

IBUS 6354:
Doctoral Seminar in Consumer Behavior
Spring 2020

Wednesdays 9:00-11:50am; Room 307 in Business Building

Instructor: Frank G. Cabano, PhD

Office: 207 in Business Building

E-mail: fgcabano@utep.edu

Office Hours: Mondays 10am-1pm and 3-5pm; Wednesdays 3-4pm

Course Description

This doctoral seminar is an introduction to the study of consumer psychology and behavior. The major objectives of this course are:

1. to gain a familiarity, understanding, and appreciation for the major topics, theories, and methodologies used in consumer behavior research
2. to strengthen critical thinking, written, and oral communication skills regarding academic research in general and consumer research in particular
3. to be able to develop both interesting and impactful (for theory and practice) research ideas
4. to understand how to test research ideas using various methodological approaches (experiments, surveys, archival data, field studies, etc.)

Course Requirements

Your performance on the following course requirements will determine your grade in the course:

1. Class participation: It is critical that you carefully read all of the assigned papers before the class, and that you come to class with comments and questions that you are ready to provide to the class discussion. This is a doctoral seminar, so the class format is discussion-based (i.e., I will not lecture). Thus, it is imperative that you come to each class eager and able to contribute to the discussions about each of the readings.
2. Discussion comments: On the discussion board in Blackboard each week, you are expected to post between 3-5 thoughts about the articles for that week (e.g., any clarifying questions you have; ideas about how to extend the research; criticisms you have about the theory, methodology, findings, etc. of the paper; how the paper may or may not fit with other papers). These should be posted on the discussion board by 5pm on Tuesday each week.
3. Leading class discussions: Each student will lead the class discussion for two classes during the semester (please see the reading list for when you will serve as the discussion leader). In this role, you should carefully read the papers and the comments posted on the discussion board by your classmates for that week. Then, you should present a short

overview (around 5-10 minutes) for each paper and then guide the class discussion using the comments that your classmates posted for that week.

4. Paper review: You will “act” as a reviewer for a research paper this semester. This is designed to help you to further develop your critical thinking skills in the research domain, to give you practice as to how to serve as a reviewer for academic journals, and to ultimately become a better researcher yourself.
5. Short answer exam: This exam will be in the form of your comprehensive exams. It will help you to synthesize the different topics and theories from the course, and to prepare you for the actual comprehensive exams.
6. Research paper and presentation: You will develop and write about an original research idea in this class. You are also expected to test your idea (design a study, collect data, analyze the data, and present the results) in the paper. Finally, you will present a conference-like 20-minute talk (with slides) about your research paper on the last day of class. Note that you will give a short (7-10 minute) presentation of your research proposal on April 8th in order to get some initial feedback on your idea.

Course Schedule and Reading List

Week 1 (January 22): Methods and What's Interesting

B.J. Calder, Phillips, L.W., and Tybout, A.M. (1981), "Designing Research for Application," *Journal of Consumer Research*, 8, 197-207.

Lynch, J. (1982), "On the External Validity of Experiments in Consumer Research," *Journal of Consumer Research*, 9, 225-239.

Davis, Murray S. (1971), "That's Interesting!," *Philosophy of Social Science*, 4, 309-344.

Huber, Joel (2008), "The Value of Sticky Articles," *Journal of Marketing Research*, 45, 257-260.

Week 2 (January 29): Material and Experiential Purchases (Soochan)

Burroughs, James E. and Aric Rindfleisch (2002), "Materialism and Well-Being: A Conflicting Values Perspective," *Journal of Consumer Research*, 29, 348-70.

Van Boven, Leaf and Thomas Gilovich (2003), "To Do or to Have? That is the Question," *Journal of Personality and Social Psychology*, 85, 1193-202.

Tully, Stephanie M., Hal E. Hershfield, and Tom Meyvis (2015), "Seeking Lasting Enjoyment with Limited Money: Financial Constraints Increase Preference for Material Goods over Experiences," *Journal of Consumer Research*, 42, 59-75.

Gilovich, Thomas, Amit Kumar, and Lily Jampol (2015). "A wonderful life: Experiential consumption and the pursuit of happiness." *Journal of Consumer Psychology* 25, 152-165.

Week 3 (February 5): Green Consumption and Prosocial Behavior (Jennifer)

Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research*, 35(3), 472-482.

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology*, 98(3), 392.

Mazar, N., Amir, O., & Ariely, D. (2008). The dishonesty of honest people: A theory of self-concept maintenance. *Journal of Marketing Research*, 45(6), 633-644.

