IBUS – 6354 SEMINAR IN CONSUMER BEHAVIOR

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| Instructor: | Dr. Fernando R. Jiménez |
| Class Time: | Wednesdays, 9:00 AM to 12:00 PM |
| Meetings: | BUSN 307 |
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| Office: | 102 COBA |
| Office hours: | Wed 3:00 – 5:00 PM or by appointment |

**Seminar Description**
This seminar aims to examine recent publications related to consumer research. Students will gain exposure to the latest trends in consumer research as well as an understanding of the theories and methods employed.

**Course Objectives**

- Acquire the necessary skills and knowledge to understand consumer research theories.
- Develop an understanding of the domain of consumer research.
- Develop an understanding of the methods employed in consumer research.

**Course Requirements**
*Book:* Consumer Behavior: Buying, Having, and Being, Pearson, 13th edition by Michael Solomon. Students are expected to read the book regarding weekly topics.

*Grading*
These components will determine your grade.

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| Class participation | 30% |
| Summary Reports | 20% |
| Research proposal | 20% |
| Research paper | 30% |

***Class participation***
Students are expected to actively participate in the discussion each week. To accomplish this, students must be ready, willing, and able to discuss readings. Successful participation requires diligent preparation. It takes more than a quick reading of an article or book chapter to be prepared to discuss it. Each student must be ready to present the summary of an article to the class. In addition, each student will be assigned one or more sessions for which s/he must be prepared to lead the discussion. This typically involves preparing discussion questions in advance to guide student preparation for the session as well as actually leading the discussion during the class period.
The evaluation of a student's class participation is based upon the instructor's assessment of a student's level of preparation and ability to contribute to the discussions. Should a student have any question as to his/her class participation throughout the semester, the student should discuss it with the instructor.

Common Topics for Discussion:

- Introduction - What is the purpose of this article/study? Is this clearly expressed by the author(s)? What's the research question and research gap? What's the contribution? Do you believe that this is a worthwhile study? Is it an empirical or theoretical study? Who is the probable target audience for this article?

- Theory and hypotheses - What is the theoretical framework employed by the author(s)? Is this new theory or do the authors build their arguments on previous established theories? Do the arguments put forward by the author(s) follow a logical path to their own research questions, propositions, and/or hypotheses? In other words, what is the rationale of this study?

- Method - What is the method used by the author(s) to investigate the issue(s) they advanced in the previous section? Is the method appropriate? Do you see any problems with the method section?

- Analysis - What kind of analysis was performed? Was the analysis appropriate?

- Results - Did the author(s) find support for the issues they advanced earlier? If not, what do you think led to this lack of support? Be as clear and direct in your assessment.

- Discussion - Do the author(s) discuss the implications of their study? Do you think that they adequately address the issues presented in their study? Do they provide an interesting discussion with their target audience in mind?

- Limitations - What do you think the limitations of the study are? Do the authors discuss these limitations? Do you agree with the authors regarding the way that they handled these limitations? What are potential areas for future research?

- Contribution - Overall, do you think that the contribution of this article is significant to consumer research? Provide your assessment and your reasoning behind this assessment. What's the relationship between this article and other readings, theories or findings discussed in this or other classes? What would consumers, managers, or policy makers do differently after reading the article?

- Future research. What research questions are unresolved or motivated by this article?

***Summary Reports***

Students will be assigned to read book chapters, conceptual papers, as well as empirical papers throughout the course. Each student is expected to compare and contrast all articles in no more than two pages, single spaced. Students must turn in a hard copy of their own work at the beginning of each seminar session. Add a cover page or write your name on top of your summaries including the date.

***Research Proposal***

The research proposal should include the research idea, the annotated bibliography, and the theory/hypotheses. See below.

*+Research Ideas Due October 1*
If requested, I can give you feedback on potential ideas. However, the first step in this process is to write a one page summary of the phenomenon being investigated. The focus is to understand, what is the phenomenon of interest (i.e., context, real life example)? What is the research question? What is the dependent variable? How is the DV defined? Why is the DV important? Why is the DV in the domain of consumer research? I will review research ideas that are no longer than six typed pages (12 pt. Times New Roman, 1-inch margins, double-spaced) excluding cover page, references, and appendix. Follow submission guidelines of the Journal of Consumer Research (in-text citations, tables, references, etc.).

