

Bauer College of Business
MARK 8337: Behavioral Constructs in Marketing (Fall 2010)
Classroom: 387 Melcher Hall. Time: 2.45 pm – 5.45 pm¹

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Course Objectives:

The purpose of this graduate seminar is to provide students with an introduction to topics in consumer behavior. The class will be organized in a way that allows you to 1) gain exposure to a breadth of consumer behavior topics; 2) gain depth in areas of your choice; and 3) gain practical experience to prepare you for life as a researcher. These objectives are discussed in detail below.

- The first objective is to ***introduce the student to behavioral science approaches to the study of consumers and consumer behavior***. This *breadth* objective will be achieved through our weekly class meetings. Each week we will discuss an aspect of consumer behavior, drawing primarily upon readings from marketing (e.g., Journal of Consumer Research, Journal of Marketing Research, etc.) and psychology (e.g., Journal of Personality and Social Psychology, Journal of Experimental Psychology). Students are responsible for primary readings, which will be discussed in a seminar-format in class. Additional readings may be listed to provide background information and to guide students interested in further investigation of a topic. These readings were selected to illustrate: how basic social science research and consumer behavior research are related; how theories and concepts are applied, adapted, constrained and combined when applied to consumer issues; and how research streams evolve over time. Each student should come to the seminar prepared to discuss each primary article in depth and to present your ideas about the central focus, contributions, or shortcomings of each article.
- The second objective is to provide students with the ***opportunity to develop skills relevant to the conduct of behavioral research in marketing***. Among these skills include conceptual skills (e.g., the ability to identify important research problems, develop a theoretical model, develop and evaluate theoretically derived hypotheses), empirical skills (e.g., the ability to select and evaluate research settings and methodologies, develop measures and manipulations), integrative skills (using inductive reasoning to understand the relationships among a group of papers, develop propositions) and critical thinking skills (using deductive reasoning and analytical thinking to identify and rule out alternative explanations, evaluate the quality of logical verbal arguments). This is accomplished by writing four short idea papers (details of which are available later in the syllabus) and conducting other short assignments

¹ Please note that this syllabus is subject to change at the discretion of the instructor. This syllabus has been prepared and topics chosen after analyzing syllabi prepared by leading scholars at several eminent research institutions. Special thanks to Debbie MacInnis, USC; Anirban Mukhopadhyay, HKUST; Jim Bettman, Duke and Americus Reed, Wharton for their input, experience and advice.

designed to socialize students to academic life. Students will practice various research activities, including: article reviews, response to reviewers, presentations, experimental design, theory development, testing and application.

- The final objective is to provide students with the ***opportunity to pursue and evaluate behavioral topics of interest to them***. As researchers in formation, the students will find this course useful for: 1) designing, executing, defending, and ultimately publishing your own research, 2) evaluating the research ideas and outputs of others. Doing one's own research is of immediate and continuing importance. In this regard, each student will be required to develop and present an in-depth research paper for potential submission to a refereed journal that publishes consumer psychology research

Course Requirements:

Students' will be evaluated on the quality of their in-class participation (30%) and their performance on a set of assignments (30%), and the completion of a final presentation and paper (40%).

In Class Participation. The class will meet as a seminar once per week to discuss, critically analyze, and (in some cases) synthesize the assigned readings. ***A high level of student participation is expected.*** It is vital that students come to class prepared for discussion. What you get out of this course depends upon what you – and your fellow students – put into it. You cannot expect to develop your research skills by passively attending class and taking careful notes. You should actively listen and think critically about the concepts and issues raised. You should be willing and able to present your analysis and viewpoint to the class when the opportunity presents itself. You will also be asked to serve as a discussion leader; i.e., lead seminar participants in a critical analysis, evaluation and integration of selected readings. The discussion leader will be responsible for conducting the discussion and for time management during their session. If you are not a discussion leader, it does not exempt you from reading or participating in the discussion.

In class, all students are expected to have thoroughly read and evaluated *each* of the assigned papers. In reading papers, you should be prepared to discuss such as issues as:

A. Issues raised by a specific paper:

- What makes this research a significant contribution (or not)?
- What is the conceptual model that guides this research (if any)?
- Is this research based on theory? If so, does this paper apply existing theory to a new area or does it extend and build on existing theory?
- What are the major (conceptual, methodological, analytical) strengths or limitations of this paper?
- Is the research logically derived (i.e., does the paper's positioning fit with the hypotheses, do the hypotheses fit well with the research design, are the measures appropriate to test the hypotheses, does the analysis allow an appropriate test of the hypotheses, are the conclusions logically based on the analyses?)
- What new research questions are raised by this paper?
- How does this paper relate to other papers you have read in this or other seminars?

