



Marketing 963¹
CONSUMER BEHAVIOR
Fall 2005

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Office Hours: Wed. 3-6:00pm, or by appointment
Class Meeting Time: Mon 3-6

Description:

The purpose of this graduate seminar is to provide students with an introduction to topics in consumer behavior. The class will be organized in a way that allows you to 1) gain exposure to a breadth of consumer behavior topics; 2) gain depth in areas of your choice; and 3) gain practical experience to prepare you for life as a researcher.

The breadth objective will be achieved through our weekly class meetings. Each week we will discuss an aspect of consumer behavior, drawing primarily upon readings from marketing (e.g., Journal of Consumer Research, Journal of Marketing Research, etc.) and psychology (e.g., Journal of Personality and Social Psychology, Journal of Experimental Psychology). Students are responsible for primary readings, which will be discussed in a seminar-format in class. Additional readings may be listed to provide background information and to guide students interested in further investigation of a topic. These readings were selected to illustrate: how basic social science research and consumer behavior research are related; how theories and concepts are applied, adapted, constrained and combined when applied to consumer issues; and how research streams evolve over time. Each student should 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.

The depth objective will be accomplished through independent reading in conjunction with two short idea papers and an in-depth research paper. Each of the short idea papers should identify the basic problem, outline hypotheses, describe the experimental design and procedure, and briefly discuss how you would analyze the data. They should not include a literature review and should be no more than 2 pages long in total (minimum 11 pt font). The final paper may be based on one of these research ideas or may be another idea. It should include a literature review as well as much more detailed versions of all of the sections in the idea paper. Papers are typically 20-30 pages in length and written in either JCR or APA format. The idea papers and final paper are intended to provide students with an opportunity to develop research ideas that may prove useful for future research activity in their area of interest.

The practical objective will be accomplished through short assignments designed to socialize students into academic life. Students will practice various research activities, including: article reviews, response to reviewers, presentations, experimental design, theory development, testing and application. In addition, students will develop their ability to professionally critique scholarly articles throughout the seminar and will be given the responsibility to lead class discussion of selected articles from the reading list.

¹ Note: This syllabus was adapted from Lisa Bolton, 2003

Evaluation:

Class participation: 20%
Assignments (including 2 idea papers): 30%
Final paper: 50%

Note: It is vital that students come to class prepared for discussion. 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. You will also be asked to serve as a discussion leader; i.e., lead seminar participants in a critical analysis, evaluation and integration of selected readings.

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 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 me *immediately*. For further information, consult your student handbook or visit the University site: <http://www.college.upenn.edu/rules/integrity.html>.

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 Reed has primary responsibility for organizing the course, advising students and leading seminar activities. Occasionally, guest instructors from the marketing department may lead seminar topics in their areas of expertise.

Schedule:

SESSION	TOPIC	ASSIGNMENT
Sep 12	Introduction (Researchers Guidelines)	Philosophy of Science Overview
Sep 19	Motivation; Perception	TBA
Sep 26	Memory (ACR Week)	Presentation
Oct 3	Categorization	Review
Oct 10	Learning and Expertise I	Idea paper #1
Oct 24	Learning and Expertise II	TBA
Oct 31	Judgment and Decision-Making (Bolton)	Response to reviewers
Nov 7	Judgment and Decision-Making II (Bolton)	Best paper
Nov 14	Attitudes I	Compare/contrast
Nov 21	Attitudes and Behavior	Idea Paper #2
Nov 28	Social Identity	Conceptual Framework / Paper
Dec 5	Presentations	Final paper

IMPORTANT: Meeting dates/times for classes may occasionally be changed to accommodate faculty schedules. The cooperation of students is appreciated.

Readings and Assignments

Students are responsible for *primary readings*, which will be discussed in a seminar-format in class. Each student should 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. Additional *background readings* are optional and may be listed to provide background information and to guide students interested in further investigation of a topic.