*+Annotated Bibliography Due November 5*
An annotated bibliography lists all prior research work about the research question.

*+Theory – Hypotheses Due November 5*
Select a theoretical approach explaining the DV. The hypotheses section should briefly present the chosen theory and state testable hypotheses (logically derived from the theory).

Each assignment must be submitted in MS Word format by email.

***Final Research Paper***

At the end of the semester, each student will turn in a manuscript, in journal format (JCR), of the quality to be a credible submission to a national conference. This manuscript will be the fully developed version of previous assignments and will include an introduction (for positioning the project), a thorough literature review, a theory section, and a section discussing hypothesis development. The document should also provide some details about the methods to be used to collect data. Most conferences (and some journals) have a 20-page limit for paper submissions (inclusive of everything); we will adopt that standard.

*+Literature Review*
The literature review presents a discussion of all we know about the topic at hand. The section must include: definitions of the constructs, measurement, antecedents, consequences, moderators, mediators, and a section discussing several theories explaining the DV. Importantly, the review should conclude by identifying a research gap (e.g., a missing moderator, a missing mediator). Keep in mind that most conferences (and some journals) have a 20-page limit for paper submissions (inclusive of everything); we will adopt that standard. The annotated bibliography lists all the papers found. The literature review discusses the papers that are most relevant to the discussion.

*+Proposed Empirical Studies*
The paper should include a description of the studies that will be needed to test the hypotheses. The studies should be developed (e.g., experimental design, required instruments, timeline, etc.). This section should also explain the statistical methods to be used and should present graphics with the expected results.

The minimum expected outcome from this process is a paper that is appropriate for submission to a national academic conference. The more important outcome, however, is the foundation of a research project that can be submitted to an academic journal within a year following the conclusion of the course.

The research paper must be formally presented in class, in a typical national conference format (15 minutes, power point).

**Special Note**

The research process is a dynamic one, as such new articles appropriate to the topics to be covered may be incorporated into the reading list as they become available. If so, appropriate restructuring of our regular discussion schedule will take place. Lastly, circumstances may require me to modify this syllabus during the semester. Announcements pertaining to changes will be made in class.

**Academic Honesty**

Academic dishonesty is not condoned nor tolerated at UTEP or in this class. Such dishonesty, when evidenced, will be reported to the Student Judicial Affairs Office at UTEP. Read UTEP's website for more information about sanctions. Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases: **Plagiarism** - The representation of someone else's ideas as if they are one's own. **Unauthorized Collaboration on Out-of-Class Projects** - The representation of work as solely one's own when in fact it is the result of a joint effort; **Cheating on Exams** - The covert gathering of information from other students, the use of unauthorized notes, unauthorized aids, etc.; and **Knowing Cooperation with Another Person in an Academically Dishonest Undertaking** - Failure by a student to prevent misuse of his/her work by others.

**Accommodations for Students with Disabilities (from the Office of the Ombudsman)**

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

**AI Policy**

Students can use Artificial Intelligence (AI) tools and software to polish the reports, prepare for simulation decisions, and play scenarios regarding the cases. The only requirement is to disclose which AI was used, how (e.g., the prompt), and the extent to which AI was used. Any text, graphics, charts, or any material generated by AI should be cited and specifics (e.g., the prompts) should be provided in the reference. Failure to properly disclose the use of AI and making look AI generated material as own will be considered academic dishonesty / misconduct and will be reported.

Example of in text citation:

"Marketing management is the strategic planning and execution of a company's marketing efforts, including market research, branding, pricing, distribution, and customer engagement. Advertising, on the other hand, is a specific marketing tactic focused on creating and delivering promotional messages through paid channels to attract and persuade customers." (ChatGPT 1, 2025).

Example of Reference:

ChatGPT 1. ChatGPT 4.0, Prompt "In a couple of sentences, what is the difference between marketing management and advertising?" (August 8, 2025).

**Tentative Schedule and Reading List**

**1. August 27: The Domain of Consumer Behavior**
Book: Chapter 1

Holbrook, M.B. (1987), "What is Consumer Research?" *Journal of Consumer Research*, 14, 128-132.

Calder, B. and A. Tybout (1987), "What Consumer Research is ...," *Journal of Consumer Research*, 14, 136-140.

