

**M651  
Consumer Behavior  
Spring 2007**

Instructor: H. Shanker Krishnan  
Class time: 9 am to 12 noon on Wednesday  
Classroom: BU 328B (Marketing Conference room)  
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Objectives

1. To familiarize you with theories and research pertaining to consumer behavior.
2. To give you a strong foundation for critical thinking in the area of consumer behavior.

The main objective of this course is to provide you with a strong foundation for critical thinking in the area of consumer decision making. This will entail familiarity with a fairly extensive body of literature pertaining to consumer behavior. But it also will require you to gain insight into certain basic disciplines. As a field of inquiry, consumer behavior is heavily influenced by both cognitive psychology/information processing and social psychology, and also by behavioral theory and sociology. To study consumer decision-making, therefore, you will need to know something of these areas too. But the primary focus of the course goes well beyond the assimilation of relevant literature to analytical thought regarding your reading of consumer research. As such, you should develop skills that allow you to critically evaluate the various perspectives, theories, and methodologies that form the field.

The readings provide a focus for the course. They represent past and present work in consumer behavior and related disciplines. When you read these, try to understand the authors' perspective, the question s/he is attempting to address, and the boundaries s/he imposes on the research – i.e., the dimensions of the study as well as questions that remain.

Class Format

The class format is similar to that of any doctoral level seminar. Readings are assigned which will form the background for discussions in class. Required readings are the core readings that you should read thoroughly. Recommended readings are follow-up readings to a particular theory that you can skim through more quickly. I will make the required readings available to you one week before each session.

The readings are grouped under specific topics in consumer behavior. A typical class will involve a discussion of the assigned readings, and development of new ideas pertinent to this topic. Our focus will be on understanding the core theory, explore alternative integrative frameworks for the topic, and extending the theories by considering new concepts/ideas.

### Assignments

- A) Discussion leaders: Each week, I expect one student to lead the discussion. During the second week of classes I will assign the topic for which you will be the discussion leader. As a leader, you are responsible for initiating discussions, summarizing each article, and answering questions that other students or I will pose to you. Each session will start with the leader providing an overview of the theories and our current state of understanding of the topic. In addition to the articles assigned for the week, I expect the leader to do additional research and bring two or more articles that are relevant to the discussion taking place that week. These articles could be a new theory that could be relevant to the topic, a methodological twist, or an interesting application within our field. A brief summary of those articles will also be presented by the leader.
- B) Summaries: The students who are not leading the discussion are required to prepare one page summaries for each topic. The format of the summaries is your choice: some topics may be best represented by a comprehensive figure, others may benefit from a chronological labeling of the main ideas from each article and how they build on each other. In addition, each summary should conclude with two unresolved issues/questions that future research needs to address.
- C) Brief Proposals: In addition, for any two topics of your choice, each student will develop a brief (approximately 5 pages) proposal outlining how the theories/methods/findings might be applied to their own research on a marketing problem. The first proposal is due before Feb 14, and the second before April 4. Ideally, the proposal is due on the day that the topic is scheduled for discussion. Be prepared to present and discuss your proposal for 10 minutes during the second half of the class session. The proposal should have the following sections:
- i) Statement of the problem: What is the problem that you are trying to solve?
  - ii) Focused literature review: In 2 paragraphs summarize what we know about this problem
  - iii) Hypotheses development: What is the new hypothesis that you are proposing based on your theoretical development?
  - iv) Expected pattern of results: What is the unique pattern of results that you would expect in your proposed research?
  - v) Contribution of proposed research to theory: What is the intended contribution?

D) Research Paper: The purpose of this requirement is to encourage you to develop a particular research interest in the area of consumer research. This requirement is essential to your acquiring the skills necessary to contributing to the larger body of knowledge in the field. In selecting a topic, feel free to go beyond those covered in class. But, regardless of topic, the paper should reflect not only an in-depth reading of the selected area, but also a compelling organization of the relevant literature.