The list of readings were selected to illustrate: how basic social science research and consumer behavior research are related; how theories and concepts are applied, adapted, constrained and combined when applied to consumer issues; and how research streams evolve over time. There are three basic types of papers: background readings (e.g., textbook chapters²), conceptual foundations (e.g., review articles, theoretical papers) and empirical research (e.g., experimental work). The readings are organized around key topics in consumer behavior with some additional emphasis on areas of expertise among Wharton marketing faculty.

² Consumer Behavior, by Hoyer and MacInnis, is a leading textbook used in undergraduate and masters level consumer behavior courses. It provides a useful basic introduction to consumer behavior concepts (especially for students with no prior experience with marketing, psychology or consumer behavior) and will familiarize you with one of the leading textbooks for teaching consumer behavior. Graduate-level texts (e.g., The Psychology of Attitudes, by Eagly and Chaiken; Cognitive Psychology textbooks) may also serve as useful references, along with review articles on topics (such as those found in *The Annual Review of Psychology*).

Session 1 – Organization and Introduction

Please contact the marketing department before the start of classes to obtain the time and place of the first organizational meeting for this course. The first session will address various organizational issues, introduce seminar participants and outline the course syllabus and content.

Background readings:

- Bazerman, Max H. (2001), "Consumer Research for Consumers," *Journal of Consumer Research*, 27 (Mar), 499-504.
- Bettman, James R., *An Information Processing Theory of Consumer Choice*, Chapter 2.
- Calder, Bobby and Alice Tybout (1987), "What Consumer Research Is....," *Journal of Consumer Research*, 14 (Mar), 136-140.
- Holbrook, Morris B. (1987), "What is Consumer Research," *Journal of Consumer Research*, 14 (Jun), 128-132.
- Howard, John A. and Jagdish N. Sheth, *The Theory of Buyer Behavior*, Chapter 2.
- Hoyer, Wayne and Deborah MacInnis, *Consumer Behavior* (3rd Ed.), Chapter 1.
- Jacoby, J., V. Johar, and M. Morrin (1998), "Consumer Behavior: A Quandrennium," *Annual Review of Psychology*, 49, 319-344.
- Lehmann, Donald R. (1999), "Consumer Behavior and Y2K", *Journal of Marketing*, 63 (Special Issue), 14-18.
- Simonson, Itamar, Ziv Carmon, Ravi Dhar, Aimee Drolet, and Stephen M. Nowlis (2001), "Consumer Research: In Search of Identity," *Annual Review of Psychology*, 52, 249-275.

Session 2 – Motivation and Perception

- Primary readings: Bagozzi, Richard P. and Utpal Dholakia (1999), "Goal Setting and Goal Striving in Consumer Behavior," *Journal of Marketing*, 63 (Special Issue), 19-32.
- Celsi, Richard L. and Jerry C. Olson (1988), "The Role of Involvement in Attention and Comprehension Processes," *Journal of Consumer Research*, 15 (Sep), 210-224.
- Greenwald, Anthony and Clark Leavitt (1984), "Audience Involvement in Advertising," *Journal of Consumer Research*, 11 (Jun), 518-582.
- Kleine, Robert E. and Jerome B. Kernan (1991), "Contextual Influences on the Meanings Ascribed to Ordinary Consumption Objects," *Journal of Consumer Research*, 18 (Dec), 311-323.
- 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 (Sep), 135-146.
- Shapiro, Stewart (1999), "When an Ad's Influence is beyond our Conscious Control: Perceptual and Conceptual Fluency Effects Caused by Incidental Exposure," *Journal of Consumer Research*, 26 (Jun), 16-36.
- Assignment: TBA
Note: develop good habits now. Approach each article as if you were reviewing it for a journal. See handouts on how to read/review articles.
- Background readings: Bargh, John A. (2002), "Losing Consciousness: Automatic Influences on Consumer Judgment, Behavior and Motivation," *Journal of Consumer Research*, 29 (Sep), 280-285.
- Bargh, John A. and Tanya L. Chartrand (1999), "The Unbearable Automaticity of Being," *American Psychologist*, 54 (Jul), 462-279.
- Batra, R. and M.L. Ray (1986), "Situational Effects of Advertising Repetition: The Moderating Influence of Motivation, Ability and the Opportunity to Respond," *Journal of Consumer Research*, 12: 432-445.
- Bornstein, R.F. and P.R. D'Agostino (1992), "Stimulus Recognition and the Mere Exposure Effect," *Journal of Personality and Social Psychology*, 63, 171-189.
- Eccles, Jacquelynne S. (2002), "Motivational beliefs, values, and goals," *Annual Review of Psychology*, 53, 109-132.
- Hoyer and MacInnis, Chapters 3 and 4.
- Janiszewski, Chris (1988), "Preconscious Processing Effects: The Independence of Attitude Formation and Conscious Thought," *Journal of Consumer Research*, 15 (Sep), 199-209.
- Janiszewski, Chris and Tom Meyvis (2001), "Effects of Brand Logo Complexity, Repetition, and Spacing on Processing Fluency and Judgment," *Journal of Consumer Research*, 28 (Jun), 18-32.
- Krugman, Herbert (1965), "The Impact of Television Advertising: Learning without Involvement," *Public Opinion Quarterly*, 29 (Fall), 349-356.
- McKenzie, Scott (1986), "The Role of Attention in Mediating the Effect of Advertising on Attribute Importance," *Journal of Consumer Research*, 13 (Sep) 174-195.
- Mick, David Glen and Claus Buhl (1992), "A Meaning Based Model of Advertising Experiences," *Journal of Consumer Research*, 19 (Dec), 317-338.
- Zajonc, Robert B. (1968), "Attitudinal Effects of Mere Exposure," *Personality and Social Psychology Monographs*, 9 (2, Part 2), 1-27.

