

10639-01 - Colloquium: Consumer Behavior  
Prof. Dr. Miguel Brendl

Preliminary Course Outline - Last Updated: 29 April 2019

Wirtschaftswissenschaftliche Fakultät- WWZ, Seminarraum S14 HG.32

Dates – Fall Term 2019

Semester Week	Session No.	Dates Tuesdays	Time
1	1	17 Sep	8h15-11h30
2		24 Sep	
3	2	1 Oct	8h15-11h30
4		8 Oct	
5		15 Oct	
6	3	22 Oct	8h15-11h30
7		29 Oct	
8	4	5 Nov	8h15-11h30
9		12 Nov	
10	5	19 Nov	8h15-11h30
11		26 Nov	
12	6	3 Dec	8h15-11h30
13	7	10 Dec	8h15-9h45

Course Objective

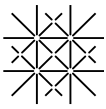
To get acquainted with the area of consumer behavior and with reading academic journal articles.

Format

One class session will be 3 hours long (plus breaks). In one session we discuss one academic article. We will structure the time roughly as outlined below, depending on the article. Each question you will first answer at home in writing, then discuss it in a small group during class, and then groups will present their answers and we will discuss them.

Unless noted otherwise, I will post readings on ADAM.

Discussion Questions



1. What is the research question the article poses?
2. Describe the experimental design.
3. A. What is the effect(s) expected? B. What is the explanation for the effect (hypotheses)? Do the hypotheses predict the effect for the research design?
4. What are the actual results? What conclusions about effects and hypotheses from the results?
5. What is important about this article? What did you learn?
6. What is the biggest weakness?
7. Give a 5 min presentation answering the above questions

### Homework

Naturally, you need to carefully read the assigned articles. For Session 1 you do not need to submit any written homework, but for Sessions 2-5 you need to bring a hardcopy answering the above questions. You may write no more than a single page, 12 point font, Times New Roman, 2cm margins, single spaced. I will only grade this as pass/fail and if you submit a full set of answers and if these show that you seriously tried, then you pass. If you do not try seriously or do not hand in a hardcopy, you receive a fail on that homework. Please follow exactly the format below to identify your paper. It saves me time in tracking

-First line: your name

-Second line: identification of the assignment in terms of the authors of the read article

-Example:

Miguel Brendl

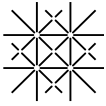
Session 2 Consumer Behavior Homework: Verizer & Hutchinson

### Course Grade and Final Assignment

For Session 6 you submit a paper which is similar as those for Sessions 2-5, but this time you may write up to 1,000 words plus figures. Also, you should think of this paper as a complete article that you write, to be read by someone who has not read the original article. On the title page, put in the following order your name, student ID, and a word count. Submit a hard-copy in class when you come to Session 6. Please upload a Word file to ADAM as well (no pdf). The file name should follow this convention: lastname, firstname.docx (e.g., Brendl, Miguel.docx). The grade for this paper will be the basis for your course grade. Failing grades on the homework assignments or missing classes would impact your course grade negatively.

The assignment for Session 6 is an individual assignment and you may not collaborate with anyone on it before Session 6. Violations of academic integrity may result in failing the course and you may have to face the same process as for plagiarism.

I have posted a file with instructions on how to write the final paper.



### Attendance

Attendance is mandatory and missing class (or partly attending class) would impact your course grade negatively, except of course, in case of the usual types of medical emergencies. Attendance of Session 1 is mandatory, unless you have a substantial background in psychology and contacted me before to obtain permission to miss that session. If you miss one session, I will deduct .1 grade points from your course grade (e.g., lower it from 5.5. to 5.4). For two and three sessions, this penalty will be .4 and 1.0 grade points, respectively. Missing four or more sessions would result in failing the course. In cases of illness I will apply other rules. For any missed class you still have to hand in the homework.

### Code of Conduct

As a matter of respect to everyone, I ask that you do not use electronic devices in class.

