

Course Syllabus - BA 591
Special Topics in Consumer Research
Jim Bettman – Spring 2007

Purpose:

The purpose of this seminar is to examine recent work in, or relevant to, consumer research. We will select a set of topics to be considered over the semester, often triggered by a new article of particular interest or student interests. For each topic considered, a few articles will be chosen, and we will read and discuss those. Our goals will be to gain exposure to the latest ideas in consumer research and to develop research ideas. In particular, **each week we should generate in class the design/idea for at least one new study in the focal topic area.**

Classes will be held in Seminar Room 2 of the Academic Center of the Fuqua School on Wednesdays from 1:15-3:45. The first class is Wednesday, January 17. There is no class on March 14, which is Duke's spring break, and the last class is April 18.

Student Responsibilities:

Each student should come to the seminar prepared to discuss each article in depth and to present their ideas about the major ideas, contributions, or shortcomings of each article if asked to do so. Students should also examine the research ideas of the other students, as described next.

As noted above, we will also generate an idea for a study each week. Each student will be responsible for writing up an approximately one-page (double-spaced) note for each class focusing on an idea for a study that relates to that week's readings, e.g., a new study or studies designed to extend a particular paper or to build a bridge between papers. Please specify the research question, why it is important, and a brief overview of the proposed design (e.g., the independent and dependent variables) and hypotheses. I may call on people in class to outline their ideas. Please submit your ideas to me no later than 5 pm on the Tuesday before the class so that I and the other students can examine them. I will forward these ideas to each class member. I will also send out copies of the papers for each session via email.

Finally, each student will be expected to do a research paper, which can be a critical literature review, a design for a study, etc. I will set aside 1-2 hours at specific times during the semester when we will discuss preliminary ideas for the papers, and I will ask each student to present an idea at those times. Papers are typically 20-30 pages in length and will be due by 12n on May 4, the Friday of exam week. On March 28 we will have each student present their paper idea for roughly 10-15 minutes; please prepare a brief set of overheads outlining your idea (no more than 2-3) that you will present; try to keep your presentation to 5 minutes or so in order to allow time for feedback from me and the others in the class.

Papers for BA591, Fall 2007

Session 1 – Recent Research on Emotion – January 17, 2007

- a. Han, Seunghee, Jennifer S. Lerner, and Dacher Keltner (forthcoming), “Feelings and Consumer Decision Making: The Appraisal-Tendency Framework,” *Journal of Consumer Psychology*.
- b. Cavanaugh, Lisa A., James R. Bettman, Mary Frances Luce, and John W. Payne (forthcoming), “Appraising the Appraisal-Tendency Framework,” *Journal of Consumer Psychology*.
- c. Van Boven, Leaf, and Lawrence Ashworth (forthcoming), “Looking Forward, Looking Back: Anticipation is More Evocative Than Retrospection,” *Journal of Experimental Psychology: General*.

Session 2 – Choice and Self-Expression – January 24, 2007

- a. Kim, Heejung S. and David K. Sherman (2007), “Express Yourself”: Culture and the Effect of Self-Expression on Choice,” *Journal of Personality and Social Psychology*, 92 (January), 1-11.
- b. Kim, Heejung S. and Aimee Drolet (2003), “Choice and Self-Expression: A Cultural Analysis of Variety-Seeking,” *Journal of Personality and Social Psychology*, 85 (August), 373-382.
- c. Kitayama, Shinobu, Alana Conner Snibbe, Hazel Rose Markus, and Tomoko Suzuki (2004), “Is There Any “Free” Choice? Cognitive Dissonance in Two Cultures,” *Psychological Science*, 15 (August), 527-533.

Session 3 – Individualism/Collectivism – January 31, 2007

- a. Brewer, Marilynn B. and Ya-Ru Chen (2007), “Where (Who) Are Collectives in Collectivism? Toward Conceptual Clarification of Individualism and Collectivism,” *Psychological Review*, 114 (January), 133-152.
- b. Ferraro, Rosellina, James R. Bettman, and Tanya L. Chartrand (2006), “The Power of Strangers: The Effects of Minimal Social Interactions on Brand Choice,” Working Paper.

Session 4 – Non-Conscious Goals – February 7, 2007

- a. Chartrand, Tanya L., Joel Huber, Baba Shiv, and Robin J. Tanner (2006), “Nonconscious Goals and Consumer Choice,” Working Paper.
- b. Custers, Ruud and Henk Aarts (2005), “Positive Affect as Implicit Motivator: On the Nonconscious Operation of Behavioral Goals,” *Journal of Personality and Social Psychology*, 89 (August), 129-142.
- c. Simonson, Itamar (2005), “In Defense of Consciousness: The Role of Conscious and Unconscious Inputs in Consumer Choice,” *Journal of Consumer Psychology*, 15 (3), 211-217.

Session 5 – Self-Control and Glucose – February 14, 2007

- a. Galliot, Matthew T., Roy F. Baumeister, C. Nathan DeWall, Jon K. Maner, E. Ashby Plant, Dianne M. Tice, Lauren E. Brewer, and Brandon J. Schmeichel (2007),

“Self-Control Relies on Glucose as a Limited Energy Source: Willpower is More Than a Metaphor,” *Journal of Personality and Social Psychology*, 92 (February), 325-336.