Session 3 – Memory

- Primary readings: Beihal, Gabriel and Dipankar Chakravarti (1983), "Information Accessibility as a Moderator of Consumer Choice," *Journal of Consumer Research*, 10 (Jun), 1-14.
- Braun, Kathryn A. (1999), "Postexperience Advertising Effects on Consumer Memory," *Journal of Consumer Research*, 25 (March), 319-334.
- Feldman, John and John G. Lynch (1988), "Self-generated Validity and Other Effects of Measurement on Belief, Attitude, Intention and Behavior," *Journal of Applied Psychology*, 73, 421-435.
- Lynch, John G. and Thomas Srull (1982), "Memory and Attentional Factors in Consumer Choice: Concepts and Research Methods," *Journal of Consumer Research*, 9 (Jun), 18-37.
- Menon, Geeta (1993), "The Effects of Accessibility of Information in Memory on Judgments of Behavioral Frequencies," *Journal of Consumer Research*, 20 (Dec), 431-440.
- Shapiro, Stewart and Mark T. Spence (2002), "Factors Affecting Encoding, Retrieval, and Alignment of Sensory Attributes in a Memory-Based Brand Choice Task," *Journal of Consumer Research*, 28 (March), 603-617.
- Wanke, Michaela, Gerd Bohner, and Andreas Jurkowitsch (1997), "There Are Many Reasons to Drive a BMW: Does Imagined Ease of Argument Generation Influence Attitudes," *Journal of Consumer Research*, 24 (Sep), 170-177.
- Assignment: Develop a 15 minute presentation of your paper, as if you were presenting it at an academic conference. Bring slides and be ready to present.
- Background readings: Alba, Joseph W., J. Wesley Hutchinson and John G. Lynch (1991), "Memory and Decision-Making," in *Handbook of Consumer Behavior*, ed. by H.H. Kassarijian and T.S. Robertson, Prentice-Hall, 1-49.
- Anderson, John R. (1983), "A Spreading Activation Theory of Memory," *Journal of Verbal Learning and Verbal Behavior*, 22, 261-295.
- Anderson, Michael C. and James R. Neely (1996), "Interference and Inhibition in Memory Retrieval," in *Memory: Handbook of Perception and Cognition*, eds. Elizabeth L. Bjork and Robert A. Bjork, NY: Academic Press, 237-315.
- Bettman, James R. (1979), "Memory Factors in Consumer Choice: A Review," *Journal of Marketing*, 43, 37-53.
- Hoyer and MacInnis, Chapter 8.
- Keller, Kevin Lane (1987), "Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluations," *Journal of Consumer Research*, 14 (Dec), 316-333.
- Koriat, Asher, Morris Goldsmith, and Ainat Pansky (2000), "Toward a Psychology of Memory Accuracy," *Annual Review of Psychology*, 51, 481-537.
- Lynch, John G. Jr., Howard Marmorstein and Michael Weigold (1988), "Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations," *Journal of Consumer Research*, 15 (Sep), 169-184.
- Rolls, Edmund T. (2000), "Memory Systems in the Brain," *Annual Review of Psychology*, 51: 599-630.
- Sujan, Mita, James R. Bettman, and Hans Baumgartner (1993), "Influencing Consumer Judgments Using Autobiographical Memories: A Self-referencing Perspective," *Journal of Marketing Research*, 30 (Nov), 422-436.

