

26:630:676 (Fall 2017): Consumer Behavior

Class location: Newark, 1 Washington Park, #358

Class time: Thursdays, 1:00pm - 3:50pm

Office hours: By appointment

Dr. Ashwani Monga

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COURSE DESCRIPTION

This course is designed to provide you with a contemporary view of research on consumer behavior. I will cover a broad array of relevant theories and topics, but will assign articles solely from top marketing/consumer research journals, and not from allied areas (e.g. psychology). This is simply because our seminar time is limited. So my focus will be on giving you a clear sense of the topics that are prominent within the consumer behavior field of Marketing, and also conveying a feel for how ideas are communicated in our field (i.e., writing/positioning).

To give you a contemporary perspective, all articles that I have selected are from this century (published in 2000 or later). The unfortunate consequence is that we will not delve into several classics that form the bedrock of consumer research. However, the assigned papers will often cite the classic ones, and I will refer to them during our discussions to provide a historical perspective to the current state of consumer research. In addition, I will try to give you a sense of how research articles take shape and are eventually accepted in journals. To give you this sense of the research process, I will share the process of some of my own articles, since these are the ones that I know most intimately.

This is not a lecture class in which I will “teach” articles. Instead, a discussion format will be used. We will share our interpretations of different theoretical concepts, clarify our understanding of those concepts, generate new ideas and, hopefully, rise to a higher level of thinking. To accomplish this kind of learning, it is imperative that you do the assigned work diligently and participate enthusiastically in class. I have assigned several articles for each class, and you should read and understand each one. You should be particularly prepared with two articles (that I will assign). In addition, you should be ready with one new research idea that follows from any of the articles assigned for that class. You will have 7 minutes for your presentation (no ppt required). Here are the questions that should be answered when you present: (a) What is the new prediction? (b) What is the theory/logic behind it? (c) How is this distinct from what has been done earlier? (d) Why is it interesting? Is there anything counterintuitive, is the topic “cool,” or is there something else that might make a reader take notice? (e) Who would the findings be relevant for: academics, managers, public-policy makers? (f) How would you test it empirically? Note that you have only 7 minutes; so please choose your words carefully so that you are able to convey the critical points.

LEARNING GOALS AND OBJECTIVES

If you satisfactorily complete this course, you will learn the following aspects of consumer-behavior research: (1) Knowledge about several research streams, (2) Familiarity with the style and content of recent research, and (3) Ability to generate and test research ideas.

COURSE MATERIALS

Journal articles (listed later in this syllabus)

ACADEMIC INTEGRITY

I do not tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/files/documents/AI_Policy_2013.pdf). I will strongly enforce this Policy and pursue all violations. Students must follow the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." Don't let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

CLASSROOM CONDUCT

Do not disturb the class environment by chatting, using cellphones, arriving late, leaving early, or engaging in any distracting activity. If you miss a class, I will make adjustments only if your absence is due to an extraordinary (e.g., health) reason that you can fully document. To be updated on classroom activities, please check Rutgers email and Blackboard postings. If a disability does not let you participate fully in class, please bring this to my attention early on.

GRADING POLICY

The following grade components add up to 100 points; there are no extra-credit opportunities.

Quality of presentations made in each class (averaged across classes): 60 points

Quality of class participation (apart from presentations): 20 points

Quality of research proposal (due at end of semester): 20 points

Your points from each component will be summed. The final course grade will be as follows.

> 90.0 = A
87.0 – 89.99 = B+
81.0 – 86.99 = B
78.0 – 80.99 = C+
68.0 – 77.99 = C
< 68.0 = F

COURSE SCHEDULE

The following articles will be available on Blackboard. If there are any changes in the schedule, you will be notified via Blackboard or email.

Week 1 (Sept 7)

Overview of key topics covered in the course.

Week 2 (Sept 14)

Perception, Attention, and Consciousness

Lee, Angela Y., and Aparna A. Labroo. "The effect of conceptual and perceptual fluency on brand evaluation." *Journal of Marketing Research* 41, no. 2 (2004): 151-165.

Wheeler, S. Christian, and Jonah Berger. "When the same prime leads to different effects." *Journal of Consumer Research* 34, no. 3 (2007): 357-368.

Chartrand, Tanya L., Joel Huber, Baba Shiv, and Robin J. Tanner. "Nonconscious goals and consumer choice." *Journal of Consumer Research* 35, no. 2 (2008): 189-201.

