
CONSUMER BEHAVIOR I

Fall 2024

Course Logistics:

Classroom: 3-D3-SR01
Sessions: see class schedule
Office Hour: by appointment

Instructor:

Prof. Kurt Paul Munz
Depart. of Marketing - Room 4-D1-17
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Course Objectives

- (1) Develop a broad foundation of knowledge within psychology and marketing
- (2) Learn to critically evaluate theoretical and empirical aspects of behavioral research
- (3) Strengthen ability to identify, develop, review, and present ideas and research
- (4) Provide a starting point for deeper exploration into a topic of interest

Course description

The purpose of this course is to provide Ph.D. students with a solid foundation for critical thinking and research on the information processing and social psychology aspects of consumer behavior and marketing. Seminars will center around a discussion of assigned readings. Each session will be organized around a foundational topic in consumer behavior research in marketing and may include readings from psychology or other related fields. Students must read and critically evaluate the theories and empirical support presented in each of the assigned papers. They will also be asked to think critically about how the ideas were presented in terms of the craft of writing. The course will include exercises intended to build students' abilities to conduct and write reviews of others' research. Finally, students will be expected to synthesize the knowledge and skills acquired in the course to compose a research paper presenting their own ideas.

Grading

Class Participation 40%
Written Review 20%
Research Paper 40%

Class Participation

Individual participation will be evaluated based on your ability to contribute to an engaging and informative discussion during seminars. Attendance is required. Students must be prepared to discuss all assigned readings and provide their critical evaluation of the theory, methods, conclusions, and writing style.

Written Review

Each student will independently evaluate and write a review of an assigned research paper as though reviewing it for a journal. The review should be concise, critically evaluate the theory and empirical evidence, and make a publication recommendation to the editor. Please be collegial and courteous in discussing any shortcomings you may identify in the paper. The paper you will be assigned to review will be distributed to you on November 4, 2024. **Your review will be due on November 25, 2024.**

Research Paper

To complement the breadth of knowledge gained from the assigned readings, each student will additionally select a single topic within consumer behavior to master via independent and in-depth reading and will write a research paper on that topic. This paper should include an abstract, introduction, brief literature review, conceptual framework and hypotheses, study design and procedures, stimulus development, methods for testing, an analysis plan, and implications of the research. Data collection is not required. Papers are at maximum 20 pages (all inclusive) and must be written in *JCR* format. The research paper is intended to provide you with an opportunity to develop a research idea that may prove useful for future research activity in your area of interest. **Due date: December 6, 2024.**

Classroom Etiquette

Checking and/or using a mobile phone during class is extremely rude and disrespectful to others. Such behavior is strictly forbidden during our seminars, and failure to fully engage in the discussions at all times will result in a grade of zero for class participation.

Assigned Readings

It is very important that you read all of the assigned papers thoroughly. They will form the basis for the class discussion. For each topic, I have made a conscious effort to select 1) review or conceptual papers that provide a broad overview, 2) classic empirical papers, and 3) contemporary empirical papers. As such, the reading list cannot cover all of the important papers in an area, or all of the important topics in the field. I recommend you read the papers in the order listed.

Faculty Bio

Kurt Munz is an assistant professor of marketing at Bocconi University. He takes an experimental approach to research in consumer behavior, focusing on consumer judgment and decision making. He holds a Ph.D. in Marketing from New York University's Stern School of Business along with graduate and undergraduate degrees in Marketing, Psychology and Communication from NYU and Rensselaer Polytechnic Institute. His research has appeared in *Marketing Science and Psychological Science*, and he has presented his work at top business schools across the world. In addition to Consumer Behavior, he teaches Advanced Marketing Management to graduate students.



Class Schedule

Date & Time	Topic(s)	Note
Monday, October 28, 2024 10.15am - 13.30pm	1. Course Introduction 2. Information Sensation and Processing	
Thursday, October 31, 2024 14.45pm - 18.00pm	3. Memory 4. Consumption	
Monday, November 4, 2024 8.30am - 11.45am	5. Cognition 6. Metacognition	Assigned: Article to review
Monday, November 11, 2024 8.30am - 11.45am	7. Motivation 8. Goals	
Monday, November 18, 2024 8.30am - 11.45am	9. Attitudes & Attitude Change 10. Post-Choice Attitude Change	
Monday, November 25, 2024 8.30am - 11.45am	11. Affect & Emotion 12. Self and Social Factors	Due: Written Review Assigned: Research Paper



Seminar Topics and Assigned Readings

1. Course Introduction

Mohsenin, Shahryar and Kurt P. Munz (2023), "Gender-Ambiguous Voices and Social Disfluency," *Initial version submitted to Psychological Science and the reviews it received.*

Mohsenin, Shahryar and Kurt P. Munz (2024), "Gender-Ambiguous Voices and Social Disfluency," *Psychological Science*, 35(5), 543–57.