Session 4 – Categorization

- Primary readings: Boush, David M. and Barbara Loken (1991), "A Process-Tracing Study of Brand Extension Evaluation," *Journal of Marketing Research*, 28 (Feb) 16-28.
Broniarczyk, Susan and Joseph W. Alba (1994), "The Importance of the Brand in Brand Extension," *Journal of Marketing Research*, 31 (May), 214-228.
Moreau, C. 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 (Mar), 489-498.
Peracchio, Laura and Alice M. Tybout (1996), "The Moderating Role of Prior Knowledge in Schema-Based Product Evaluation," *Journal of Consumer Research*, 23 (Dec), 177-192.
Ratneshwar, S., Cornelia Pechmann and Allan D. Shocker (1996), "Goal-Derived Categories and the Antecedents of Across-Category Consideration," *Journal of Consumer Research*, 23 (Dec), 240-250.
Solso, Robert L. (1991), "The Representation of Knowledge," in *Cognitive Psychology*, Boston MA: Allyn and Bacon, 205-236.
- Assignment: Act as if you were a reviewer for your assigned paper. Write a two-page review and break your issues into major and minor concerns.
- Background readings: Aaker, David and Kevin Keller (1990), "Consumer Evaluations of Brand Extensions," *Journal of Marketing*, 54 (Jan), 27-41.
Alba, Joseph W. and Amitava Chattopadhyay (1985), "Effects of Context and Part-Category Cues on Recall of Competing Brands," *Journal of Marketing Research*, 22 (Aug), 340-349.
Alba, Joseph W. and Amitava Chattopadhyay (1986), "Salience Effects in Brand Recall," *Journal of Marketing Research*, 23 (Nov), 363-369.
Cohen, J. and K. Basu (1987), "Alternative Models of Categorization: Toward a Contingent Processing Framework," *Journal of Consumer Research*, 13 (Mar), 455-472.
Hoyer and MacInnis, Chapter 5.
Keller, Kevin Lane and David A. Aaker (1992), "The Effects of Sequential Introduction of Brand Extensions," *Journal of Marketing Research*, 29 (Feb), 35-50.
Macrae, C. Neil and Galen V. Bodenhausen (2000), "Social Cognition: Thinking Categorically about Others," *Annual Review of Psychology*, 51, 93-120.
Nedungadi, Prakash (1990), "Recall and Consumer Consideration Set: Influencing Choice Without Altering Brand Evaluations," *Journal of Consumer Research*, 17 (Dec), 263-276.
Ratneshwar, S. and Allan D. Shocker (1991), "Substitution in Use and the Role of Usage Context in Product Category Structures," *Journal of Marketing Research*, 28 (Aug), 281-295.
Sujan, Mita and James Bettman (1989), "The Effect of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights from Schema Research," *Journal of Marketing Research*, 26 (Nov), 454-467.
Sujan, Mita and C. Dekleva (1987), "Product Categorization and Inference Making: Some Implications for Comparative Advertising," *Journal of Consumer Research*, 14 (Dec), 372-378.