Zauberman, Gal, B. Kyu Kim, Selin A. Malkoc, and James R. Bettman. "Discounting time and time discounting: Subjective time perception and intertemporal preferences." *Journal of Marketing Research* 46, no. 4 (2009): 543-556.

Bilgin, Baler, and Robyn A. LeBoeuf. "Looming losses in future time perception." *Journal of Marketing Research* 47, no. 3 (2010): 520-530.

Laran, Juliano, Amy N. Dalton, and Eduardo B. Andrade. "The curious case of behavioral backlash: Why brands produce priming effects and slogans produce reverse priming effects." *Journal of Consumer Research* 37, no. 6 (2011): 999-1014.

Monga, Ashwani, and Rajesh Bagchi. "Years, months, and days versus 1, 12, and 365: The influence of units versus numbers." *Journal of Consumer Research* 39, no. 1 (2012): 185-198.

Week 3 (Sept 21)

Attitudes and Persuasion

Ahluwalia, Rohini. "Examination of psychological processes underlying resistance to persuasion." *Journal of Consumer Research* 27, no. 2 (2000): 217-232.

Aaker, Jennifer L., and Angela Y. Lee. "'I' seek pleasures and 'we' avoid pains: The role of self-regulatory goals in information processing and persuasion." *Journal of Consumer Research* 28, no. 1 (2001): 33-49.

Keller, Punam Anand, Isaac M. Lipkus, and Barbara K. Rimer. "Affect, framing, and persuasion." *Journal of Marketing Research* 40, no. 1 (2003): 54-64.

Pham, Michel Tuan, and Tamar Avnet. "Ideals and oughts and the reliance on affect versus substance in persuasion." *Journal of Consumer Research* 30, no. 4 (2004): 503-518.

Mogilner, Cassie, and Jennifer Aaker. "'The time vs. money effect': Shifting product attitudes and decisions through personal connection." *Journal of Consumer Research* 36, no. 2 (2009): 277-291.

Wan, Echo Wen, Derek D. Rucker, Zakary L. Tormala, and Joshua J. Clarkson. "The effect of regulatory depletion on attitude certainty." *Journal of Marketing Research* 47, no. 3 (2010): 531-541.

Baca-Motes, Katie, Amber Brown, Ayelet Gneezy, Elizabeth A. Keenan, and Leif D. Nelson. "Commitment and behavior change: Evidence from the field." *Journal of Consumer Research* 39, no. 5 (2013): 1070-1084.

Week 4 (Sept 28) **Goals and Motivation**

Chernev, Alexander. "Goal orientation and consumer preference for the status quo." *Journal of Consumer Research* 31, no. 3 (2004): 557-565.

Fishbach, Ayelet, and Ravi Dhar. "Goals as excuses or guides: The liberating effect of perceived goal progress on choice." *Journal of Consumer Research* 32, no. 3 (2005): 370-377.

Zhang, Ying, Ayelet Fishbach, and Ravi Dhar. "When thinking beats doing: The role of optimistic expectations in goal-based choice." *Journal of Consumer Research* 34, no. 4 (2007): 567-578.

Wadhwa, Monica, Baba Shiv, and Stephen M. Nowlis. "A bite to whet the reward appetite: The influence of sampling on reward-seeking behaviors." *Journal of Marketing Research* 45, no. 4 (2008): 403-413.

Drolet, Aimee, Mary Frances Luce, and Itamar Simonson. "When does choice reveal preference? Moderators of heuristic versus goal-based choice." *Journal of Consumer Research* 36, no. 1 (2009): 137-

Labroo, Aparna A., and Jesper H. Nielsen. "Half the thrill is in the chase: Twisted inferences from embodied cognitions and brand evaluation." *Journal of Consumer Research* 37, no. 1 (2010): 143-158.

Salerno, Anthony, Juliano Laran, and Chris Janiszewski. "Hedonic eating goals and emotion: When sadness decreases the desire to indulge." *Journal of Consumer Research* 41, no. 1 (2014): 135-151.

Etkin, Jordan, Ioannis Evangelidis, and Jennifer Aaker. "Pressed for Time? Goal Conflict Shapes How Time Is Perceived, Spent, and Valued." *Journal of Marketing Research* 52, no. 3 (2015): 394-406.

Week 5 (Oct 5) **Expectations, Placebos, and Satisfaction**

Dawar, Niraj, and Madan M. Pillutla. "Impact of product-harm crises on brand equity: The moderating role of consumer expectations." *Journal of Marketing Research* 37, no. 2 (2000): 215-226.