The paper should contain a statement of the research problem, a structured literature review, key propositions, brief description of a research design, and a discussion of the contributions. The paper is due during exam week and will be accompanied by your presentation to the class. Ideally, one of the two research proposals that you have submitted should form the basis for your paper.

Note, you are not required to carry out empirical work. However, you are required to develop a paper that is detailed enough to be tested and replicated.

### Background readings

Any good consumer behavior text book: Wilkie, MacInnis, Kardes, etc.

Barsalou, L. W. (1992). *Cognitive Psychology*. Hillsdale, NJ: Lawrence Erlbaum Associates.

Bettman, J. R. (1979). *An Information Processing Theory of Consumer Behavior*. Reading, MA: Addison- Wesley.

Eagly, Alice H. and Shelly Chaiken (1993), *The Psychology of Attitudes*, Harcourt Brace Jovanovich College Publishers.

Fishbein, M. and I. Ajzen (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.

Fiske, S. T. and S. E. Taylor (1991). *Social Cognition*. Reading, MA: Addison-Wesley.

Glass, A. and K. Holyoak (1986). *Cognition*. New York: Random House.

Lachman, R., J. L. Lachman, and E. C. Butterfield (1979). *Cognitive Psychology and Information Processing: An Introduction*. Hillsdale, NJ: Lawrence Erlbaum.

Petty, R. E. and J. T. Cacioppo (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. New York: Springer-Verlag.

Robertson, T. and H. Kassarian (1991). *Handbook of Consumer Behavior*. Englewood Cliffs, NJ: Prentice Hall.

### Course Outline

<b>Class</b>	<b><i>Date</i></b>	<b>Topic</b>	<b>Discussion leader</b>
1	Jan 12F	Domain of Consumer Behavior	Shanker
2	Jan 19F	Information Processing Models	Shanker
3	Jan 26F	Consumer Learning	Shanker + Arun
4	Jan 29M	Categorization	Xiaoling Zhang
5	Feb 9F	Knowledge	Katie Kelting + Chuck
6	Feb 16F	Memory	Jiemiao Chen
7	Feb 19M	Attitudes	Yuna Kim
8	Feb 26M	Decision Making	Kristin Hendrix
9	Mar 5M	Decision Making	Shanker + Mauricio
10	Mar 19M	Affect	Sheng Yuan
11	Mar 30F	Probabilistic Scaling	David Mackay
12	Apr 6F	Consequences of Affect: Coping and other responses	Adam Duhachek
13	Apr 9M	Individual Differences	Shelly Jain
14	Apr 16M	Group and Interpersonal Influences	Jong-Hyeong Kim + Shuoyang
15	Apr 27F	Proposal presentations	
16	TBD	Proposal presentations	

## List of Reading Assignments

### Week 1: The Domain of Consumer Behavior

#### Required Readings

Holbrook, M.B. (1987), "What is Consumer Research?" *Journal of Consumer Research*, 14, 128-132.

Calder, B. and A. Tybout (1987), "What Consumer Research is ...," *Journal of Consumer Research*, 14, 136-140.

Kernan, Jerome B. (1987), "Chasing the Holy Grail: Reflections on "What is Consumer Research," *Journal of Consumer Research*, 14 (June), 133-135.

Shimp, Terence (1994), "Presidential Address: Academic Appalachia and the Discipline of Consumer Research," *Advances in Consumer Research*, Vol. 21, 1-7.

Sheth, J.N. (1992), "Acrimony in the Ivory Tower: A Retrospective on Consumer Research," *Journal of the Academy of Marketing Science*, 20, 350-354.

Bagozzi, R.P. (1992), "Acrimony in the Ivory Tower: Stagnation or Evolution?" *Journal of the Academy of Marketing Science*, 20, 355-360.

Chakravarti, D. (1992), "Appraising Consumer Research: There's More to Vision Than Meets the Eye," *Journal of the Academy of Marketing Science*, 20, 361-366.