Session 5 – Learning and Expertise I

- Primary readings: Gregan-Paxton, Jennifer and Deborah Roedder John (1997), “Consumer Learning by Analogy: A Model of Internal Knowledge Transfer,” *Journal of Consumer Research*, 24 (Dec) 266-284.
- Hoch, Stephen J. (2002), “Product Experience Is Seductive,” *Journal of Consumer Research*, forthcoming.
- Hoch, Stephen J. and Young-Won Ha (1986), “Consumer Learning: Advertising and the Ambiguity of Product Experience,” *Journal of Consumer Research*, 13 (Sep), 221-233.
- Sanbonmatsu, David M, Steven S. Posavac, Frank R. Kardes, and Susan P. Mantel (1998), “Selective hypothesis testing,” *Psychonomic Bulletin & Review*, 5 (Jun), 197-220.
- Van Osselaer, Stijn M.J. and Chris Janiszewski (2001), “Two Ways of Learning Brand Associations,” *Journal of Consumer Research*, 28 (Sep), 202-223.
- West, Patricia M. (1996), “Predicting Preferences: An Examination of Agent Learning,” *Journal of Consumer Research*, 23 (Jun), 68-80.

Assignment: Come with a two-page idea paper and be prepared to present and discuss it.

Session 6 – Learning and Expertise II

- Primary readings: Alba, Joseph W. and J. Wesley Hutchinson (1987), “Dimensions of Consumer Expertise,” *Journal of Consumer Research*, 13 (Mar), 411-454.
- Alba, Joseph W. and J. Wesley Hutchinson (2000), “Knowledge Calibration: What Consumers Know and What They Think They Know,” *Journal of Consumer Research*, 27(Sep), 123-156.
- Roehm, Michelle L., and Brian Sternthal (2001), “The Moderating Effect of Knowledge and Resources on the Persuasive Impact of Analogies,” *Journal of Consumer Research*, 28 (Sep), 257-272.
- West, Patricia, Christina Brown and Stephen Hoch, “Consumption Vocabulary and Preference Formation,” *Journal of Consumer Research*, 23 (Sep), 120-135.
- Wood, Stacy L., and John G. Lynch, Jr. (2002), “Prior Knowledge and Complacency in New Product Learning,” *Journal of Consumer Research*, 29 (Dec), 416-426.
- Wright, Peter (2002), “Marketplace Metacognition and Social Intelligence”, *Journal of Consumer Research*, 28 (Mar), 677-682.

Assignment: TBA

Background readings: Ratchford, Brian T. (2001), “The Economics of Consumer Knowledge,” *Journal of Consumer Research*, 27 (Mar), 397-411.

Session 7 – Judgment and Decision Making I

- Primary readings: Bettman, James R. and C.W. Park (1980), "Effects of Prior Knowledge and Experience and Phase of the Choice Process on Consumer Decision Processes," *Journal of Consumer Research*, 7 (Dec), 234-248.
- Bolton, Lisa E. (2001), "Stickier Priors: Effects of Nonanalytic and Analytic Thinking in New Product Forecasting," *Journal of Marketing Research*, forthcoming.
- Bolton, Lisa E., Luk M. Warlop, and Joseph W. Alba (2001), "Perceptions in Price (Un)Fairness". Draft manuscript and reviewer/editor comments.
- Kahneman, Daniel and Amos Tversky (1984), "Choices, Values, and Frames", *American Psychologist*, 39 (April), 341-350.
- Kahneman, Daniel and Amos Tversky (1979), "Prospect Theory: An Analysis of Decision Under Risk," *Econometrica*, 47 (March), 263-291.
- Thaler, Richard H. (1985), "Mental Accounting and Consumer Choice", *Marketing Science*, 4 (Summer), 199-214.
- Shafir, Eldar (2002), "Rationality," *Annual Review of Psychology*, 53(1), 491-517
- Assignment: After reading an earlier draft of the price fairness paper, and the associated reviewer comments, prepare "responses to reviewers" that outline your strategy for dealing with each of the reviewer concerns. (The actual changes made will be discussed in class.) Maximum length: 2 pages.
- Background readings: Bettman, James R. and Mita Sujjan (1987), "Effects of Framing on Evaluation of Comparable and Noncomparable Alternatives by Expert and Novice Consumers," *Journal of Consumer Research*, 14 (Sep), 141-153.
- Hoch, Stephen J., Howard C. Krunreuther and Robert E. Gunther, ed. (2001), *Wharton on Making Decisions*, New York: John Wiley & Sons. (A recent book featuring research on decision-making by Wharton faculty.)
- Hoyer and MacInnis, Chapters 10 and 11.
- Russo, J. Edward, Margaret G. Meloy, and Victoria Husted Medvec (1998), "Predecisional Distortion of Product Information," *Journal of Marketing Research*, 35 (Nov), 438-452.