B. Issues raised by the group of papers:

- How do the papers fit together (what redundant or complementary research issues does each address)
- Is there a conceptual model that integrates the papers?
- If so, what future research priorities/ideas would you identify?

Students should come to class prepared to discuss each of the questions noted above and in the sections described below.

In addition to in-class work, students are expected to complete a set of four idea papers and a final presentation/project. The idea papers and final paper are intended to provide students with an opportunity to develop research ideas that may prove useful for future research activity in their area of interest.

Idea Papers and Reviewing. Each of the short idea papers should be based on an interesting/novel idea that integrates your research interests and the seminar readings. In the idea paper you will need to identify the basic problem/phenomenon of interest, identify the research question and explain why it is important/relevant, outline a set of hypotheses, describe the experimental design and procedure in as much detail as possible, and briefly discuss how you would analyze the data. Each idea paper should include a short literature review and should be no more than 3 pages long in total (minimum 11 pt font). Each of you will also have the opportunity to review each others papers. I will evaluate both your paper and your review.

Final Project. The final paper may be based on one of the research ideas from an idea paper or may be another idea. It should include a literature review as well as much more detailed versions of all of the sections in the idea paper. Ideally, the final project should have some preliminary data to test the key hypotheses. Papers are typically 20-30 pages in length and written in either JCR or APA format. Please see page 5 for some recommendations regarding writing a behavioral paper.

Academic Integrity

All University policies regarding Academic Integrity must be followed. You are encouraged to discuss assignments with your fellow students and professors, but the written work must be completed on an individual basis. You cannot submit work in this class that you have submitted (or intend to submit) in another class. It is critical to attribute ideas, indirect and direct quotes, and any other materials to their proper source.

Bottom line: Do not cheat. Do not plagiarize. Do not pass off others' work or ideas as your own. Always cite *all* reference materials that you use. When in doubt, err on the safe side. If issues of academic integrity arise in this class, consult me *immediately*.

| <u><i>Date</i></u> | <i>Topic</i> | <u><i>Assignment</i></u> |
|--------------------|--|-----------------------------|
| Aug 26 | Introduction: A Focus on Ideas | |
| Sept 2 | Perceptual and Sensory Issues | |
| Sept 9 | Goals and Goal-directed Behavior | 1 st paper due. |
| Sept 16 | Motivation and Attitudes | Project outline due. |
| Sept 23 | Choice, Judgment and Decision-making | 2 nd paper due. |
| Sept 30 | Choice, Judgment and Decision-making | |
| Oct 7 | No class (ACR) | |
| Oct 14 | Mood | Mid-semester Project Update |
| Oct 21 | Emotions | 3 rd paper due. |
| Oct 28 | Interplay of Affect and Cognition | |
| Nov 4 | Prediction and Misprediction | 4 th paper due |
| Nov 11 | Preparation/Conferences for Final papers | |
| Nov 18 | Presentations | Final paper due |

Writing a Behavioral Paper

Introduction

Positioning

Importance - big picture - knowing the literature and important issues

State purpose early and often

Issue in marketing/conceptual issue/combination of the two

Not no one has studied this (as the main reason)

Overview of the paper

Literature Review and Hypotheses

Use only what you need for the case at hand

Use subheads and overviews of coming points - try to have a logical flow

Summarize main points you want the reader to get

Hypotheses - explicit or not?

Method

Overview

Sections - see psychology journals

Ss, Design, Procedure, Measures, Analyses

Results

Only present results relevant to hypotheses

Organize by H (repeat) or by major dependent variable

Try to present in some logical flow

Use tables and figures

Discuss after presenting - discussion section for each study

Overall Discussion

Summary

Relate back to introduction and purpose - conclusions

Some issues better in discussion than up front

References

Pick a style and stick with it - either the journal you've targeted or APA

Session 1: Foundation Issues in Behavioral Research in Marketing: A Focus on Ideas

Issues: Goals and Structure of Course, Discussion of Core Concepts, interesting research, constructs, conceptual definitions, independent variables, dependent variables, moderators, mediators, theory, hypotheses, research contexts, operationalization, alternative explanations, publishing academic research.