Bobby J. Calder and Alice M. Tybout (1999), "A Vision of Theory, Research, and the Future of Business Schools," *Journal of the Academy of Marketing Science*, 27 (3), 359-366.

Donald R. Lehmann (1999), "Introduction: Consumer Behavior and Y2K," *Journal of Marketing*, 63, 14-18.

#### Recommended Readings

Donna L. Hoffman and Morris B. Holbrook (1993), "The Intellectual Structure of Consumer Research: A Bibliometric Study of Author Cocitations in the First 15 Years of the *Journal of Consumer Research*," *Journal of Consumer Research*, 19 (March), 505-517.

Simonson, Itamar, Ziv Carmon, Ravi Dhar, Aimee Drolet and Steven Nowlis (2001), "Consumer Research: In Search of Identity," *Annual Review of Psychology*, 52, 249-275.

Joe Alba (1999), "Looking Ahead," President's Column, *ACR News*, June, 1-3.

## **Week 2: Information Processing Models**

### **Required Readings**

Craik, Fergus I.M., and Robert S. Lockhart (1972), "Levels of Processing: A Framework for Memory Research," *Journal of Verbal Learning and Verbal Behavior*, 11, 671-684.

Chaiken, Shelly (1980), "Heuristic versus Systematic Information Processing and the Use of Source versus Message Cues in Persuasion," *Journal of Personality and Social Psychology*, 39 (5), 752-766.

Jain, Shailendra Pratap and Durairaj Maheswaran (2000), "Motivated Reasoning: A Depth of Processing Perspective," *Journal of Consumer Research*, 26 (4), 358-371.

Petty, Richard E., John T. Cacioppo and David Schumann (1983), "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement," *Journal of Consumer Research*, 10 (2), 135-146.

Greenwald, Anthony and Clark Leavitt (1984), "Audience Involvement in Advertising: Four Levels," *Journal of Consumer Research*, 11 (June), 581-592.

MacInnis, D. J. and B. J. Jaworski (1989), "Information Processing from Advertisements: Toward an Integrative Framework," *Journal of Marketing*, 53 (October), 1-23.

### **Recommended Readings**

McKenzie, S. (1986), "The Role of Attention in Mediating the Effect of Advertising on Attribute Importance," *Journal of Consumer Research*, 13 (September), 174-195.

MacInnis, Deborah J., Christine Moorman and Bernard J. Jaworski (1991), "Enhancing and Measuring Consumers' Motivation, Opportunity and Ability to Process Brand Information from Ads," *Journal of Marketing*, 55 (October), 32-53.

Zaichkowsky, J. L. (1994), "The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising," *Journal of Advertising*, 23 (December), 59-70.

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), 448-459.

Nordhielm, Christie L. (2002), "The Influence of Level of Processing on Advertising Effects," *Journal of Consumer Research*, 29 (December), 371-382.

### **Week 3: Consumer Learning**

#### **Required Readings**

Gilbert, Daniel T. (1991), "How Mental Systems Believe," *American Psychologist*, 46 (2), 107-119.

Nord, Walter R. And J. Paul Peter (1980), "A Behavior Modification Perspective on Marketing," *Journal of Marketing*, 44 (Spring), 36-47.

Hamill, Ruth, Timothy D. Wilson, and Richard E. Nisbett (1980), "Insensitivity to Sample Bias: Generalizing from Atypical Cases," *Journal of Personality and Social Psychology*, 39 (4), 578-589.

Hoch Stephen J. and Young-Won Ha (1986), "Consumer Learning: Advertising and the Ambiguity of Product Experience," *Journal of Consumer Research*, 13 (September), 221-233.

Bettman, James R., Deborah Roedder John, Carol A. Scott (1986), "Covariation Assessment by Consumers," *Journal of Consumer Research*, 13 (December), 316-326.

