

Consumer behavior

Doctoral seminar 2018

Seminar Instructors:

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Syllabus outline

Seminar orientation: *Exploring your (consumer) **research self**, going backstage to the field's **traditions & paradigms**, building **theory** and **getting published**.*

Seminar objectives

- Provide an overview of consumer behavior research paradigms and propose a provisional framework that will help students to position particular research approaches (their own approach in particular) across the range of available epistemological positions.
- Encourage critical reflection regarding the strengths and limitations of diverse paradigms and their (in)compatibility; Encourage students to reflect upon and clarify their own epistemic standpoint(s).
- Systematically and reflexively engage with the canon of classics within chosen paradigms and illustrate the application of diverse consumer research paradigms and theories in the context of particular research themes and methods.
- Extend the student's competences in conducting state of the art literature review in and identify opportunities for theory advancement in the field of consumer studies
- Broaden the students' knowledge and competence of research design and publication in consumer research and marketing journals.

Learning methods & evaluation*

The course will consist of multiple sessions, each combining short introductory lectures with in-depth discussions and workshops based on pre-assigned readings. During seminar students will be engaged in various roles and perform various assignments. They will review and present articles, comment article reviews and research papers from their colleagues and also create their own short manuscript relevant to consumer research field. This final paper will review, appraise and extend theory about some aspect of consumer behaviour and provide specific suggestions for future empirical research (while students are not expected to collect data). Partaking in the course necessitates timely reading and theoretical and methodical reflection on assigned readings (written assignments) as well as active communication during class sessions (presentations and discussions).

Student evaluation will consist of final research paper for chosen problem/topic (50%), evaluation of written assignments (30%) and in-class participation (20%). Detailed instructions for these assignments and assigned papers for review will be provided to students soon after their enrolment into seminar. Seminar is based on active participation of students (article presentations, comprehensive feedback to pre-assigned colleague reviews and final papers). Because of that it is essential that students organize their time accordingly in order that they will be able to fulfil required obligations.

Literature (Essential readings – preliminary list)

(Bajde)

Cova, Bernard and Veronique Cova (2002), "Tribal Marketing : The Tribalization of Society and Its Impact on the Conduct of Marketing," *European Journal of Marketing*, 36 (5/6), 595-620.

Hirschman, Elizabeth C. (1985) *Scientific Style and the Conduct of Consumer Research* *Journal of Consumer Research*, 12(2): 225-239.

Holt, Douglas B. and Craig J. Thompson (2004), "Man-of-Action Heroes: The Pursuit of Heroic Masculinity in Everyday Consumption", *Journal of Consumer Research*, vol. 31 (2), 425-440.

Hudson, Laurel Anderson and Julie L. Ozanne (1988). *Alternative Ways of Seeking Knowledge in Consumer Research*. *Journal of Consumer Research*, 14 (March): 508-521.

McCracken, Grant (1986) *Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods*, *Journal of Consumer Research*, 13, (June): 71-84.

Østergaard, Per and Christian Jantzen (2000). *Shifting perspectives in consumer research: from buyer behaviour to consumption studies*. In: Beckmann, S. and R. Elliott (eds.) *Interpretive consumer research. Paradigms, methodologies and applications*. Copenhagen: Copenhagen Business School Press. Pp 9-24.

(Kolar)

Deborah J. MacInnis and Valerie S. Folkes (2010). *The disciplinary status of consumer behavior: A sociology of science perspective on key controversies*. *Journal of Consumer Research* 36 (6), 899-914

Itamar Simonson, Ziv Carmon, Ravi Dhar, Aimee Drolet and Stephen M. Nowlis (2001) Consumer Research: In Search of Identity. *Annu. Rev. Psychol.* 52: 249–75.

James R. Bettman and C. Whan Park (1980). Effects of Prior Knowledge and Experience and Phase of the Choice Process on Consumer Decision Processes: A Protocol Analysis, *Journal of Consumer Research*, Vol. 7, No. 3 (Dec., 1980), pp. 234-248

Richard E. Petty, John T. Cacioppo and David Schumann (1983). Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement. *Journal of Consumer Research*, Vol. 10, No. 2 (Sep., 1983), pp. 135-146

Joan Meyers-Levy and Alice M. (1989). Tybout: Schema Congruity as a Basis for Product Evaluation. *Journal of Consumer Research*, Vol. 16, No. 1 (Jun., 1989), pp. 39-54

Irwin P. Levin and Gary J. Gaeth (1988). How Consumers are Affected by the Framing of Attribute Information Before and After Consuming the Product. *Journal of Consumer Research*, Vol. 15, No. 3 (Dec., 1988), pp. 374-378

Ziv Carmon and Dan Ariely (2000). Focusing on the Forgone: How Value Can Appear So Different to Buyers and Sellers. *Journal of Consumer Research*, Vol. 27, No. 3 (December 2000), pp. 360-370

Leonard Lee, Shane Frederick and Dan Ariely (2006). Try It, You'll like It: The Influence of Expectation, Consumption, and Revelation on Preferences for Beer. *Psychological Science*, Vol. 17, No. 12 (Dec., 2006), pp. 1054-1058

Carolyn Yoon, Angela H. Gutchess, Fred Feinberg, and Thad A. Polk (2006). A Functional Magnetic Resonance Imaging Study of Neural Dissociations between Brand and Person Judgments. *Journal of Consumer Research*, Vol. 33, No. 1 (June 2006), pp. 31-40