***Murray Davis (1971), “That’s Interesting!”**

This classic article indicates some of the criteria that might be used in judging interesting ideas. This is a foundation paper as it articulates the criteria you should use in evaluating how interesting research ideas are and in developing research ideas of your own. The critical factor affecting the impact of any research is the extent to which it addresses and interesting and important research question. Reviewers will be evaluating your work and others according to whether and how much it meets the criteria of “interestingness”.

*** Gregory Mankiw (1996), “My Rules of Thumb”**

Stimulus to talk about working style and becoming an academic. Please think about what you think it takes and how your working style and previous life is going to help you develop as an academic.

Session 2: Perceptual and Sensory Issues

Assigned Readings are marked by a *. Other readings are background articles.

Reference article:

*John A. Bargh (2002), "Losing Consciousness: Automatic Influences on Consumer Judgment, Behavior, and Motivation," *Journal of Consumer Research*, 29 (September), 280-285.

Readings:

*Argo, Jennifer J, Darren W Dahl, and Andrea C Morales (2006), "Consumer Contamination: How Consumers React to Products Touched by Others " *Journal of Marketing*, 70 (2), 81-94.

*Tanner, Robin, Rosellina Farro, Tanya L. Chartrand, James R. Bettman and Rick Van Baaren (2008), "Of Chameleons and Consumption: The Impact of Mimicry on Choice and Preferences" *Journal of Consumer Research*, 34(April), 754-766.

*Krishna, Aradhna and Maureen Morrin (2008), "Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues," *Journal of Consumer Research*, 34(April), 807-818.

Additional readings

John A. Bargh and Tanya L. Chartrand, "The Unbearable Automaticity of Being," *American Psychologist*, 54 (July 1999), 462-479.

Ran Kivetz and Itamar Simonson, "Earning the Right to Indulge: Effort as a Determinant of Consumer Preferences Toward Frequency Program Rewards," *JMR*, 39 (May 2002), 155-170.

Janiszewski, Chris (1988), "Preconscious Processing Effects: The Independence of Attitude Formation and Conscious Thought," *Journal of Consumer Research*, 15 (September), 199-209.

Wansink, Brian and Kurt van Ittersum (2003), "Bottoms up! Peripheral Cues and Consumption Volume," *Journal of Consumer Research*, 30, 455-63.

Wegner, Daniel M. (1994), "Ironic Processes of Mental Control," *Psychological Review*, 101, 34-52.

Wilson, Timothy D. and Nancy Brekke (1994), "Mental Contamination and Mental Correction: Unwanted Influences on Judgment and Evaluations," *Psychological Bulletin*, 116 (Jul), 117-142.

Session 3: Goals and Goal-directed Behavior

Reference article:

*Bagozzi, Richard P. and Uptal Dholakia (1999), "Goal Setting and Goal Striving in Consumer Behavior", *Journal of Marketing* 63 (Special Issue), 19-32.

Gollwitzer, Peter M. and Gordon B. Moskowitz (1996) Goal Effects on Action and Cognition, in E. Higgins & A. W. Kruglanski (Eds.), *Social psychology: Handbook of basic principles* (pp. 361-399). New York: Guilford Press.

Readings:

Ayelet Fishbach and Ravi Dhar (2005), "Goals as Excuses or Guides: The Liberating Effect of Perceived Goal Progress on Choice," *Journal of Consumer Research*, 32 (December), 370-77.

* Chartrand, Tanya L., Joel Huber, Baba Shiv and Robin J. Tanner (2008), "Nonconscious Goals and Consumer Choice," *Journal of Consumer Research*, 35, (August), 189-201.

* Cheema, Amar and Vanessa M. Patrick (2008) Anytime versus Only: Mindsets Moderate the Effect of Expansive versus Restrictive Frames on Promotion Evaluation," *Journal of Marketing Research*, 45 (August), 462-472.

* Dhar, Ravi, Joel Huber, and Uzma Khan (2007), "The Shopping Momentum Effect," *Journal of Marketing Research*, 44, (August), 370-378.

Additional Readings

Ariely, Dan and Klaus Wertenbroch (2002), "Procrastination, Deadlines and Performance: Self-Control by Pre-commitment," *Psychological Science*, 13 (May) 219-24.