Deborah J. Macinnis And Valerie S. Folkes (2010), "The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key controversies," 36, 899-914.

Michel Tuan Pham (2013), "The seven sins of consumer psychology."

Wang, Xin, et al. "The Journal of Consumer Research at 40: A Historical Analysis" *Journal of Consumer Research* 42.2 (2015): 5-18.

*Wooten, D. B., Bagchi, R., & Labroo, A. (2024). JCP: The next mile. Journal of Consumer Psychology, 34(1), 3-5.*

*Schmitt, B. H., Cotte, J., Giesler, M., Stephen, A. T., & Wood, S. (2022). Relevance—reloaded and recoded. Journal of Consumer Research, 48(5), 753-755.*

***Optional:***

Rapp, J. M., & Hill, R. P. (2015). "Lordy, Lordy, Look Who's 40!" The Journal of Consumer Research Reaches a Milestone. *Journal of Consumer Research*, *42*(1), 19-29.

*Schmitt, B. H., Cotte, J., Giesler, M., Stephen, A. T., & Wood, S. (2021). Our journal, our intellectual home. Journal of Consumer Research, 47(5), 633-635.*

*Hamilton, R. W. (2023). Leveraging Opportunities and Managing Risks in Marketing Research. Journal of Marketing Research, 00222437231221425.*

*Martin, K. D., & Scott, M. L. (2021). Journal of Public Policy & Marketing: A Strategic Vision for Rigor, Relevance, and Inclusivity. Journal of Public Policy & Marketing, 40(1), 1-6.*

Sridhar, S., Lamberton, C., Marinova, D., & Swaminathan, V. (2023). JM: Promoting catalysis in marketing scholarship. Journal of Marketing, 87(1), 1-9.

Simonson, Itamar, Ziv Carmon, Ravi Dhar, Aimee Drolet and Steven Nowlis (2001), "Consumer Research: In Search of Identity," Annual Review of Psychology, 52, 249-275.

Peracchio, L. A., Luce, M. F., & McGill, A. L. (2014). Building bridges for an interconnected field of consumer research.

John Deighton, "Broadening the Scope of Consumer Research" (http://www.ejcr.org/april2010.htm).

**2. September 3: Basic Introduction and Experimental Research 1**

Vargas, P. T., Duff, B. R., & Faber, R. J. (2017). A Practical Guide to Experimental Advertising Research. *Journal of Advertising*, *46*(1), 101-114.

Calder, B. J., Brendl, C. M., Tybout, A. M., & Sternthal, B. (2021). Distinguishing constructs from variables in designing research. Journal of Consumer Psychology, 31(1), 188-208.

Schwarz, N. (2021). Theory and effects in consumer psychology. Journal of Consumer Psychology, 31(1), 209-213.

Spencer, S. J., Zanna, M. P., & Fong, G. T. (2005). Establishing a causal chain: why experiments are often more effective than mediational analyses in examining psychological processes. *Journal Of Personality and Social Psychology*, *89*(6), 845-851.

*Highhouse, S. (2009). "Designing Experiments That Generalize." Organizational Research Methods* ***12****(3): 554-566.*

*Coppock, A., Leeper, T. J., & Mullinix, K. J. (2018). Generalizability of heterogeneous treatment effect estimates across samples. Proceedings of the National Academy of Sciences, 115(49), 12441-12446.*

*Shimp, T. A., E. M. Hyatt, et al. (1991). "A Critical Appraisal of Demand Artifacts in Consumer Research." Journal of Consumer Research 18(3): 11.*

*Mummolo, J., & Peterson, E. (2019). Demand effects in survey experiments: An empirical assessment. American Political Science Review, 113(2), 517-529.*

*Hauser, D. J., Ellsworth, P. C., & Gonzalez, R. (2018). Are manipulation checks necessary?. Frontiers in Psychology, 9, 998.*

**Optional:**

Geuens, M., & De Pelsmacker, P. (2017). Planning and Conducting Experimental Advertising Research and Questionnaire Design. Journal of Advertising, 46(1), 83-100.
16

Pirlott, A. G., & MacKinnon, D. P. (2016). Design approaches to experimental mediation. Journal of Experimental Social Psychology, 66, 29-38.