Shiv, Baba, and Joel Huber. "The impact of anticipating satisfaction on consumer choice." *Journal of Consumer Research* 27, no. 2 (2000): 202-216.

Shiv, Baba, Ziv Carmon, and Dan Ariely. "Placebo effects of marketing actions: Consumers may get what they pay for." *Journal of Marketing Research* 42, no. 4 (2005): 383-393.

Monga, Ashwani, and Michael J. Houston. "Fading optimism in products: Temporal changes in expectations about performance." *Journal of Marketing Research* 43, no. 4 (2006): 654-663.

Ofir, Chezy, and Itamar Simonson. "The effect of stating expectations on customer satisfaction and shopping experience." *Journal of Marketing Research* 44, no. 1 (2007): 164-174.

Briers, Barbara, and Sandra Laporte. "A wallet full of calories: the effect of financial dissatisfaction on the desire for food energy." *Journal of Marketing Research* 50, no. 6 (2013): 767-781.

Plassmann, Hilke, and Bernd Weber. "Individual Differences in Marketing Placebo Effects: Evidence from Brain Imaging and Behavioral Experiments." *Journal of Marketing Research* (2015).

Week 6 (Oct 12)

Affect

Pham, Michel Tuan, Joel B. Cohen, John W. Pracejus, and G. David Hughes. "Affect monitoring and the primacy of feelings in judgment." *Journal of consumer research* 28, no. 2 (2001): 167-188

Liu, Wendy, and Jennifer Aaker. "The happiness of giving: The time-ask effect." *Journal of consumer research* 35, no. 3 (2008): 543-557.

Labroo, Aparna A., and Vanessa M. Patrick. "Psychological distancing: Why happiness helps you see the big picture." *Journal of Consumer Research* 35, no. 5 (2009): 800-809.

Lee, Leonard, On Amir, and Dan Ariely. "In search of homo economicus: Cognitive noise and the role of emotion in preference consistency." *Journal of Consumer Research* 36, no. 2 (2009): 173-187.

Kim, Hakkyun, Kiwan Park, and Norbert Schwarz. "Will this trip really be exciting? The role of incidental emotions in product evaluation." *Journal of Consumer Research* 36, no. 6 (2010): 983-991

Avnet, Tamar, Michel Tuan Pham, and Andrew T. Stephen. "Consumers' trust in feelings as information." *Journal of Consumer Research* 39, no. 4 (2012): 720-735.

Pham, Michel Tuan, Leonard Lee, and Andrew T. Stephen. "Feeling the future: The emotional oracle effect." *Journal of Consumer Research* 39, no. 3 (2012): 461-477.

Cavanaugh, Lisa A., James R. Bettman, and Mary Frances Luce. "Feeling Love and Doing More for Distant Others: Specific Positive Emotions Differentially Affect Prosocial Consumption." *Journal of Marketing Research* (2015).

Week 7 (Oct 19)
Self and Culture

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.

Holt, Douglas B. "Why do brands cause trouble? A dialectical theory of consumer culture and branding." *Journal of Consumer Research* 29, no. 1 (2002): 70-90

Escalas, Jennifer Edson, and James R. Bettman. "Self-construal, reference groups, and brand meaning." *Journal of Consumer Research* 32, no. 3 (2005): 378-389.

Monga, Alokparna Basu, and Deborah Roedder John. "Cultural differences in brand extension evaluation: The influence of analytic versus holistic thinking." *Journal of Consumer Research* 33, no. 4 (2007): 529-536

Mazar, Nina, On Amir, and Dan Ariely. "The dishonesty of honest people: A theory of self-concept maintenance." *Journal of Marketing Research* 45, no. 6 (2008): 633-644.

Rucker, Derek D., David Dubois, and Adam D. Galinsky. "Generous paupers and stingy princes: power drives consumer spending on self versus others." *Journal of Consumer Research* 37, no. 6 (2011): 1015-1029.

Week 8 (Oct 26)
Choice and Decision Making

Loewenstein, George. "The creative destruction of decision research." *Journal of Consumer Research* 28, no. 3 (2001): 499-505.

Saini, Ritesh, and Ashwani Monga. "How I decide depends on what I spend: use of heuristics is greater for time than for money." *Journal of Consumer Research* 34, no. 6 (2008): 914-922.

Scheibehenne, Benjamin, Rainer Greifeneder, and Peter M. Todd. "Can there ever be too many options? A meta-analytic review of choice overload." *Journal of Consumer Research* 37, no. 3 (2010): 409-425.