Session 8 – Judgment and Decision Making II

- Primary readings:
- Ariely, Dan (2000), “Controlling the information flow: Effects on consumers' decision making and preferences,” *Journal of Consumer Research*, 27 (Sep), 233-248.
- Frenzen, Jonathan and Kent Nakamoto (1993), “Structure, cooperation, and the flow of market information,” *Journal of Consumer Research*, 20 (Dec), 360-375.
- Gourville, John (1998), “Pennies-a-Day: The Effect of Temporal Reframing on Transaction Evaluation,” *Journal of Consumer Research*, 24 (Mar), 395-408.
- 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.
- Heath, Chip and Jack B. Soll (1996), “Mental Budgeting and Consumer Decisions,” *Journal of Consumer Research*, 23 (Jun), 40-52.
- Puto, Christopher (1987), “The Framing of Buying Decisions,” *Journal of Consumer Research*, 14 (Dec), 301-315.
- Russo, J. Edward, Margaret G. Meloy, and Victoria Husted Medvec (1998), “Predecisional Distortion of Product Information,” *Journal of Marketing Research*, 35 (Nov), 438-452.
- Ward, James C. and Peter H. Reingen (1990), “Sociocognitive Analysis of Group Decision Making among Consumers,” *Journal of Consumer Research*, 17 (Dec), 245-262.
- Assignment: Write a 2-page paper justifying your choice for best paper among the assigned papers for today’s session. (As you do so, discuss the contributions and short-comings of each paper to research on judgment and decision-making.)
- Background readings: See previous session.

Session 9 – Attitudes I

- Primary readings:
- Adaval, R. (2001), "Sometimes It Just Feels Right: The Differential Weighting of Affect-Consistent and Affect-Inconsistent Product Information," *Journal of Consumer Research*, 28 (Jun), p 1-17.
- Albarracin, D., B.T. Johnson, M. Fishbein, and P. Muellerleile (2001), "Theories of reasoned action and planned behavior as models of condom use: A meta-analysis," *Psychological Bulletin*, 127.
- Fazio, Russell H., D.M. Sanbonmatsu, M.C. Powell and F.R. Kardes (1986), "On the Automatic Activation of Attitudes," *Journal of Personality and Social Psychology*, 50, 229-238.
- Greenwald, Anthony G, Debbie E. McGhee, and Jordan L.K. Schwartz (1998), "Measuring individual differences in implicit cognition: The implicit association test," *Journal of Personality & Social Psychology*, 74(6), 1464-1480.
- Sengupta, Jaideep and Gita Venkataramani Johar (2002), "Effects of Inconsistent Attribute Information on the Predictive Value of Product Attitudes: Toward a Resolution of Opposing Perspectives," *Journal of Consumer Research*, 29 (1), 39-56.
- Wilson, Timothy D., Samuel Lindsey, and Tonya Y. Schooler (2000), "A model of dual attitudes," *Psychological Review*, 107(1), 101-126.
- Assignment:
- Go to http://www.tolerance.org/hidden_bias/02.html
- Choose a domain (e.g., American identity, Gender, race, age, body image, etc.) and complete the online *Implicit Association Test* for that domain. **Print a copy of your results.** Consider the test and analyze its procedure and theoretical assumptions in the Greenwald et. al paper.
 - Write a four page integrative analysis (using the Greenwald paper as a comparison point) that *compares* and *contrasts* the different ways attitudes have been conceptualized in the 6 assigned readings in terms of epistemological assumptions, theory and methodological approaches.
- Background readings:
- Ajzen, Icek and Martin Fishbein (1977), "Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research," *Psychological Bulletin*, 84 (Sep), 888-918.
- *Bagozzi, Richard (1981), "Attitudes, Intentions and Behavior: A Test of Some Key Hypotheses," *Journal of Personality and Social Psychology*, 41 (Oct), 607-627.
- Downing, J.A., C.M. Judd and M. Brauer (1992), "Effects of Repeated Expressions on Attitude Extremity," *Journal of Personality and Social Psychology*, 63, 17-29.
- *Eagly, Alice H. and Shelly Chaiken (1993), *The Psychology of Attitudes*, New York: Harcourt Brace Jovanovich. (A graduate textbook on the attitude construct.)
- Friestad, Marian and Peter Wright (1994), "The Persuasion Knowledge Model: How People Cope with Persuasion Attempts," *Journal of Consumer Research*, 21 (Jun), 1-31.
- * Hoyer & McInnis, Chapters 6 and 7.
- Meyers-Levy, Joan and Prashant Malaviya (1999), "Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories," *Journal of Marketing*, 63 (Special Issue), 45-60.
- Petty, Richard E., Rao H. Unnava, and Alan J. Strathman (1991), "Theories of Attitude Change," in H.H. Kassarjian and T.S. Robertson (Eds.), *Handbook of Consumer Behavior*, Prentice-Hall, 241-280.
- *Pham, M. Cohen, J. B., Pracejus, J. W., Hughes D. (2001). Affect monitoring and the primacy of feelings in judgment. *Journal of Consumer Research*, Vol. 28, 1-32.

