Mellers & Biagini (1994), "Similarity and Choice," *Psych. Review*, 101 (3), 505-518.

Judgment and Decision Making 1 (Prof. Hutchinson):

- Camerer (1995--written circa 1992; handout)
- Mellers, Schwartz, and Cooke (1998), "Judgment and Decision Making," *Annual Review of Psychology*, 49: 447-77.
- Hastie (2001), "Problems for Judgment and Decision Making," *Annual Review of Psychology*, 52: 653-83.
- Wakker (2004; handout)

Note: The first three are review papers and should provide a sense of research trends over the past 15 - 20 years, in addition to an introduction to the basic findings, models, and theoretical positions. Reid Hastie's paper uses the interesting organizational device of identifying the 16 most important problem. Come to class with a short list of five problems that are of greatest interest to you personally. (Your Q-mail can be about anything, as usual.) In contrast to the first three, the fourth paper is a theoretical analysis of a very specific issue. I think it's interesting in its own right, and it provides a nice "comprehension test" of the first three.

Judgment and Decision Making 2 (Prof. Hutchinson)

- McGraw, Tetlock & Kristel (2003), "The Limits of Fungibility: Relational Schema and the Valuation of Things," *Journal of Consumer Research*, 30: 219-229.
- Thaler and Sunstein (2003), "Libertarian Paternalism," *American Economic Review*, 93 (2), 175-9.
- Barberis and Thaler (2003), "A Survey of Behavioral Finance," Chapter 18 in the *Handbook of the Economics of Finance* (ed. Constantinides et al.), 1053-1123.

- Janiszewski, Silk & Cooke (2003), "Different Scales for Different Frames...", *Journal of Consumer Research*, 30: 311-325.
- Arkes (1991), "Costs and Benefits of Judgment Errors: Implications for Debiasing," *Psych. Bulletin*, 110 (3): 486-498.
- Hsee et al. (2003), "Medium Maximization," *Journal of Consumer Research*, 30: 1-14.
- Kerr and Tindale (2004), "Group Performance and Decision-Making," *Annual Review of Psychology*, 55: 623-655.

Decision-Making over Time (Prof. Kahn)

- Read, Loewenstein & Kalyanaram (1999), "Mixing Virtue and Vice...", *Journal of Behavioral Decision-Making*, 12 (4), 257-273.
- Drolet (2002), "Inherent Rule Variability in Consumer Choice: Changing Rules for Change's Sake," *Journal of Consumer Research*, 29 (3): 293-305.
- Ratner, Kahn & Kahneman (1999), "Choosing Less-Preferred Experiences for the Sake of Variety," *Journal of Consumer Research*, 26 (1), 1-15.
- Novemsky & Ratner (2003), "The Time Course and Impact of Consumers' Erroneous Beliefs about Hedonic Contrast Effects," *Journal of Consumer Research*, 29 (4), 507-516.
- Gilbert et al. (1998), "Immune Neglect: A Source of Durability Bias in Affective Forecasting," *Journal of Personality and Social Psychology*, 75 (3): 617-638.

Anchoring & Adjustment (Prof. Hoch)

- Hoch & Schkade (1996), "A Psychological Approach to Decision Support Systems," *Management Science*, 42 (1), 51-64.
- Wansink, Kent & Hoch (1998), "An Anchoring and Adjustment Model of Purchase Quantity Decisions," *Journal of Marketing Research*, XXXV (Feb), 71-81.
- Hoch (1987), "Perceived Consensus and Predictive Accuracy: The Pros and Cons of Projection," *Journal of Personality and Social Psychology*, 53 (2), 221-234.

Mental Simulation (Prof. Niedermeier)

TBA

Variety & Assortment (Prof. Kahn)

- Ariely & Levav (2000), "Sequential Choice in Group Settings: Taking the road less traveled and less enjoyed," *Journal of Consumer Research*, 27 (3), 279-290.
- Ratner & Kahn (2002), "The impact of Private versus Public Consumption on Variety Seeking Behavior," *Journal of Consumer Research*, 29 (2), 246-257.
- Kahn & Wansink (2004), "The Influence of Assortment Structure on Perceived Variety and Consumption Quantities," *Journal of Consumer Research*, 30 (Mar), 519-533.
- Inman (2001), "The Role of Sensory-Specific Satiety in Attribute-Level Variety-Seeking," *Journal of Consumer Research*, 28 (1), 105-120.
- Iyengar & Lepper (2000), "When Choice is Demotivating: Can One Desire Too Much of a Good Thing?" *Journal of Personality and Social Psychology*, 79 (6), 995-1006.

Impulse Buying & Self-Control (Prof. Hoch)

- Herrnstein & Prelec (1991), "Melioration: A Theory of Distributed Choice," *J. Economic Perspectives*, 5 (3), 137-156.
- Hoch & Loewenstein (1991), "Time-inconsistent Preferences and Consumer Self-Control," *Journal of Consumer Research*, 17: 492-507.
- Wertenbroch (1998), "Consumption Self-Control by Rationing Purchase Quantities of Virtue and Vice," *Marketing Science*, 17 (4), 317-337.

Decision-Making (Prof. Small)

TBA