Berman, J. Z., Levine, E. E., Barasch, A., & Small, D. A. (2015). The Braggart's dilemma: On the social rewards and penalties of advertising prosocial behavior. *Journal of Marketing Research*, 52(1), 90-104.

Week 4 (February 12): Goals (Sarah)

Fishbach, A., & Dhar, R. (2005). Goals as excuses or guides: The liberating effect of perceived goal progress on choice. *Journal of Consumer Research*, 32(3), 370-377.

Choi, J., & Fishbach, A. (2011). Choice as an end versus a means. *Journal of Marketing Research*, 48(3), 544-554.

Huang, S. C., & Zhang, Y. (2011). Motivational consequences of perceived velocity in consumer goal pursuit. *Journal of Marketing Research*, 48(6), 1045-1056.

Fishbach, A., & Choi, J. (2012). When thinking about goals undermines goal pursuit. *Organizational Behavior and Human Decision Processes*, 118(2), 99-107.

Week 5 (February 19): Identity (Jinxin)

Reed II, A., Forehand, M. R., Puntoni, S., & Warlop, L. (2012). Identity-based consumer behavior. *International Journal of Research in Marketing*, 29(4), 310-321.

Bartels, D. M., & Urminsky, O. (2011). On intertemporal selfishness: How the perceived instability of identity underlies impatient consumption. *Journal of Consumer Research*, 38(1), 182-198.

Kettle, K. L., & Häubl, G. (2011). The signature effect: Signing influences consumption-related behavior by priming self-identity. *Journal of Consumer Research*, 38(3), 474-489.

White, K., Simpson, B., & Argo, J. J. (2014). The motivating role of dissociative out-groups in encouraging positive consumer behaviors. *Journal of Marketing Research*, 51(4), 433-447.

Week 6 (February 26): Religion's Influence on Consumption (Jessica)

Mathras, D., Cohen, A. B., Mandel, N., & Mick, D. G. (2016). The effects of religion on consumer behavior: A conceptual framework and research agenda. *Journal of Consumer Psychology*, 26(2), 298-311.

Shachar, R., Erdem, T., Cutright, K. M., & Fitzsimons, G. J. (2011). Brands: The opiate of the nonreligious masses?. *Marketing Science*, 30(1), 92-110.

Minton, E. A. (2015). In advertising we trust: Religiosity's influence on marketplace and relational trust. *Journal of Advertising*, 44(4), 403-414.

Wu, E. C., & Cutright, K. M. (2018). In God's Hands: How Reminders of God Dampen the Effectiveness of Fear Appeals. *Journal of Marketing Research*, 55(1), 119-131.

Week 7 (March 4): Consumer Well-Being and Transformative Consumer Research (TCR) (Yang) **Assignment: Paper Review (due in class on March 25)**

Chandon, P., & Wansink, B. (2007). The biasing health halos of fast-food restaurant health claims: lower calorie estimates and higher side-dish consumption intentions. *Journal of Consumer Research*, 34(3), 301-314.

Scott, M. L., Nowlis, S. M., Mandel, N., & Morales, A. C. (2008). The effects of reduced food size and package size on the consumption behavior of restrained and unrestrained eaters. *Journal of Consumer Research*, 35(3), 391-405.

Navarro-Martinez, D., Salisbury, L. C., Lemon, K. N., Stewart, N., Matthews, W. J., & Harris, A. J. (2011). Minimum required payment and supplemental information disclosure effects on consumer debt repayment decisions. *Journal of Marketing Research*, 48(SPL), S60-S77.

Burroughs, J. E., Chaplin, L. N., Pandelaere, M., Norton, M. I., Ordabayeva, N., Gunz, A., & Dinauer, L. (2013). Using motivation theory to develop a transformative consumer research agenda for reducing materialism in society. *Journal of Public Policy & Marketing*, 32(1), 18-31.

Week 8 (March 11): Individual Differences (Jinxin)

Haugtvedt, C. P., Petty, R. E., & Cacioppo, J. T. (1992). Need for cognition and advertising: Understanding the role of personality variables in consumer behavior. *Journal of Consumer Psychology*, 1(3), 239-260.

Zhu, J. and Meyers-Levy, J. (2007), "Exploring the Cognitive Mechanism that Underlies Regulatory Focus Effects," *Journal of Consumer Research*, 34, 89-96.