23 (single column)

Sawyer, Alan (1975), "Demand Artifacts in Laboratory Experiments in Consumer Research," Journal of Consumer Research

Perdue, B. C. & Summers, J. O. (1986), "Checking the Success of Manipulations in Marketing Experiments," Journal of Marketing Research.

**3. September 10: Basic Introduction and Experimental Design II**

Wells, W. D. (1993). Discovery-oriented consumer research. *Journal of Consumer Research*, *19*(4), 489-504.

Russ Winer (1999), "Experimentation in the 21st century: The importance of external validity," Academy of Marketing Science. Journal; Summer 1999; 27, 3.

Calder, B. J., & Tybout, A. T. (1999), "A vision of theory, research, and the future of business schools," *Academy of Marketing Science. Journal;* Summer 1999; 27, 3.

Morales, Amir, and Lee (2017). Keeping it real in experimental research: Understanding When, Where, and How to Enhance Realism and Measure Consumer Behavior. *Journal of Consumer Research*.

Hulland, J., & Houston, M. (2021). The importance of behavioral outcomes. Journal of the Academy of Marketing Science, 49, 437-440.

**4. September 17: Research Ideas, Reviewing, and Publishing Process**

MacInnis, D. J., Morwitz, V. G., Botti, S., Hoffman, D. L., Kozinets, R. V., Lehmann, D. R., ... & Pechmann, C. (2020). Creating boundary-breaking, marketing-relevant consumer research. Journal of Marketing, 84(2), 1-23.

Lynch Jr, J. G., Alba, J. W., Krishna, A., Morwitz, V. G., & Gürhan-Canli, Z. (2012). Knowledge creation in consumer research: Multiple routes, multiple criteria. Journal of Consumer Psychology, 22(4), 473-485.

Janiszewski, C., Labroo, A. A., & Rucker, D. D. (2016). A tutorial in consumer research: knowledge creation and knowledge appreciation in deductive-conceptual consumer research. *Journal of Consumer Research*, *43*(2), 200-209.

Gray, K., & Wegner, D. M. (2013). Six guidelines for interesting research. *Perspectives on Psychological Science*, *8*(5), 549-553.

Ladik, D. M., & Stewart, D. W. (2008). The contribution continuum. *Journal of the Academy of Marketing Science*, *36*(2), 157-165.

Kohli, Ajay (2011), "From the Editor Reflections on the Review Process."

Whetten, D. A. (1989). What constitutes a theoretical contribution? *Academy of Management Review, 14*(4), 490-495. doi: 10.5465/AMR.1989.430837

John O Summers (2001), "Guidelines for conducting research and publishing in marketing: From conceptualization to Review Process," *Academy of Marketing Science. Journal;* Fall 2001; 29, 4

**5. September 24: Perception and Information Processing Models**

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), 135-146.

Karmarkar, U. R., & Tormala, Z. L. (2010). Believe me, I have no idea what I'm talking about: The effects of source certainty on consumer involvement and persuasion. Journal of Consumer Research, 36(6), 1033-1049.

Schwarz, N., Jalbert, M., Noah, T., & Zhang, L. (2021). Metacognitive experiences as information: Processing fluency in consumer judgment and decision making. Consumer Psychology Review, 4(1), 4-25.

Nunes, J. C., Ordanini, A., & Valsesia, F. (2015). The power of repetition: Repetitive lyrics in a song increase processing fluency and drive market success. Journal of Consumer Psychology, 25(2), 187-199.

Krishna, A., & Elder, R. S. (2021). A review of the cognitive and sensory cues impacting taste perceptions and consumption. Consumer Psychology Review, 4(1), 121-134.

Park, J., & Hadi, R. (2020). Shivering for status: When cold temperatures increase product evaluation. Journal of Consumer Psychology, 30(2), 314-328.

Balcetis, E., & Dunning, D. (2010). Wishful seeing: More desired objects are seen as closer. Psychological science, 21(1), 147-152.

Mantonakis et al psych science 2009

Morewedge, Carey K., Young Eun Huh, and Joachim Vosgerau (2010), "Thought for Food: Imagined Consumption Reduces Actual Consumption," Science, 330 (December 10), 1530-1533.

**6. October 1: Memory and Learning  Research Idea Due**

Keller, Kevin Lane (1987), "Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluations," *Journal of Consumer Resear*ch, 14 (Dec), 316-333.