Stijn M. J. Van Osselaer and Chris Janiszewski (2001), "Two Ways of Learning Brand Associations," *Journal of Consumer Research*, 28 (September), 202-223.

Kyle B. Murray, Gerald Haubl (2007), "Explaining Cognitive Lock-In: The Role of Skill-Based Habits of Use in Consumer Choice," *Journal of Consumer Research*, 34 (June), forthcoming.

#### **Recommended Readings**

Mellers, Barbara A. (1980), "Configurality in Multiple-Cue Probability Learning," *American Journal of Psychology*, 93, 429-443.

Nisbett, Richard E., Henry Zuicker, and Ronald E. Lemley (1981), "The Dilution Effect: Nondiagnostic Information Weakens the Implications of Diagnostic Information," *Cognitive Psychology*, 13, 248-277.

Pechmann, Cornelia and S. Ratneshwar (1992), "Consumer Covariation Judgments: Theory or Data Driven?" *Journal of Consumer Research*, (December), 373-386.

Stijn M. J. Van Osselaer and Joseph W. Alba (2000), "Consumer Learning and Brand Equity," *Journal of Consumer Research*, 27 (June), 1-16.

## **Week 4: Categorization**

### **Required Readings**

Cohen, Joel B. and Kunal Basu (1987), "Alternative Models of Categorization: Toward a Contingent Processing Framework," *Journal of Consumer Research*, 13 (March), 455-472.

Sujan, Mita and Jim Bettman (1989), "The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights from Schema Research," *Journal of Marketing Research*, 26 (November), 454-467.

Pechman, Cornelia and S. Ratneshwar (1991), "The Use of Comparative Advertising for Brand Positioning: Association versus Differentiation," *Journal of Consumer Research*, 18 (September), 145-160.

Loken, Barbara and James Ward (1990), "Alternative Approaches to Understanding the Determinants of Typicality," *Journal of Consumer Research*, 17 (September), 111-26.

Moreau, Page, Arthur B. Markman, and Donald R. Lehmann (2001), "What is it?" Categorization Flexibility and Consumers' Responses to Really New Products," *Journal of Consumer Research*, 27 (March), 489-498.

Mao, Huifang and H. Shanker Krishnan (2006), "Effects of Prototype and Exemplar Fit on Brand Extension Evaluations: A Two-Process Contingency Model," *Journal of Consumer Research*, 33 (June), 41-49.

### **Recommended Readings**

Alba, Joseph W., and Lynn Hasher (1983), "Is Memory Schematic?" *Psychological Bulletin*, 93(2), 203-231.

Barsalou, Lawrence W. (1985), "Ideals, Central Tendency and Frequency of Instantiation as Determinants of Graded Structure in Categories," *Journal of Experimental Psychology: Learning, Memory and Cognition*, 11(4), 629-654.

Malt, Barbara C. (1989), "An On-Line Investigation of Prototype and Exemplar Strategies in Classification," *Journal of Experimental Psychology: Learning, Memory and Cognition*, 15(4), 539-555.

Roedder John, D. and M. Sujan (1990), "Age Differences in Product Categorization," *Journal of Consumer Research*, 16 (March), 452-460.

Gregan-Paxton, Jennifer and Deborah Roedder John (1997), "Consumer Learning by Analogy: A Model of Internal Knowledge Transfer," *Journal of Consumer Research*, Vol. 24 (December), 266-284.

Goldstone, Robert L. and A. Kersten (2003), "Concepts and Categorization," in *Comprehensive Handbook of Psychology*, Volume 4 Experimental Psychology, A. F. Healy & R. W. Proctor (eds.), pp. 599-621. New Jersey: Wiley.

## Week 5: Knowledge

### Required Readings

Johnson, Eric and J. Edward Russo (1984), "Product Familiarity and Learning New Information," *Journal of Consumer Research*, 11 (June), 542-550.

Alba, Joseph W. and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13 (March), 411-454.