2. Information Sensation and Processing

Krishna, Aradhna (2012), "An Integrative Review of Sensory Marketing: Engaging the Senses to Affect Perception, Judgment and Behavior," *Journal of Consumer Psychology*, 22(3), 332–51.

Barnea, Uri, Robert J. Meyer, and Gideon Nave (2023), "The Effects of Content Ephemerality on Information Processing," *Journal of Marketing Research*, 60(4), 750–66.

3. Memory

Hoch, Stephen J. and Young-Won Ha (1986), "Consumer Learning: Advertising and the Ambiguity of Product Experience," *Journal of Consumer Research*, 13(2), 221–33.

Nedungadi, Prakash (1990), "Recall and Consumer Consideration Sets: Influencing Choice without Altering Brand Evaluations," *Journal of Consumer Research*, 17, 263–76.

4. Consumption

Simonson, Itamar (1990), "The Effect of Purchase Quantity and Timing on Variety-Seeking Behavior," *Journal of Marketing Research*, 27(2), 150–62.

Yoon, Heeyoung and Tom Meyvis (2024), "Consuming Regardless of Preference: Consumers Overestimate the Impact of Liking on Consumption," *Journal of Consumer Research*, forthcoming.



5. Cognition

Liberman, Nira and Yaacov Trope (2014), "Traversing Psychological Distance," *Trends in Cognitive Sciences*, 18(7), 364–69.

Plassmann, Hilke, John O'Doherty, Baba Shiv, and Antonio Rangel (2008), "Marketing Actions Can Modulate Neural Representations of Experienced Pleasantness," *Proceedings of the National Academy of Sciences*, 105(3), 1050–54.

Bushong, Benjamin, Lindsay M. King, Colin F. Camerer, and Antonio Rangel (2010), "Pavlovian Processes in Consumer Choice: The Physical Presence of a Good Increases Willingness-to-Pay," *American Economic Review*, 100(September), 1556–71.

6. Metacognition

Schwarz, Norbert (2012), "Feelings-as-Information Theory," in *Handbook of Theories of Social Psychology: Volume 1*, ed. Paul A. M. Van Lange, Arie W. Kruglanski, and E. Tory Higgins, London: Sage Publications, 289–308.

7. Motivation

Higgins, E. Tory (1998), "Promotion and Prevention: Regulatory Focus as a Motivational Principle." In *Advances in Experimental Social Psychology*, vol. 30, pp. 1-46. Academic Press.

Griskevicius, Vladas and Douglas T. Kenrick (2013), "Fundamental Motives: How Evolutionary Needs Influence Consumer Behavior," *Journal of Consumer Psychology*, 23(3), 372–86.

8. Goals

Bonezzi, Andrea, C. Miguel Brendl, and Matteo De Angelis (2011), "Stuck in the Middle: The Psychophysics of Goal Pursuit," *Psychological Science*, 22(5), 607–12.

Dhar, Ravi, Joel Huber, and Uzma Khan (2007), "The Shopping Momentum Effect," *Journal of Marketing Research*, 44 (3), 370–78.



9. Attitudes and Attitude Change

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), 135–46.

Tormala, Zakary L. and Pablo Briñol (2015), "Attitude Change and Persuasion: Past, Present, and Future Directions," in *The Cambridge Handbook of Consumer Psychology*, ed. Michael I. Norton, Derek D. Rucker, and Cait Lambertson, Cambridge: Cambridge University Press, 29–64.

10. Post-Choice Attitude Change

Gu, Yangjie, Simona Botti, and David Faro (2013), "Turning the Page: The Impact of Choice Closure on Satisfaction," *Journal of Consumer Research*, 40(2), 268–83.

Munz, Kurt P., Adam Eric Greenberg, and Vicki G. Morwitz (2024) "Bounded Rationalization: The Role of Acceptance in Post-Choice and Post-Assignment Rationalization," *Working Paper*.

11. Affect and Emotion

Barrett, Lisa Feldman (2012), "Emotions Are Real," *Emotion*, 12(3), 413–29.

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(5), 337–41.

12. Self & Social Factors

Huh, Young Eun, Joachim Vosgerau, and Carey K. Morewedge (2014), "Social Defaults: Observed Choices Become Choice Defaults," *Journal of Consumer Research*, 41 (3), 746–60.

Longoni, Chiara, Andrea Bonezzi, and Carey K. Morewedge (2019), "Resistance to Medical Artificial Intelligence," *Journal of Consumer Research*, 46(4), 629–50.