Winterich, K. P., Reczek, R. W., & Irwin, J. R. (2017). Keeping the memory but not the possession: Memory preservation mitigates identity loss from product disposition. Journal of Marketing, 81(5), 104-120.

Stanley, M. L., Whitehead, P. S., & Marsh, E. J. (2022). The cognitive processes underlying false beliefs. Journal of Consumer Psychology, 32(2), 359-369.

Fernandes, D., Puntoni, S., van Osselaer, S. M., & Cowley, E. (2016). When and why we forget to buy. Journal of Consumer Psychology, 26(3), 363-380.

Krishna, Aradhna, May O. Lwin, and Maureen Morrin, "Product Scent and Memory," *Journal of Consumer Research*, June 2010.

Kang, E., & Lakshmanan, A. (2017). Role of executive attention in consumer learning with background music. Journal of Consumer Psychology, 27(1), 35-48.

Roehm, M. L. (2016). An exploration of flashbulb memory. Journal of Consumer Psychology, 26(1), 1-16.

**7. October 8: Attitudes**

Fazio and Zanna (1981), Direct Experience and Attitude-Behavior Consistency, *Advances in Experimental Psychology*
read pages 1-7 of PDF (i.e., up until the "housing study")

Olson and Zanna (1993), Attitudes and Attitude Change, *Annual Review of Psychology.*
read pages 1-8 of PDF (i.e., up to value-attitude relations)

Fazio, Russell H., Martha C. Powell, and Carol J. Williams. "The role of attitude accessibility in the attitude-to-behavior process." Journal of consumer research 16, no. 3 (1989): 280-288.

Priester, Joseph R., Dhananjay Nayakankuppam, Monique A. Fleming, and John Godek. "The A2SC2 model: The influence of attitudes and attitude strength on consideration and choice." Journal of consumer research 30, no. 4 (2004): 574-587.

Greenwald et al. (1998), "Measuring Individual Differences in Implicit Cognition: The IAT," Journal of Personality and Social Psychology, 74(6), 1464-1480.

Schimmack, Ulrich. "The Implicit Association Test: A method in search of a construct." Perspectives on Psychological Science 16 (2) (2021): 396-414.

**8. October 15: Affect**

Bagozzi, Richard P., Mahesh Gopinath, and Prashanth U. Nyer (1999), "The Role of Emotions in Marketing," *Journal of the Academy of Marketing Science*, 27 (Spring), 184-206.

Pham, Michel Tuan (2004), "The Logic of Feeling," *Journal of Consumer Psychology*, Vol. 14 (4), 360-369

Shiv, Baba and Fedorikhin, Alexander, "Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making," Journal of Consumer Research, Vol. 26, Dec. 1999.

Williams, Patti, and Jennifer L Aaker (2002), "Can Mixed Emotions Peacefully Coexist?" Journal of Consumer Research, 28(4).

Aknin et al. 2020, Does Spending Money on Others Promote Happiness?: A Registered Replication Report, JPSP.

Van Boven and Gilovich 2003 – To Do or to Have? That Is the Question, JPSP

Berger 2023, What Holds Attention? Linguistic Drivers of Engagement, Journal of Marketing

Mogilner et al 2011 – The Shifting Meaning of Happiness.

Brick et al 2020, Secret consumer behaviors in close relationships, JCP

Moore – She'll Take Two: Relationship Interdependence and Negative Emotion in Everyday Choice for Others, JACR

Campbell et al 2014, Too Much Experience: A Desensitization Bias in Emotional Perspective Taking

**9. October 22: Judgment and Consumer Choice**

Amos Tversky and Daniel Kahneman, "Judgment Under Uncertainty: Heuristics and Biases," Science, Sep.1974, p1124-1131.

Thaler, Richard (1999), "Mental Accounting Matters," *Journal of Behavioral Decision Making*, 12 (3 September), 183-206.

Simonson, I and A. Tversky (1992), "Choice in Context: Tradeoff Contrast and Extremeness Aversion," *Journal of Marketing Research,* 29 (August), 281-295.

Gal, David, and Derek D. Rucker. "The loss of loss aversion: Will it loom larger than its gain?." Journal of Consumer Psychology 28, no. 3 (2018): 497-516.