Huffman, Cynthia and Michael J. Houston (1993), "Goal-Oriented Experiences and the Development of Knowledge," *Journal of Consumer Research*, 20 (September), 190-207.

Mitchell, Andrew A. and Peter A. Dacin (1996), "The Assessment of Alternative Measures of Consumer Expertise," *Journal of Consumer Research*, 23, (December), 219-239.

West, Patricia, Christina Brown, and Stephen Hoch (1996), "Consumption Vocabulary and Preference Formation," *Journal of Consumer Research*, 23 (September), 120-135.

Alba, Joseph W. and J. Wesley Hutchinson (2000), "Knowledge Calibration: What Consumers Know and What They Think They Know," *Journal of Consumer Research*, 27 (September), 123-156.

Wood, Stacy L. and John G. Lynch (2002), "Prior Knowledge and Complacency in New Product Learning," *Journal of Consumer Research*, 29 (December), 416-426.

### Recommended Readings

Brucks, Merrie (1985), "The Effects of Product Class Knowledge on Information Search Behavior," *Journal of Consumer Research*, 12 (June), 1-16.

Sujan, Mita (1985), "Consumer Knowledge: Effects on Evaluation Strategies Mediating Consumer Judgments," *Journal of Consumer Research*, 12 (June), 31-46.

Rao, Akshay R. and Kent B. Monroe (1988), "The Moderating Effect of Prior Knowledge on Cue Utilization in Product Evaluations," *Journal of Consumer Research*, 15 (September), 253-264.

Sen, Sankar (1998), "Knowledge, Information Mode, and the Attraction Effect," *Journal of Consumer Research*, 25 (June), 64-77.

John, Deborah Roedder, Barbara Loken, Kyeongheui Kim, and Alokparna Basu Monga (2006), "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," *Journal of Marketing Research*, 43 (November), 549-563.

## Week 6: Memory

### Required Readings

Alba, Joseph W., J. Wesley Hutchinson, and John G. Lynch, Jr. (1991), "Memory and Decision Making," in H.H. Kassarian & T. S. Robertson, eds. *Handbook of Consumer Behavior*, Prentice-Hall, 1-49.

Percy, Larry (2004), "Advertising and the seven sins of memory," *International Journal of Advertising*, Volume 23 (4), 413-427.

Keller, Kevin Lane (1987), "Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluations," *Journal of Consumer Research*, 14 (December), 316-333.

Melcher, Joseph M. and Jonathan W. Schooler (1996), "The Misremembrance of Wines Past: Verbal and Perceptual Expertise Differentially Mediate Verbal Overshadowing of Taste Memory," *Journal of Memory and Language*, 35, 231-245.

Braun, Kathryn A. (1999), "Postexperience Advertising Effects on Consumer Memory," *Journal of Consumer Research*, 25 (March), 319-334.

Lindsey, Charles and H. Shanker Krishnan (2007), "Retrieval Disruption in Collaborative Groups Due to Brand Cues," forthcoming, [Journal of Consumer Research](#).

### Recommended Readings

Nisbett, Richard E., and Timothy D. Wilson (1977), "Telling More Than We Can Know: Verbal Reports on Mental Processes," *Psychological Review*, 84(3) 231-259.

Roediger, Henry L. (1990), "Implicit Memory: Retention Without Remembering," *American Psychologist*, 45 (9), 1043-1056.

Alba, Joseph W. and Amitava Chattopadhyay (1985), "Effect of Context and Part-Category Cues on Recall of Competing Brands," *Journal of Marketing Research*, 22(August), 340-349.

Menon, Geeta (1993), "The Effects of Accessibility of Information in Memory on Judgments of Behavioral Frequencies," *Journal of Consumer Research*, 20 (December), 431-440.

Hyman, Ira E., Troy Husband, and F. James Billings (1995), "False memories of Childhood Experiences," *Applied Cognitive Psychology*, 9, 181-197.

Bargh, John A. and Tanya L. Chartrand (1999), "The Unbearable Automaticity of Being," *American Psychologist*, 54 (7), 462-79.