Session 6 – Moral Hazard in Consumer Behavior – February 21, 2007

- a. Wansink, Brian and Pierre Chandon (2006), “Can “Low-Fat” Nutrition Labels Lead to Obesity?” *Journal of Marketing Research*, 43 (November 2006), 605-617.
- b. Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2006), “Does Marketing Products as Remedies Create ‘Get Out of Jail Free Cards?’ ” *Journal of Consumer Research*, 33 (June 2006), 71-81.
- c. Fitzsimons, Gavan J., Joseph C. Nunes, and Patti Williams (2007), “License to Sin: The Liberating Role of Reporting Expectations,” *Journal of Consumer Research*, 34.

Session 7 – What Makes Ideas “Sticky?” – February 28, 2007

- a. Heath, Chip and Dan Heath (2007), *Made to Stick*, New York: Random House, pp. 3-24.
- b. Dutton, Yulia Chentsova and Chip Heath (2007), “Cultural Evolution: Why Are Some Cultural Variants More Successful Than Others?” Working Paper.
- c. Heath, Chip, Chris Bell, and Emily Sternberg (2001), “Emotional Selection in Memes: The Case of Urban Legends,” *Journal of Personality and Social Psychology*, 81 (December), 1028-1041.
- d. Berger, Jonah A. and Chip Heath (2005), “Idea Habitats: How the Prevalence of Environmental Cues Influences the Success of Ideas,” *Cognitive Science*, 29 (March-April), 195-221.

Session 8 – Disgust, the Sequel – March 7, 2007

- a. Morales, Andrea C. and Gavan J. Fitzsimons (in press), “Product Contagion: Changing Consumer Evaluations through Physical Contact with “Disgusting” Products,” *Journal of Marketing Research*.
- b. 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), 337-341.
- c. Wheatley, Thalia and Jonathan Haidt (2005), “Hypnotic Disgust Makes Moral Judgments More Severe,” *Psychological Science*, 16 (October), 780-784.
- d. Han, Seunghee and Jennifer S. Lerner (2006), “When the Status Quo Turns Sour: Robust Effects of Incidental Disgust on Economic Transactions,” Working Paper.

Session 9 – Significant Others and Goals – March 21, 2007

- a. Chartrand, Tanya L., Amy N. Dalton, and Gavan J. Fitzsimons (in press), “Nonconscious Relationship Reactance: When Significant Others Prime Opposing Goals,” *Journal of Experimental Social Psychology*.
- b. Fitzsimons, Gráinne and John A. Bargh (2003), “Thinking of You: Nonconscious Pursuit of Interpersonal Goals Associated with Relationship Others,” *Journal of Personality and Social Psychology*, 84 (January), 148-164.
- c. Shah, James (2003), “The Motivational Looking Glass: How Significant Others

Implicitly Affect Goal Appraisals,” *Journal of Personality and Social Psychology*, 85 (September), 424-439.

Session 10 – Student Paper Idea Presentations – March 28, 2007

Session 11 – Health Communication – April 4, 2007

- a. Menon, Geeta, Lauren G. Block, and Suresh Ramanathan (2002), “We’re at as Much Risk as We Are Led to Believe: Effects of Message Cues on Judgments of Health Risk,” *Journal of Consumer Research*, 28 (March), 533-549.
- b. Keller, Punam Anand, Isaac M. Lipkus, and Barbara K. Rimer (2003), “Affect, Framing, and Persuasion,” *Journal of Marketing Research*, 40 (February), 54-64.
- c. Agrawal, Nidhi, Geeta Menon, and Jennifer L. Aaker (2007), “Getting Emotional About Health,” *Journal of Marketing Research*, 44 (February), 100-113.

Session 12 – Regret – April 11, 2007

- a. Zeelenberg, Marcel and Rik Pieters (2007), “A Theory of Regret Regulation 1.0,” *Journal of Consumer Psychology*, 17 (1), 3-18.
- b. Inman, J. Jeffrey (2007), “Regret Regulation: Disentangling Self-Reproach from Learning,” *Journal of Consumer Psychology*, 17 (1), 19-24.
- c. Roese, Neal J., Amy Summerville, and Florian Fessel (2007), “Regret and Behavior: Comment on Zeelenberg and Pieters,” *Journal of Consumer Psychology*, 17 (1), 25-28.
- d. Pieters, Rik and Marcel Zeelenberg (2007), “A Theory of Regret Regulation 1.1,” *Journal of Consumer Psychology*, 17 (1), 29-35.

Session 13 – Emotion and Self-Focus – April 18, 2007

- a. Cryder, Cynthia E., Jennifer S. Lerner, James J. Gross, and Ronald E. Dahl (2007), “The Material Self: Sadness, Self-Focus, and Spending,” Working Paper.
- b. Silvia, Paul J., Ann G. Phillips, Miriam K. Baumgartner, and Emily L Maschauer (2006), “Emotion Concepts and Self-Focused Attention: Exploring Parallel Effects of Emotional States and Emotional Knowledge,” *Motivation and Emotion*, 30 (September), 229-235.
- c. Campbell, R. Sherlock and James W. Pennebaker (2003), “The Secret Life of Pronouns: Flexibility in Writing Style and Physical Health,” *Psychological Science*, 14 (January), 60-65.