Schrift, Rom Y., Oded Netzer, and Ran Kivetz. "Complicating choice." *Journal of Marketing Research* 48, no. 2 (2011): 308-326.

Wan, Echo Wen, and Nidhi Agrawal. "Carryover effects of self-control on decision making: A construal-level perspective." *Journal of Consumer Research* 38, no. 1 (2011): 199-214.

Mogilner, Cassie, Jennifer Aaker, and Sepandar D. Kamvar. "How happiness affects choice." *Journal of Consumer Research* 39.2 (2012): 429-443.

Sela, Aner, and Jonah Berger. "Decision quicksand: how trivial choices suck us in." *Journal of Consumer Research* 39, no. 2 (2012): 360-370.

Week 9 (Nov 2)

Mental Accounting

Okada, Erica Mina. "Trade-ins, mental accounting, and product replacement decisions." *Journal of Consumer Research* 27, no. 4 (2001): 433-446.

Soman, Dilip, and John T. Gourville. "Transaction decoupling: How price bundling affects the decision to consume." *Journal of Marketing Research* 38, no. 1 (2001): 30-44

Cheema, Amar, and Dilip Soman. "Malleable mental accounting: The effect of flexibility on the justification of attractive spending and consumption decisions." *Journal of Consumer Psychology* 16, no. 1 (2006): 33-44.

Thaler, Richard H. "Mental accounting and consumer choice." *Marketing Science* 27, no. 1 (2008): 15-25.

Levav, Jonathan, and A. Peter McGraw. "Emotional accounting: How feelings about money influence consumer choice." *Journal of Marketing Research* 46, no. 1 (2009): 66-80.

Soster, Robin L., Ashwani Monga, and William O. Bearden. "Tracking costs of time and money: How accounting periods affect mental accounting." *Journal of Consumer Research* 37, no. 4 (2010): 712-721.

Stilley, Karen M., J. Jeffrey Inman, and Kirk L. Wakefield. "Planning to make unplanned purchases? The role of in-store slack in budget deviation." *Journal of Consumer Research* 37, no. 2 (2010): 264-278.

Week 10 (Nov 9)

Self Control and Justification

Kivetz, Ran, and Itamar Simonson. "Self-control for the righteous: Toward a theory of precommitment to indulgence." *Journal of Consumer Research* 29, no. 2 (2002): 199-217.

Okada, Erica Mina. "Justification effects on consumer choice of hedonic and utilitarian goods." *Journal of Marketing research* 42, no. 1 (2005): 43-53.

Cheema, Amar, and Dilip Soman. "The effect of partitions on controlling consumption." *Journal of Marketing Research* 45, no. 6 (2008): 665-675.

Keinan, Anat, and Ran Kivetz. "Remedying hyperopia: The effects of self-control regret on consumer behavior." *Journal of Marketing Research* 45, no. 6 (2008): 676-689.

Gal, David, and Wendy Liu. "Grapes of wrath: The angry effects of self-control." *Journal of Consumer Research* 38, no. 3 (2011): 445-458.

May, Frank, and Ashwani Monga. "When Time Has a Will of Its Own, the Powerless Don't Have the Will to Wait: Anthropomorphism of Time Can Decrease Patience." *Journal of Consumer Research* 40, no. 5 (2014): 924-942.

Ein-Gar, Danit. "Committing under the shadow of tomorrow: Self-control and commitment to future virtuous behaviors." *Journal of Consumer Psychology* 25, no. 2 (2015): 268-285.

Siddiqui, Rafay A., Frank May, and Ashwani Monga, "Time Window as a Self-Control Denominator: Shorter Windows Shift Preference Toward Virtues and Longer Windows Toward Vices," *Journal of Consumer Research*, 43, 6 (2017): 932-949.

Week 11 (Nov 16) **Intertemporal Effects**

Zauberman, Gal. "The intertemporal dynamics of consumer lock-in." *Journal of Consumer Research* 30, no. 3 (2003): 405-419.

Chen, Haipeng, Sharon Ng, and Akshay R. Rao. "Cultural differences in consumer impatience." *Journal of Marketing Research* 42, no. 3 (2005): 291-301.

Van den Bergh, Bram, Siegfried Dewitte, and Luk Warlop. "Bikinis instigate generalized impatience in intertemporal choice." *Journal of Consumer Research* 35, no. 1 (2008): 85-97.

Bartels, Daniel M., and Oleg Urminsky. "On intertemporal selfishness: How the perceived instability of identity underlies impatient consumption." *Journal of Consumer Research* 38, no. 1 (2011): 182-198.