## **Week 7: Attitudes**

### **Required Readings**

Petty, R.E., H.R. Unnava, and A.J. Strathman (1991), "Theories of Attitude Change," in Robertson & Kassarian (eds.), *Handbook of Consumer Behavior*, Prentice Hall, 241-280.

Zajonc, Robert B. and Hazel Markus (1982), "Affective and Cognitive Factors in Preferences," *Journal of Consumer Research*, 9 (September), 123-131.

MacKenzie, Scott, Richard Lutz, and George Belch (1986), "The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations," *Journal of Marketing Research*, 23 (May), 130-143.

Fishbein, Martin and Susan E. Middlestadt (1995), "Noncognitive Effects on Attitude Formation and Change: Fact or Artifact?" *Journal of Consumer Psychology*, 4 (2), 181-202.

Fishbein, Martin and Susan E. Middlestadt (1997), "A Striking Lack of Evidence for Nonbelief-Based Attitude Formation and Change: A Response to Five Commentaries," *Journal of Consumer Psychology*, 6(1), 107-116.

Hastie, Reid and Bernadette Park (1986), "The Relationship Between Memory and Judgment Depends on Whether the Judgment Task is Memory-Based or On-Line," *Psychological Review*, 93 (3), 258-268.

Friestad, Marian and Peter J. Wright (1994), "The Persuasion Knowledge Model: How People Cope with Persuasion Attempts," *Journal of Consumer Research*, 21 (June), 1-31.

Wilson, Timothy D., Samuel Lindsey, and Tonya Schooler (2000), "A Model of Dual Attitudes," *Psychological Review*, 107 (1), 101-126.

### **Recommended Readings**

Cohen, Joel and Americus Reed II (2006), "A Multiple Pathway Anchoring and Adjustment (MPAA) Model of Attitude Generation and Recruitment", *Journal of Consumer Research*, 33 (June), 1-15.

Cohen, Joel and Americus Reed II (2006), "Perspectives on Parsimony: How Long is the Coast of England? A Reply to Park and MacInnis (2006), Schwartz (2006), Petty (2006) and Lynch (2006)", *Journal of Consumer Research*, 33 (June), 28-30.

Janiszewski, Chris (1988), "Preconscious Processing Effects: The Independence of Attitude Formation and Conscious Thought," *Journal of Consumer Research*, 15 (September), 199-209.

Feldman, Jack M. and John G. Lynch, Jr. (1988), "Self-Generated Validity and Other Effects of Measurement on Belief, Attitude, Intention and Behavior," *Journal of Applied Psychology*, 73 (August), 421-435.

## **Week 8: Decision making**

### Required Readings

Johnson, Michael (1984), "Consumer Choice Strategies for Comparing Noncomparable Alternatives," *Journal of Consumer Research*, 11 (December), 741-753.

Bettman, James R., Mary Frances Luce and John W. Payne (1998), "Constructive Consumer Choice Processes," *Journal of Consumer Research*, 25 (December), 187-217.

Gourville, John (1998), "Pennies a Day: The Effect of Temporal Re-framing on Transaction Evaluation." *Journal of Consumer Research*, 24 (March), 395-408.

Russo, J. Edward, Margaret G. Meloy, and Victoria Husted Medvec (1998), "Predecisional Distortion of Product Information," *Journal of Marketing Research*, 35 (November), 438-452.

Haubl, Gerald and Valerie Trifts (2000), "Consumer Decision Making in Online Shopping Environments: The Effects of Interactive Decision Aids," *Marketing Science*, 19 (Winter), 5-21.

Wilson, Timothy D. and Jonathan W. Schooler (1991), "Thinking Too Much: Introspection Can Reduce the Quality of Preferences and Decisions," *Journal of Personality and Social Psychology*, 60 (2), 181-92.