Austin, James T. and Jeffrey B. Vancouver, (1996), "Goal Constructs in Psychology: Structure, Process and Content", *Psychological Bulletin*, 120 (3), 338-375.

Chandran, Sucharita and Vicki G. Morwitz (2005), "Effects of Participative Pricing on Consumers' Cognitions and Actions: A Goal Theoretic Perspective," *Journal of Consumer Research*, 32 (September), 249-59.

Chulef, Ada, S. Stephen J. Read and David A. Walsh (2001), "A Hierarchical Taxonomy of Human Goals", *Motivation and Emotion*, 25 (3), 191-232.

Cochran, W. and Abraham Tesser (1996), "The 'What The Hell' Effect: Some Effects of Goal Proximity and Goal Framing on Performance," in L.L. Martin and A. Tesser (ed.), *Striving and Feeling: Interactions among Goals, Affect and Self-regulation*, Hillsdale, NJ: Erlbaum, 99-120.

Fishbach, Ayelet, Ronald S. Friedman, and Arie W. Kruglanski (2003), "Leading Us Not Unto Temptation: Momentary Allurements Elicit Overriding Goal Activation," *Journal of Personality and Social Psychology*, 84 (February), 296-309.

Gollwitzer, Peter M. (1999), "Implementation Intentions: Strong Effects of Simple Plans," *American Psychologist*, 54 (July), 493-503.

Gollwitzer, Peter M. (1990). "Action Phases and Mind-sets." In E.Tory Higgins and Richard M. Sorrentino (Eds.) *Handbook of Motivation and Cognition, Foundations of Social Behavior* (Vol. 2. pp 53-92). New York: Guilford Press

Higgins, E. Tory (1997), "Beyond Pleasure and Pain," *American Psychologist*, 52, 1280-1300

Kivetz, Ran, Oleg Urminsky, and Yuhuang Zheng (2006), "The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention in Reward Programs," *Journal of Marketing Research*, 44 (February)

Locke, Edwin A. and Gary P. Latham (2002), "Building a Practically Useful Theory of Goal-Setting and Motivation," *American Psychologist*, 57 (September), 705-717.

Soman, Dilip and Amar Cheema (2004), "When Goals are Counter-Productive: The Effects of Violation of a Behavioral Goal on Subsequent Performance," *Journal of Consumer Research*, 31, 1 (June), 52-62.

Zhou, Rongrong and Michel T. Pham (2004), "Promotion and Prevention across Mental Accounts: When Financial Products Dictate Consumers' Investment Goals," *Journal of Consumer Research*, 31 (Jun), 125-135.

Session 4 : Motivation and Attitude

Reference article:

*Higgins, Tory E. and Thane S. Pittman (2008), "Motives of the Human Animal: Comprehending, Managing and Sharing Inner States, *Annual Review of Psychology*, 59, 361-385.

Attitudes toward Objects: Product Categories/Firms

Hagtvedt, Henrik and Vanessa M. Patrick (2008) "Art Infusion: The Influence of Visual Art on the Perception and Evaluation of Consumer Products," *Journal of Marketing Research*, 45 (June), 379-89.

Folkes, Valerie and Vanessa M. Patrick, (2003), "The Positivity Effect in Perceptions of Services: Seen One Seen Them All", *Journal of Consumer Research*, 20 (June), 125-137.

Gorn, Gerald J., Yuwei Jiang and Gita Venkataramani (2008), "Babyfaces, Trait Inferences, and Company Evaluations in a Public Relations Crisis," *Journal of Consumer Research*, 35 (June), 36-49.

*Kim, Yeung-Jo, Jongwon Park and Robert S. Wyer Jr. (2009), "Effects of Temporal Distance and Memory on Consumer Judgments," *Journal of Consumer Research*, 36 (December), 634-645.

*Labroo, Aparna A. and Jesper H. Nielsen (2010), "Half the Thrill is in the Chase: Twisted Inferences from Embodied Cognitions and Brand Evaluation, *Journal of Consumer Research*, 37 (June), 143-158.

Attitude Behavior Linkages

Sheppard, Blair H. Jon Hartwick and Paul R. Warshaw (1988), "The Theory of Reasoned Action: Meta-Analysis of Past Research with Recommendations for Modifications and Future Research", *Journal of Consumer Research*, 325-343.

Maimaran, Michal (2008), "Circles, Squares and Choice: The Effect of Shape Arrays on Uniqueness and Variety Seeking, *Journal of Marketing Research*, forthcoming.