Hershfield, Hal E., Daniel G. Goldstein, William F. Sharpe, Jesse Fox, Leo Yeykelis, Laura L. Carstensen, and Jeremy N. Bailenson. "Increasing saving behavior through age-progressed renderings of the future self." *Journal of Marketing Research* 48, no. SPL (2011): S23-S37.

Pyone, Jin Seok, and Alice M. Isen. "Positive affect, intertemporal choice, and levels of thinking: Increasing consumers' willingness to wait." *Journal of Marketing Research* 48, no. 3 (2011): 532-543.

Kim, B. Kyu, Gal Zauberman, and James R. Bettman. "Space, time, and intertemporal preferences." *Journal of Consumer Research* 39, no. 4 (2012): 867-880.

Week 12 (Nov 23): Thanksgiving: Use time for research proposal

Week 13 (Nov 30) **Framing and Context Effects**

Wansink, Brian, and Pierre Chandon. "Can "low-fat" nutrition labels lead to obesity?." *Journal of Marketing research* 43, no. 4 (2006): 605-617.

Chandon, Pierre, and Brian Wansink. "The biasing health halos of fast-food restaurant health claims: lower calorie estimates and higher side-dish consumption intentions." *Journal of Consumer Research* 34, no. 3 (2007): 301-314.

Sharpe, Kathryn M., Richard Staelin, and Joel Huber. "Using extremeness aversion to fight obesity: policy implications of context dependent demand." *Journal of Consumer Research* 35, no. 3 (2008): 406-422.

Hedgcock, William, and Akshay R. Rao. "Trade-off aversion as an explanation for the attraction effect: A functional magnetic resonance imaging study." *Journal of Marketing Research* 46, no. 1 (2009): 1-13.

Saini, Ritesh, Raghunath Singh Rao, and Ashwani Monga. "Is that deal worth my time? The interactive effect of relative and referent thinking on willingness to seek a bargain." *Journal of Marketing* 74, no. 1 (2010): 34-48.

Atalay, A. Selin, H. Onur Bodur, and Dina Rasolofoarison. "Shining in the center: Central gaze cascade effect on product choice." *Journal of Consumer Research* 39, no. 4 (2012): 848-866.

Shah, Avni M., James R. Bettman, Peter A. Ubel, Punam Anand Keller, and Julie A. Edell. "Surcharges Plus Unhealthy Labels Reduce Demand for Unhealthy Menu Items." *Journal of Marketing Research* 51, no. 6 (2014): 773-789.

Monga, Ashwani, Frank May, and Rajesh Bagchi, "Eliciting Time versus Money: Time Scarcity Underlies Asymmetric Wage Rates," *Journal of Consumer Research* 81 (2017).

Week 14 (Dec 7)

Social Influences and Word of Mouth

Berger, Jonah, and Chip Heath. "Where consumers diverge from others: Identity signaling and product domains." *Journal of Consumer Research* 34, no. 2 (2007): 121-134.

Goldstein, Noah J., Robert B. Cialdini, and Vladas Griskevicius. "A room with a viewpoint: Using social norms to motivate environmental conservation in hotels." *Journal of Consumer Research* 35, no. 3 (2008): 472-482.

Berger, Jonah, and Morgan Ward. "Subtle signals of inconspicuous consumption." *Journal of Consumer Research* 37, no. 4 (2010): 555-569.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales. "I'll have what she's having: Effects of social influence and body type on the food choices of others." *Journal of Consumer Research* 36, no. 6 (2010): 915-929.

Sandikci, Özlem, and Güliz Ger. "Veiling in style: how does a stigmatized practice become fashionable?." *Journal of Consumer Research* 37, no. 1 (2010): 15-36.

Mead, Nicole L., Roy F. Baumeister, Tyler F. Stillman, Catherine D. Rawn, and Kathleen D. Vohs. "Social exclusion causes people to spend and consume strategically in the service of affiliation." *Journal of Consumer Research* 37, no. 5 (2011): 902-919.

Berger, Jonah, and Katherine L. Milkman. "What makes online content viral?." *Journal of Marketing research* 49, no. 2 (2012): 192-205.

Moore, Sarah G. "Some things are better left unsaid: how word of mouth influences the storyteller." *Journal of Consumer Research* 38, no. 6 (2012): 1140-1154.

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services, which provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. <https://ods.rutgers.edu>

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services. Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>

If you are in need of *physical health* services, please use our readily available services. Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>