Hsee, C. and F. Leclerc (1998), "Will Products Look More Attractive When Presented Separately or Together?" *Journal of Consumer Research*, 25 (September), 175-186.

### Recommended Readings

Payne, John, James R. Bettman, and Eric J. Johnson (1991), "Consumer Decision Making," in H.H. Kassirjian & T. S. Robertson, (eds.), *Handbook of Consumer Behavior*, Prentice-Hall, 50-84.

Lynch, John G., Howard Marmorstein, Michael F. Weigold (1988), "Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations," *Journal of Consumer Research*, 15 (September), 169-184.

Coupey, Eloise (1994), "Restructuring: Constructive Processing of Information Displays in Consumer Choice," *Journal of Consumer Research*, 21 (June), 83-99.

Nedungadi, Prakash (1990), "Recall and Consumer Consideration Sets: Influencing Choice Without Altering Brand Evaluations," *Journal of Consumer Research*, 17 (December), 263-276.

Weber, E. U. & Hsee, C. K. (2000), "Culture and individual judgment and decision-making," *Journal of Applied Psychology*, 49, 32-61.

## **Week 9: Decision Making**

### **Required Readings**

Lancaster, Kelvin (1966), "A New Approach to Consumer Theory," *Journal of Political Economy*, 74, 132-57.

Thaler, Richard H. (1985), "Mental Accounting and Consumer Choice," *Marketing Science*, 4 (Summer), 199-214.

Grether D.M. and Plott, C.R. (1979), "Economic theory of choice and the preference reversal phenomenon," *American Economic Review*, 69, 623-638.

Itamar Simonson (1989), "Choice Based on Reasons: The Case of Attraction and Compromise Effects," *JCR*, 16 (September), 158-174.

Simonson, I and A. Tversky (1992), "Choice in Context: Tradeoff Contrast and Extremeness Aversion," *Journal of Marketing Research*, 29 (August), 281-295.

Wilson, Timothy D. and Nancy Brekke (1994), "Mental Contamination and Mental Correction: Unwanted Influences on Judgments and Evaluations," *Psychological Bulletin*, 116 (1), 117-142.

Lowenstein, George (2001), "The Creative Destruction of Decision Research," *Journal of Consumer Research*, 28 (December), 499-505.

### **Recommended Readings**

Kahneman, Daniel and Amos Tversky (1984), "Prospect Theory: An Analysis of Decision Under Risk," *Econometrica*, 47 (March), 263-291.

Gigerenzer, Gerd and Ulrich Hoffrage (1995), "How to Improve Bayesian Reasoning Without Instruction: Frequency Formats," *Psychological Review*, 102 (4), 684-704.

Kahneman, Daniel and Amos Tversky (1996), "On the Reality of Cognitive Illusions," *Psychological Review*, 103 (3), 582-591.

Prelec, D. and G. Loewenstein (1998), "The Red and the Black: Mental Accounting of Savings and Debt," *Marketing Science*, 17 (1), 4-28.

## **Week 10: Affect**

### **Required Readings**

Holbrook, Morris B. and Elizabeth Hirschman (1982), "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings and Fun," *Journal of Consumer Research*, 9 (2), 132-140.

Bagozzi, Richard P., Mahesh Gopinath, and Prashanth U. Nyer (1999), "The Role of Emotions in Marketing," *Journal of the Academy of Marketing Science*, 27 (Spring), 184-206.

Mano, Haim and Richard L. Oliver (1993), "Assessing the Dimensionality and Structure of the Consumption Experience: Evaluation, Feeling, and Satisfaction," *Journal of Consumer Research*, 20 (December), 451-466.

Pham, Michel (1998), Representativeness, Relevance, and the Use of Feelings in Decision Making, *Journal of Consumer Research*, 25 (September), 144-159.

Howard, Daniel J. and Charles Gengler (2001), "Emotional Contagion Effects on Product Attitudes," *Journal of Consumer Research*, 28 (September), 189-201.