Rick, S. I., Cryder, C. E., & Loewenstein, G. (2007). Tightwads and spendthrifts. *Journal of Consumer Research*, 34(6), 767-782.

Haws, K. L., Bearden, W. O., & Nenkov, G. Y. (2012). Consumer spending self-control effectiveness and outcome elaboration prompts. *Journal of the Academy of Marketing Science*, 40(5), 695-710.

Week 9 (March 18): Spring Break; No class or readings

Week 10 (March 25): Darwinian Consumption (Soochan) **Paper Review Due**

Griskevicius, V., & Durante, K. M. (2015). Evolution and consumer behavior. *The Cambridge handbook of consumer psychology*, 122-151.

Saad, G. (2017). On the method of evolutionary psychology and its applicability to consumer research. *Journal of Marketing Research*, 54(3), 464-477.

Durante, K. M., Griskevicius, V., Hill, S. E., Perilloux, C., & Li, N. P. (2010). Ovulation, female competition, and product choice: Hormonal influences on consumer behavior. *Journal of Consumer Research*, 37(6), 921-934.

Sundie, J. M., Kenrick, D. T., Griskevicius, V., Tybur, J. M., Vohs, K. D., & Beal, D. J. (2011). Peacocks, Porsches, and Thorstein Veblen: Conspicuous consumption as a sexual signaling system. *Journal of Personality and Social Psychology*, 100(4), 664-680.

Week 11 (April 1): Emotions (Yang)

Pham, M. T. (1998). Representativeness, relevance, and the use of feelings in decision making. *Journal of Consumer Research*, 25(2), 144-159.

Raghunathan, R., & Pham, M. T. (1999). All negative moods are not equal: Motivational influences of anxiety and sadness on decision making. *Organizational Behavior and Human Decision Processes*, 79(1), 56-77.

Cohen, J. B., & Andrade, E. B. (2004). Affective intuition and task-contingent affect regulation. *Journal of Consumer Research*, 31(2), 358-367.

Mogilner, C., Aaker, J., & Kamvar, S. D. (2011). How happiness affects choice. *Journal of Consumer Research*, 39(2), 429-443.

Week 12 (April 8): Information Processing (Sarah) [Short Research Proposal Presentations](#)

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

Meyers-Levy, Joan and P. Malaviya (1999), "Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories", *Journal of Marketing*, 63, 45-60.

Malaviya, P., Kisielius, J. and Sternthal, B. (1996), "The Effect of Type of Elaboration on Advertising Processing and Judgment," *Journal of Marketing Research*, 33, 410-421.

Zhu, R., & Meyers-Levy, J. (2005). Distinguishing between the meanings of music: When background music affects product perceptions. *Journal of Marketing Research*, 42(3), 333-345.

Week 13 (April 15): Time vs. Money Effects (Jennifer)

Okada, Erica Mina and Stephen J. Hoch (2004), "Spending Time versus Spending Money," *Journal of Consumer Research*, 31, 313-23.

DeVoe, S. E., & Pfeffer, J. (2007). When time is money: The effect of hourly payment on the evaluation of time. *Organizational Behavior and Human Decision Processes*, 104(1), 1-13.

Mogilner, Cassie and Jennifer Aaker (2009), “‘The Time vs. Money Effect’: Shifting Product Attitudes and Decisions through Personal Connection,” *Journal of Consumer Research*, 36, 277-91.

DeVoe, S. E., & House, J. (2012). Time, money, and happiness: How does putting a price on time affect our ability to smell the roses?. *Journal of Experimental Social Psychology*, 48(2), 466-474.

Week 14 (April 22): Payment Mechanisms (Jessica)

Feinberg, Richard A. (1986), “Credit Cards as Spending Facilitating Stimuli: A Conditioning Interpretation,” *Journal of Consumer Research*, 13, 348-56.

Raghubir, Priya and Joydeep Srivastava (2009), “The Denomination Effect,” *Journal of Consumer Research*, 36, 701-13.

Di Muro, Fabrizio and Theodore J. Noseworthy (2013), “Money Isn’t Everything, but It Helps If It Doesn’t Look Used: How the Physical Appearance of Money Influences Spending,” *Journal of Consumer Research*, 39, 1330-42.

Shah, Avni M., Noah Eisenkraft, James R. Bettman, and Tanya L. Chartrand (2015), “Paper or plastic?”: How we pay influences post-transaction connection," *Journal of Consumer Research*, 42, 688-708.

Week 15 (April 29): Short Answer Exam

Week 16 (May 6): Research Presentations and Paper Due