

CONSUMER BEHAVIOR

Course code	<i>MNG106</i>
Course title	<i>Consumer Behavior</i>
Type of course	<i>Main</i>
Study level	<i>1st</i>
Department	<i>Bachelor Studies</i>
Year of study	<i>2nd and 3rd</i>
Semester	<i>Spring</i>
Credits	<i>6 ECTS: 24h lectures, 24h seminar, 112h self-study, 2h consultations</i>
Lecturer	<i>Dr. Yannick Joye</i>
Study form	<i>Full-time</i>
Courses to have prior this course	<i>N.N.</i>
Course language	<i>English</i>

Description and aims of the course

This course aims to offer students an in-depth and critical overview of leading-edge research in the field of consumer behavior. The course will consist of lectures and seminars.

Lectures: Through a critical reading of key-articles within the field, students will be acquainted with major (social) psychological theories that explain how both internal (e.g., psychological) and external (e.g., evolutionary, social, and cultural environments) factors can affect consumers' behaviour, and can influence mental and behavioural outcomes (e.g., consumer self-control, materialism), as well as consumer decision making. During the lectures, the necessary background information will be provided to enable students to grasp the content of the articles.

Seminars: In the seminars, students will (a) have to develop, and work on their own research project in small groups (seminar 1 until 8) and (b) present the results of that research project to their fellow-students (seminar 9 until 12). Note that students are expected to work on the research project outside class too.

Course learning outcomes (SLO)	Study methods	Assessment methods
CLO1 Will be able to explain major theories, models, and findings from recent consumer behaviour research.	Lectures, in-class discussions, research project, individual study	Final exam
CLO2 Will be able to independently find and select relevant and high-quality consumer behaviour research articles, and to critically reflect upon that literature.	Lectures, in-class discussions, research project, individual study	Final exam, research project
SLO3 Will be able to perform consumer behaviour research, and statistically analyse and interpret the results of that research.	Lectures, in-class discussions, research project, individual study	Final exam, research project, presentation of research project
SLO4 Will be able to formulate credible and meaningful real-life applications of the theories and findings covered in the course and in the research project.	Lectures, in-class discussions, research project, individual study	Final exam, research project, presentation of research project
SLO5 Will be able to write a scientific research report, and present and discuss research results for both a specialist and layman audience.	Lectures, in-class discussions, research project, individual study	Research project, presentation of research project

Course content

Lecture	TOPIC	IN-CLASS HOURS		READINGS
		Lecture	Seminar	
Session 1	Introduction	2	2	
Session 2	Evolutionary and cultural determinants of consumer behavior	2	2	See required literature
Session 3	Aesthetics and consumer behaviour I	2	2	See required literature
Session 4	Aesthetics and consumer behaviour II	2	2	See required literature

Session 5	Cognition, emotion and consumer behaviour	2	2	See required literature
Session 6	Cognitive capacity and consumer behaviour	2	2	See required literature
Session 7	Heuristics and biases in consumer behaviour	2	2	See required literature
Session 8	Conscious and unconscious influences on consumer behaviour	2	2	See required literature
Session 9	Materialism and scarcity	2	2 (presentations)	See required literature
Session 10	Self, others and consumer behaviour	2	2 (presentations)	See required literature
Session 11	Anthropomorphism in consumer behaviour	2	2 (presentations)	See required literature
Session 12	Conclusion + question and answer session	2	2 (presentations)	
	Total hours (for each group)	24	24	

COURSE REQUIREMENTS

1. Final exam

The **final exam** will count for **60%** of the final grade. The exam will consist of a combination of multiple-choice questions and open questions. The exam will cover all the required literature (see below for the required reading list) and any further materials that are discussed/presented during the lectures. The PowerPoint presentations of the lectures will be made available to students after each lecture block.

2. Retake exam

If a student fails for the final exam, (s)he is granted the right to retake. The retake exam will cover all topics, will have the same format as the final exam, and will replace the grade of the final exam. The research project cannot be retaken.

3. Research project (40% of final grade).

As part of the course, students will have to conduct a quantitative consumer behavior research project, and – based on that – write a research report in groups of 2 or 3 (group size will depend on the final number of students enrolled in the course). During the first session of the course, all necessary practical information pertaining to the report will be provided (e.g., format of the report, approximate number of pages, submission deadline of the report, and so on).

For writing the research report, the following steps need to be taken:

- Choosing a particular research question/problem.
- Writing an introduction to the research question/problem.
- Reviewing the relevant theoretical literature, and deriving a research model from that.
- Designing a small-scale quantitative study that allows one to test the research question.
- Developing and describing a survey that will be used to test the research question.
- Analyzing (using SPSS) and interpreting the results of the survey.
- Writing up the results.
- Writing a conclusion (which includes: limitations of the project, ideas for future research, and managerially relevant applications of the findings).

During seminar 1 until 8, the teacher will explain in detail how each of the previous steps needs to be tackled. During those same seminars, students will have the opportunity to work on each part of their research project, and to solicit feedback from the teacher. In some seminars, peer-review sessions will be foreseen, where groups will receive feedback on their work from other groups (this will be announced in due time to groups). Note that it is necessary to work on the research project outside class too. The report of the project will count for 30% of the final grade.

During seminar 9 until 12, all groups will have to present the results of their research project in class. The presentation of the project will count for 10% of the final grade.

TYPE	TOTAL HOURS	EVALUATION, %
Research project (paper + presentation)	30	40 (30 + 10)
Final exam	82	60
Total:	112	100

REQUIRED LITERATURE

Note 1: for several of the articles listed below, only specific parts of the article will have to be read and learnt for the final exam. During the lectures, students will be informed about the articles to which this applies.