Schlosser, Ann E. (2003), "Experiencing Products in the Virtual World: The Role of Goal and Imagery in Influencing Attitudes vs. Purchase Intentions, *Journal of Consumer Research*, 30 (September), 184-198.

Attitude Strength

Priester, Jonathan, Dhananjay Nayakankuppam, Monique Fleming and John Godek (2004), "The A2SC2 Model: The Influence of Attitudes and Attitude Strength on Consideration and Choice," *Journal of Consumer Research*, 30 (March), 574-587.

Motivated Reasoning

Kunda, Ziva (1990), "The Case for Motivated Reasoning," *Psychological Bulletin*, 108 (3), 480-98.

Rebecca W. Hamilton (2003), "Why Do People Suggest What They Do Not Want? Using Context Effects to Influence Others' Choices," *Journal of Consumer Research*, 29 (March), 492-506.

Kunda, Ziva (2002), *Social Cognition* Ch 6: "Hot Cognition: The Impact of Motivation and Affect on Judgment Motivation", 211-264.

Menon, Geeta, Lauren G. Block and Suresh Ramanathan (2002), "We're at As Much Risk as We're Led to Believe: The Effect of Message Cues on Judgments of Health Risk", *Journal of Consumer Research* 28 (March), 533-549.

Agrawal, Nidhi and Durairaj Maheswaran (2005) "Motivated Reasoning in Outcome Bias Effects," *Journal of Consumer Research*, 31(March), 841-849.

Integrative Models

*Chan, Elaine and Jaideep Sengupta (2010), "Insincere Flattery Actually Works: A Dual Attitudes Perspective," *Journal of Marketing Research*, 2010, 47 (February), 122-133.

Petty, Richard E., Rao Unnava and Alan J. Strathman (1991), "Theories of Attitude Change", in *Handbook of Consumer Behavior*, Thomas S. Robertson and Harold H. Kassarjian (eds.), NY: Prentice Hall, 241-280.

Eagly, Alice and Shelly Chaiken (1993), *The Psychology of Attitudes*, Chapter 7, "Process Theories of Attitude Formation and Change: The Elaboration Likelihood and Heuristic-Systematic Models", Fort Worth: Harcourt, Brace, Jovanovich College Publishers, 305-350.

MacInnis, Deborah J. and Bernard J. Jaworski (1989), "Information Processing in Advertising: Toward and Integrative Framework", *Journal of Marketing*, 53 (October), 1-23.

Richard Petty, John Cacioppo, and David Schumann, "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement," *Journal of Consumer Research*, 10 (September 1983), 135-146.

Session 5: Choice and Decision making

Readings

- * Bettman James, Mary Frances Luce, and John Payne, "Constructive Consumer Choice Processes," *Journal of Consumer Research*, 25 (December 1998).
- * Shiv, Baba, Ziv Carmon and Dan Ariely (2005), "Placebo Effects of Marketing Actions: Consumers May Get What they Paid For," *Journal of Marketing Research*, 42(4), 383-393
- * Levav, Jonathan and A. Peter McGraw (2008), "Emotional Accounting: How Feelings about Money influence consumer choice," *Journal of Marketing Research*, 46(1), 66-80.
- * Wilcox, Keith, Hyeong Min Kim and Sankar Sen (2009), "Why Do Consumers Buy Counterfeit Luxury Brands?," *Journal of Marketing Research*, 46(2), 247-59.

Session 6: Choice and Decision making

- * Cheema, Amar and Vanessa M. Patrick, "Effect of Warm versus Cool Temperatures on Cognitive Tasks and Financial Risk-taking," Manuscript being revised for third review for the *Journal of Marketing Research*.
- * Dhar, Ravi and Klaus Wertenbroch (2000), "Consumer Choice Between Hedonic and Utilitarian Goods," *Journal of Marketing Research*, 37 (February), 60-71.
- * Kivetz, Ran and Itamar Simonson (2002), "Self-Control for the Righteous: Toward a Theory of Precommitment to Indulgence," *Journal of Consumer Research*, 29 (September), 199-217.
- * Pocheptsova Anastasiya, On Amir, Ravi Dhar, and Roy F. Baumeister (2009), "Deciding Without Resources: Resource Depletion and Choice in Context," *Journal of Marketing Research*, 46(3), 344-55.