Morewedge et al. Bad riddance or good rubbish? Ownership and not loss aversion causes the endowment effect

Briley, Donnel A., Michael W. Morris, and Itamar Simonson. "Reasons as carriers of culture: Dynamic versus dispositional models of cultural influence on decision making." Journal of consumer research 27, no. 2 (2000): 157-178.

Chernev, Alexander. "Goal–attribute compatibility in consumer choice." Journal of Consumer Psychology 14, no. 1-2 (2004): 141-150.

Zhou and Pham, Promotion and Prevention Across Mental Accounts, Journal of Consumer Research, June 2004, pp. 125-135.

Hossain, Mehdi Tanzeeb. "How cognitive style influences the mental accounting system: role of analytic versus holistic thinking." Journal of Consumer Research 45, no. 3 (2018): 615-632.

**10. October 29: Personality, Individual difference, and Self Concept**

Russell Belk (1988), Possessions and the Extended Self. JCR

Baron, R. M., & Boudreau, L. A. (1987). An ecological perspective on integrating personality and social psychology. Journal of Personality and Social Psychology, 53(6), 1222-1228.

Funder 2006, Towards a resolution of the personality triad: Persons, situations, and behaviors

Baumgartner, Hans. "Toward a personology of the consumer." Journal of consumer research 29, no. 2 (2002): 286-292.

Aaker, Jennifer; Dimensions of brand personality**,** Journal of Marketing Research, Vol 34(3), Aug, 1997. pp. 347-356

Eisend, Martin, and Nicola E. Stokburger-Sauer. "Brand personality: A meta-analytic review of antecedents and consequences." Marketing Letters 24, no. 3 (2013): 205-216.

Reed II, Americus, Mark R. Forehand, Stefano Puntoni, and Luk Warlop. "Identity-based consumer behavior." International Journal of Research in Marketing 29, no. 4 (2012): 310-321.

Fournier and Alvarez 2012, Brands as relationship partners: Warmth, competence, and in-between, JCP

Berger, Jonah, and Chip Heath. "Who drives divergence? Identity signaling, outgroup dissimilarity, and the abandonment of cultural tastes." Journal of personality and social psychology 95, no. 3 (2008): 593.

Harrison, Andrew, James Summers, and Brian Mennecke. "The effects of the dark triad on unethical behavior." Journal of Business Ethics 153, no. 1 (2018): 53-77.

Rifkin, Jacqueline R., Katherine M. Du, and Jonah Berger. "Penny for your preferences: leveraging self-expression to encourage small prosocial gifts." Journal of Marketing 85, no. 3 (2021): 204-219.

Hasford, Jonathan, Blair Kidwell, David M. Hardesty, and Adam Farmer. "Your Cheatin' Heart: How Emotional Intelligence and Selfishness Impact the Incidence of Consumer Fraud." Journal

**11. November 5: Social Influence Annotated Bibliography and Hypotheses due**

Ratner, R. K., & Kahn, B. E. (2002). The impact of private versus public consumption on variety-seeking behavior. Journal of Consumer Research, 29(2), 246-257.

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.

Luo, X. (2005). How does shopping with others influence impulsive purchasing?. Journal of Consumer Psychology, 15(4), 288-294.

Muniz, A. M., & O'Guinn, T. C. (2001). Brand community. Journal of Consumer Research, 27(4), 412-432.

Blair, S., & Roese, N. J. (2013). Balancing the basket: the role of shopping basket composition in embarrassment. Journal of Consumer Research, 40(4), 676-691.

Garbinsky, E. N., Gladstone, J. J., Nikolova, H., & Olson, J. G. (2020). Love, lies, and money: Financial infidelity in romantic relationships. Journal of Consumer Research, 47(1), 1-24.

Bellezza, S., Gino, F., & Keinan, A. (2014). The red sneakers effect: Inferring status and competence from signals of nonconformity. Journal of Consumer Research, 41(1), 35-54.

Gino, F., & Flynn, F. J. (2011). Give them what they want: The benefits of explicitness in gift exchange. Journal of Experimental Social Psychology, 47(5), 915-922.

Watch: Cialdini's persuasion principles on YouTube.

**12. November 12: Cultural Differences**

Shavitt, Sharon; Lee, Angela Y.; Johnson, Timothy P.*; "*Cross-cultural consumer psychology**,"** *In:* Handbook of **Consumer** Psychology (Chapter 44, page 1121 of pdf).