Note 2: due to the dynamic nature of the content of the course, additional/different materials can be assigned during the course. Presentations will be made available for download after each lecture block. The slides are the intellectual property of the teacher and students may not distribute or duplicate these without written consent from the teacher.

Session 2: Evolutionary and cultural determinants of consumer behaviour

- Saad, G. (2013). Evolutionary consumption. *Journal of Consumer Psychology*, 23(3), 351-371.
- Henrich, J., Heine, S. J., & Norenzayan, A. (2010). The weirdest people in the world? *Behavioral and Brain Sciences*, 33(2-3), 61-83.
- Hofstede, G. (2011). Dimensionalizing cultures: The Hofstede model in context. *Online readings in psychology and culture*, 2(1), 8.

Session 3-4: Aesthetics and consumer behaviour

- Reber, R., Schwarz, N., & Winkielman, P. (2004). Processing fluency and aesthetic pleasure: Is beauty in the perceiver's processing experience? *Personality and Social Psychology Review*, 8(4), 364-382.
- Labroo, A. A., Dhar, R., & Schwarz, N. (2007). Of frog wines and frowning watches: Semantic priming, perceptual fluency, and brand evaluation. *Journal of Consumer Research*, 34(6), 819-831.
- Meert, K., Pandelaere, M., & Patrick, V. M. (2014). Taking a shine to it: How the preference for glossy stems from an innate need for water. *Journal of Consumer Psychology*, 24(2), 195-206.
- Joye, Y., Fennis, B, & Redies, C. (2018). Set that record straight!

Session 5: Cognition, emotion and consumer behaviour

- Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10(2), 135-146.
- Griskevicius, V., Shiota, M. N., & Neufeld, S. L. (2010). Influence of different positive emotions on persuasion processing: A functional evolutionary approach. *Emotion*, 10(2), 190.
- Griskevicius, V., Shiota, M. N., & Nowlis, S. M. (2010). The many shades of rose-colored glasses: An evolutionary approach to the influence of different positive emotions. *Journal of Consumer Research*, 37(2), 238-250.
- Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192-205.

Session 6: Cognitive capacity and consumer behaviour

- Vohs, K. D., & Faber, R. J. (2007). Spent resources: Self-regulatory resource availability affects impulse buying. *Journal of Consumer Research*, 33(4), 537-547.
- Baumeister, R. F., Vohs, K. D., & Tice, D. M. (2007). The strength model of self-control. *Current Directions in Psychological Science*, 16(6), 351-355.
- Inzlicht, M., & Schmeichel, B. J. (2012). What is ego depletion? Toward a mechanistic revision of the resource model of self-control. *Perspectives on Psychological Science*, 7(5), 450-463.

Session 7: Heuristics and biases in consumer behaviour

- Kahneman, D, J. L. Knetch, and Richard Thaler (1991). The Endowment Effect, Loss Aversion, and Status Quo Bias. *Journal of Economic Perspectives*, 5, 193-206.
- Tversky, A., & Kahneman, D. (1981). The framing of decisions and the psychology of choice. *Science*, 211(4481), 453-458.

Session 8: Conscious and unconscious influences on consumer behaviour

- Barton, A., & Grüne-Yanoff, T. (2015). From libertarian paternalism to nudging—and beyond. *Review of Philosophy and psychology*, 6(3), 341-359.
- Campbell-Arvai, V., Arvai, J., & Kalof, L. (2014). Motivating sustainable food choices: The role of nudges, value orientation, and information provision. *Environment and Behavior*, 46(4), 453-475.
- Dijksterhuis, A., Smith, P. K., Van Baaren, R. B., & Wigboldus, D. H. (2005). The unconscious consumer: Effects of environment on consumer behavior. *Journal of Consumer Psychology*, 15(3), 193-202.

Session 9: Materialism and scarcity

- Kasser, T. (2016). Materialistic values and goals. *Annual Review of Psychology*, 67, 489-514.
- Arndt, J., Solomon, S., Kasser, T., & Sheldon, K. M. (2004). The urge to splurge: A terror management account of materialism and consumer behavior. *Journal of Consumer Psychology*, 14(3), 198-212.
- Sharma, E., & Alter, A. L. (2012). Financial deprivation prompts consumers to seek scarce goods. *Journal of Consumer Research*, 39(3), 545-560.

Session 10: Self, others and consumer behaviour

- Goldstein, N., Cialdini, R., & 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., & Van den Berg, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology*, 98(3), 392-404.

- Stellar, J. E., Gordon, A. M., Piff, P. K., Cordaro, D., Anderson, C. L., Bai, Y., ... & Keltner, D. (2017). Self-transcendent emotions and their social functions: Compassion, gratitude, and awe bind us to others through prosociality. *Emotion Review*, 9(3), 200-207.

Session 11: Anthropomorphism in consumer behaviour

- Nicholas, E., Waytz, A., Cacioppo, J.T. (2007). On seeing human: A three-factor theory of anthropomorphism. *Psychological Review*, 114(4), 864-886.
- Aggarwal, P., & McGill, A.L. (2007). Is That Car Smiling at Me? Schema Congruity as a Basis for Evaluating Anthropomorphized Products. *Journal of Consumer Research*, 34 (4), 468 -479.
- Zhou, X., Kim, S., Wang, L., & Aggarwal, P. (2018). Money Helps When Money Feels: Money Anthropomorphism Increases Charitable Giving. *Journal of Consumer Research*.