Williams, Patti and Jennifer Aaker (2002), Can Mixed Emotions Peacefully Coexist? *Journal of Consumer Research*, 28 (March), 636-649.

MacInnis, Deborah J. and Gustavo E. de Mello (2005), "The Concept of Hope and its Relevance to Product Evaluation and Choice," *Journal of Marketing*, 69 (1), 1-14.

Andrade, Eduardo B. (2005), "Behavioral Consequences of Affect: Combining Evaluative and Regulatory Mechanisms," *Journal of Consumer Research*, 32 (3), 355-362.

### **Recommended Readings**

Gardner, Meryl Paula. (1985), "Mood States and Consumer Behavior: A Critical Review," *Journal of Consumer Research*, 12 (December), 281-300.

Edell, Julie A and Marian Chapman Burke (1987), "The Power of Feelings in Understanding Advertising Effects," *Journal of Consumer Research*, 14 (December), 421-433.

Oliver, Richard (1993), "Cognitive, Affective, and Attribute Bases of the Satisfaction Response," *Journal of Consumer Research*, 20 (December), 418-430.

Richins, Marsha (1997), "Measuring Emotions in the Consumption Experience," *Journal of Consumer Research*, 24 (September), 1997, 127-146.

Keller, P. A., I. M. Lipkus, and B. K. Rimer (2003), Depressive Realism and Health Risk Accuracy: The Negative Consequences of Positive Mood, *Journal of Consumer Research*, 29 (June), 57-69.

## **Week 12: Consequences of Affect: Coping and other responses**

### **Required Readings**

Smith, Craig A. and Phoebe C. Ellsworth (1985), "Patterns of Cognitive Appraisal in Emotion," *Journal of Personality and Social Psychology*, 48 (April), 813-838.

Tiedens, Larissa Z. and Susan Linton (2001), "Judgment under Emotional Uncertainty: The Effects of Specific Emotions on Information Processing," *Journal of Personality and Social Psychology*, 81 (December), 973-88.

Yi, S.W. & Baumgartner, H. (2004). Coping with negative emotions in purchase-related situations. *Journal of Consumer Psychology*, 14, 303-317.

Agrawal, Nidhi, Geeta Menon, and Jennifer L. Aaker (forthcoming), "Getting Emotional About Health," *Journal of Marketing Research*.

Andrade, Eduardo B., and Joel B. Cohen (forthcoming), "On the Consumption of Negative Feelings," *Journal of Consumer Research*.

## **Week 13: Individual Differences**

### **Required Readings**

1. Harold H. Kassirjian (1971), "Personality and Consumer Behavior: A Review," *Journal of Marketing Research*, 8, 409-18.
2. William Wells (1975), "Psychographics: A Critical Review," *Journal of Marketing Research*, 12 (May), 196-213.
3. Donnel A. Briley, Michael W. Morris, and Itamar Simonson (2000), "Reasons as Carriers of Culture: Dynamic versus Dispositional Models of Cultural Influence on Decision Making," *Journal of Consumer Research*, 27 (September), 157-178.
4. Plaks, J. E., H. Grant, and C.S. Dweck (2005), "Violations of Implicit Theories and the Sense of Prediction and Control: Implications for Motivated Person Perception," *Journal of Personality and Social Psychology*, 88 (2), 245-262.
5. Jain, Shailendra P., Charles Lindsey, Nidhi Agrawal, & Durairaj Maheswaran (2007), "For Better or For Worse? Valenced Comparative Framing and Regulatory Focus," forthcoming, *Journal of Consumer Research*.
6. Richard S. Lazarus (1991), "Progress on a Cognitive-Motivational-Relational Theory of Emotion," *American Psychologist*, 46, 819-834.
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## **Week 14: Group and Interpersonal Influences**

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Ratner, Rebecca K., and Barbara E. Kahn (2002), "The Impact of Private versus Public Consumption on Variety-Seeking Behavior," *Journal of Consumer Research*, 29 (September), 246-258.

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