Gelfand, Michelle J. et al. (2011). "Differences Between Tight and Loose Cultures: A 33-Nation Study." *Science*, 332, 1100-1104.

Li, Ren, Sarah Gordon, and Michele J. Gelfand. "Tightness–looseness: A new framework to understand consumer behavior." Journal of Consumer Psychology 27, no. 3 (2017): 377-391.

Gul, Pelin, Susan E. Cross, and Ayse K. Uskul. "Implications of culture of honor theory and research for practitioners and prevention researchers." American Psychologist 76, no. 3 (2021): 502.

Monga, Alokparna Basu; John, Deborah Roedder; "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," Journal of **Consumer** Research, Vol 33(4), Mar, 2007. pp. 529-536

Chan, Haksin; Wan, Lisa C.; Sin, Leo Y. M.; "The contrasting effects of culture on consumer tolerance: Interpersonal face and impersonal fate," Journal of **Consumer** Research, Vol 36(2), Aug, 2009. pp. 292-304

Luna, David; Ringberg, Torsten; Peracchio, Laura A." One Individual, Two Identities: Frame Switching among Biculturals," Journal of **Consumer** Research, Aug2008, Vol. 35 Issue 2

Aaker, Jennifer L.; Williams, Patti." Empathy versus Pride: The Influence of Emotional Appeals Across Cultures." Journal of **Consumer** Research, Dec98, Vol. 25 Issue 3, p241-261,

Valenzuela, A., Mellers, B., & Strebel, J. (2010). Pleasurable surprises: A cross-cultural study of consumer responses to unexpected incentives. Journal of Consumer Research, 36(5), 792-805.

Winterich, Karen Page, and Yinlong Zhang. "Accepting inequality deters responsibility: How power distance decreases charitable behavior." *Journal of Consumer Research* 41.2 (2014): 274-293.

**13. November 19: Current topics**

GenAI and Consumer Research: Are We the Last Generation of Human Consumer Researchers? – By Bernd Schmitt

The GenAI Future of Consumer Research – By Ming-Hui Huang and Roland T Rust

Ideation with Generative AI—in Consumer Research and Beyond – By Julian De Freitas, Gideon Nave, and Stefano Puntoni

Collaborating with Generative AI in Consumer Culture Research – By Amber M Epp and Ashlee Humphreys

When Is Digital Censorship Permissible? A Conversation Norms Account – By Tami Kim

Brand Teasing: How Brands Build Strong Relationships by Making Fun of Their Consumers – By Demi Oba, Holly S Howe, and Gavan J Fitzsimons

Quality–Quantity Tradeoffs in Consumption – By Rodrigo S Dias, Eesha Sharma, and Gavan J Fitzsimons

'Woman-Owned Business' Labels Enhance Perceived Competence – By Nicole Davis and Tami Kim

People Believe If 90% Prefer A over B, A Must Be Much Better than B. Are They Wrong? – By Graham Overton, Ioannis Evangelidis, and Joachim Vosgerau

Positive Contrast Scope Insensitivity – By Guy Voichek and Nathan Novemsky

**14. November 26: Thanksgiving Holiday - Feedback Deadline**

**15. November 19: Current topics**

Seeking Beauty and Finding Health: How Choosing Beautiful Food Promotes Healthy Eating

Painful Prices: The Moral Harm Model of Price Fairness Margaret C Campbell and others

The Scale Orientation Effect: How the Spatial and Magnitude Orientation of Scales Shapes Survey Responses  Ellie J Kyung and others

AI Companions Reduce Loneliness Julian De Freitas and others

Why (and When) Are Uncertain Price Promotions More Effective Than Equivalent Sure Discounts? Celia Gaertig and Joseph P Simmons

What Makes Consumption Experiences Feel Special? A Multi-Method Integrative Analysis Jennifer J Sun and Michel Tuan Pham

Consumers' Mental Representation of Expenditures: Implications for Spending and Savings Decisions Lin Fei and others

How Algorithms Constrain Consumer Experience Ashok Kumar Kaliyamurthy and Hope Jensen Schau

**15. December 3 Paper Presentations / Term Paper Due**

**16. December 10 Paper Presentations**