Session 10 – Attitudes and Behavior

- Primary readings:
- Fazio, Russell, Martha Powell, and Carol Williams (1989), "The Role of Attitude Accessibility in the Attitude-to-Behavior Process," *Journal of Consumer Research*, 16 (Dec), 280-288.
- Millar, Murray G. and Abraham Tesser (1986), "Effects of Affective and Cognitive Focus on the Attitude-Behavior Relation," *Journal of Personality and Social Psychology*, 51 (2) 270-276.
- Schlosser, Ann E., and Sharon Shavitt (2002), "Anticipating Discussion about a Product: Rehearsing What to Say Can Affect Your Judgments," *Journal of Consumer Research*, 29 (Jun), 101-115.
- Sengupta, Jaideep and Gavan J. Fitzsimons (...), "The Effects of Analyzing Reasons for Brand Preferences: Disruption or Reinforcement," *Journal of Marketing Research*, 37 (3), 318-330.
- Vargas, Patrick T., William von Hippel and Richard E. Petty (2001), "Using Implicit Attitude Measures to Enhance the Attitude-Behavior Relationship", unpublished manuscript.
- Wilson, Timothy D. and Dana S. Dunn (1986), "Effects of Introspection on Attitude-Behavior Consistency: Analyzing Reasons versus Focusing on Feelings," *Journal of Experimental Social Psychology*, 22, 249-263.

Assignment: Come with a two-page idea paper and be prepared to present and discuss it.

- Background readings:
- Berger, Ida E. and Andrew A. Mitchell (1989), "The Effect of Advertising on Attitude Accessibility, Attitude Confidence, and the Attitude-Behavior Relationship," *Journal of Consumer Research*, 16, 269-279.
- Fitzsimons, Gavan J. and Vicki Morwitz (1996), "The Effect of Measuring Intent on Brand Level Purchase Behavior," *Journal of Consumer Research*, 23 (Jun), 1-11.