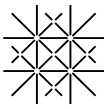
### Session 1

- To be announced
- You need only read the introduction from O'Donnell et al. (2018), i.e., up to the top of p. 9

The Calder et al. paper is a theory of science article that I assigned to give you a framework for understanding what the purpose of an experimental research article is. It should this way help you answer the above questions each time you read a research article. But as with any theory of science article, it is abstract. For that reason I want to devote the first session to understanding it. So you should bring any questions you have and ask them. However, do not ask "I did not understand xyz (e.g., convergence, mediation analysis, etc.), can you explain it to me?" Instead, you should ask what it is you do not understand about xyz, where exactly you got stuck. For instance, you can say, "here is how far I get, and now I get stuck...". I am sure there is a lot in this article that is unclear to you, not only because this is a very abstract subject matter, but also because we are still working on the article. Each one of you should be able to articulate at least one such question. Note that I may call on you to ask your question. Of course, if you disagree on anything, you can voice that too. If I call on you and you have no such question, then I will assume that you can explain the article.

What is important to understand is the idea of convergence. Less important is the section on the Bayes theorem. You could skim read it, although if this is your kind of theory, it may help you, but we will not discuss it in class.

Instead we will focus on examples for the first two of the four discussion questions. For the example on p. 12-13 of Calder et al. try to answer the first two discussion questions. On p. 13, external attribution means that you believe the product broke because there is



something wrong with it, whereas internal attribution means that you believe that you as a user are responsible for breaking the product. That is, internal means “yourself” and external means “something outside of yourself”, and “attribution” means “attributing a cause to an effect”. Also, try to answer these questions for the research on the attraction effect, as explained in Calder et al.

Then read the introduction from O’Donnell et al. and form an opinion as to what is/are effects and what is/are explanations. For your convenience I also post the Mittelman et al. article on ADAM, which is cited by O’Donnell et al. You need not read it, but you might find it useful to skim some of it (e.g., the stimuli).

#### Session 2:

Veryzer, J., Robert W., & Hutchinson, J. W. (1998). The Influence of Unity and Prototypicality on Aesthetic Responses to New Product Designs. *Journal of Consumer Research*, 24(4), 374-385 plus General Discussion. **The article is longer, but we will not discuss Experiments 2-4.**

#### Session 3

Wilcox, K., Roggeveen, A. L., & Grewal, D. (2011). Shall I tell you now or later? Assimilation and contrast in the evaluation of experiential products. *Journal of Consumer Research*, 38(4), 763-773.

Read the first two pages of Hoch & Ha (1986). Your objective is to understand assimilation vs. contrast and its relation to ambiguity and top-down vs. bottom-up processing. Be able to explain these concepts in class. Also be able to explain where in Table 1 we can recognize that a top-down influence depends on stimulus ambiguity. I will call on students in class!

*Reference:* Hoch & Ha (1986). Consumer learning: Advertising and the ambiguity of product experience. *Journal of Consumer Research*, 13, 221-233.

#### Session 4

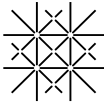
Fitzsimons, G. & Shiv, B. (2001). Nonconscious and contaminative effects of hypothetical questions on subsequent decision making. *Journal of Consumer Research*, 28(2), 224-238.

Optional Background Reading: If you have difficulties understanding the theoretical ideas in Fitzsimons and Shiv, then the following article would help, and it is well written:

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

#### Session 5

Wadhwa, M., Shiv, B. , & Nowlis S. (2008). A bite to whet the reward appetite: Influence of sampling on reward-seeking behaviors. *Journal of Marketing Research*, 45(4), 403-413.



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### Session 6

Laran, J., & Janiszewski, C. & Salerno, A. (2016). Exploring the Differences between Conscious and Unconscious Goal Pursuit. *Journal of Marketing Research*, 53, 442-458.

I also posted writing advice on ADAM.

### Session 7

To be announced.