Session 11 – Social Identity

- Primary readings: Nowak, Andrzej, Vallacher, Robin R., Tesser, Abraham, Borkowski, Wojciech (2000) "Society of Self: The emergence of collective properties in self-structure," *Psychological Review*, 107(1), 39-61.
- Kleine III, Robert E., Susan S. Kleine, and Jerome B. Kernan (1993), "Mundane Consumption and the Self: A Social-Identity Perspective," *Journal of Consumer Psychology*, 2(3), 209-235.
- Debra A. Laverie, Robert E. Kleine III, Susan Schultz Kleine (2002) "Re-Examination and Extension of Kleine, Kleine, and Kernan's Social Identity Model of Mundane Consumption: The Mediating Role of the Appraisal Process", *Journal of Consumer Research*, Vol 28(4), 659-669.
- Duck, Julie M., Hogg, M. A. and Terry D. J. (1999), "Social identity and perceptions of media persuasion: Are we always less influenced than others?", *Journal of Applied Social Psychology*, 29, 1879-1899.
- Forehand, M., Deshpande R. and A. Reed II. (2002), "Identity Salience and the Influence of Differential Activation of the Social Self-schema on Advertising Response," *Journal of Applied Psychology*, (in press).
- Grier, Sonya and Rohit Deshpande (2001), "Social Dimensions of Consumer Distinctiveness: The Influence of Social Status on Group Identity and Advertising Persuasion," *Journal of Marketing Research*, Vol 38(2), 216-224.
- Madrigal, Robert (2001), "Social identity effects in belief attitude intentions hierarchy: Implications for corporate sponsorship," *Psychology & Marketing*, 18(2): 145-165.
- Assignment: 2) (Required) Select one of the prior topics (that interests you) in the consumer behavior course (e.g., attitudes, categorization, affect, motivation, learning, etc.). Develop and diagram a conceptual framework that integrates "social identity" as a principal psychological mechanism within that particular topic (see the primary readings as examples). Your framework should include both mediating and moderating variables and should paramorphically describe some psychological process and its behavioral/psychological outcomes within some marketing context. Write a short paper (4-7 pages, single spaced) that describes an empirical test of your framework (e.g., experiment, correlational field study, mathematical model, etc.). Follow the standard outline: theory & framework, hypotheses, design, procedure and expected results and include specific operationalizations and perhaps example stimuli. Give as much specific detail as you can. Comment on the limitations and next step(s) of your analysis.
- Background readings: Snyder, M., and K.G. DeBono (1985), "Appeals to image and claims about quality: Understanding the psychology of advertising," *Journal of Personality and Social Psychology*, 49, 586-597.
- *Richins, Marsha L. (1991), "Social Comparison and the Idealized Images of Advertising," *Journal of Consumer Research*, 18 (Jun), 71-83.
- *Ethier, Kathleen and Deaux, Kay (1994). Negotiating social identity when contexts change: Maintaining Identification and responding to threat. *Journal of Personality and Social Psychology*, 67, 2, 243-251.
- *Mussweiler, Thomas, Shira Gabriel, and Galen V. Bodenhausen (2000), "Shifting social identities as a strategy for deflecting threatening social comparisons," *Journal of Personality and Social Psychology*, 79 (3), 398-409.
- Shavitt, Sharon and Nelson, Michelle (2000), "The social-identity function in person

perception: Communicated meanings of product preferences," in *Why we evaluate: Functions of attitudes*, ed. by Gregory R. Maio and James M. Olson; Mahway NJ: Lawrence Erlbaum Associates, Inc, 37-57.

*Shih, Margaret, Todd L. Pittinsky and Nalini Ambady (1999), "Stereotype susceptibility: Identity salience and shifts in quantitative performance," *Psychological Science*, 10, 80-83.

*Cheryan, Sapna and Galen V. Bodenhausen (2000), "When positive stereotypes threaten intellectual performance: The psychological hazards of model minority status," *Psychological Science*, 11 (5), 399-402.

*I will discuss these articles during class, but you are not required to have read any of the background readings.

Hoyer and MacInnis, Chapters 15, 17, 20 and 21.

Additional Follow-up readings:

Monique Fleming and Richard Petty (1999). Identity and persuasion: An elaboration likelihood approach. In D. J. Terry and M. A. Hogg (Eds.), *Attitudes, behavior and social context: The role of norms and group membership* (pp. 171-199). Mahwah, NJ: Lawrence Erlbaum.

Session 12 – Presentations

Assignment: No papers are assigned. Prepare a conference-style presentation of your final paper. The final paper is due today at the start of class.