Additional Readings: Choice and Decision-Making

- Ariely, Dan (2000), "Controlling the information flow: Effects on consumers' decision making and preferences," *Journal of Consumer Research*, 27, 233-248.
- Brown, Christina L. and Gregory S. Carpenter (2000), "Why is the Trivial Important?: A Reason-Based Account for the Effects of Trivial Attributes on Choice", *Journal of Consumer Research*, 26 (March), 372-385.

- Allen, Douglas E. (2002), "Toward a Theory of Consumer Choice as Sociohistorically Shaped Practical Experience: The Fits-Like-a-Glove (FLAG) Framework," *Journal of Consumer Research*, 29 (March), 515-532.
- Kahneman, Daniel and Amos Tversky (1984), "Choices, Values, and Frames," *American Psychologist*, 39, 341-350.
- Kahneman, Daniel and Amos Tversky (1979), "Prospect Theory: An Analysis of Decision Under Risk," *Econometrica*, 47 (March), 263-91.
- Lee, Angela (2002), "Effects of Implicit Memory on Memory-Based Versus Stimulus-Based Brand Choice," *Journal of Marketing Research*, 39 (November 2002), 440-454.
- Loewenstein, George (2001), "The Creative Destruction of Decision Research," *Journal of Consumer Research*, 28 (December 2001), 499-505.
- Lynch, John G. and Dan Ariely (2000), "Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution," *Marketing Science*, 19 (Winter), 83-103.
- Mandel, Naomi and Eric J. Johnson, "When Web Pages Influence Choice: Effects of Visual Primes on Experts and Novices," *Journal of Consumer Research*, 29 (September 2002), 235-245.
- Simonson, Itamar (1989), "Choice Based on Reasons: The Case of Attraction and Compromise Effects," *Journal of Consumer Research*, 16 (September), 158-174.
- Sujan, Mita (1985), "Consumer Knowledge: Effects on Evaluation Strategies Mediating Consumer Judgment," *Journal of Consumer Research*, 12 (June), 31-46.
- Thaler, Richard H. (1985), "Mental Accounting and Consumer Choice," *Marketing Science*, 4, 199-214.
- West, Patricia, Christina Brown, and Stephen Hoch, "Consumption Vocabulary and Preference Formation," *Journal of Consumer Research*, 23 (September 1996), 120-135.
- Wood Stacy (2001), "Remote Purchase Environments: The Influence of Return Policy Leniency on Two-Stage Decision Processes," *Journal of Marketing Research*, 38 (March), 157-169.
- Ziv Carmon, Klaus Wertenbroch, and Marcel Zeelenberg, "Option Attachment: When Deliberating Makes Choosing Feel like Losing," *Journal of Consumer Research*, 30 (June 2003), 15-29.

Session 7: Mood Effects

Overview of Mood Research

Cohen, Joel B. and Charles S. Areni (1991), "Affect and Consumer Behavior," in *Handbook of Consumer Behavior*, Thomas S. Robertson and Harold H. Kassarian, ed. New York: Prentice Hall. (HANDOUT)

Forgas, Joseph P. and Patrick T. Vargas (2000), "The Effects of Mood on Social Judgment and Reasoning," in Michael Lewis and Jeannette M. Haviland-Jones, *Handbook of Emotions*, 2nd edition, NY: The Guilford Press, 350-367.

Isen, Alice M. (2001), "An Influence of Positive Affect on Decision Making in Complex Situations: Theoretical Issues with Practical Implications," *Journal of Consumer Psychology*, 11(2), 75-85.

Schwarz, Norbert (1990) Feelings as Information: Informational and Motivational Functions of Affective States. In Higgins and Sorrentino (Eds.) *Motivation and Cognition*, Vol., 2, 527-562. Guilford Press.

Mood Effects on Decision Making

Adaval, R. (2001), "Sometimes It Just Feels Right: The Differential Weighting of Affect-Consistent and Affect-Inconsistent Product Information," *Journal of Consumer Research*, 28 (Jun), p 1-17.

*Fedorikhin, Alexander and Vanessa M. Patrick "Feeling the Urge to Indulge: The Effect of Mood on Impulsive Consumption," Manuscript forthcoming in the *Journal of Consumer Research*.

*Pham, Michel Tuan (1998), "Representativeness, Relevance, and the Use of Feelings in Decision Making," *Journal of Consumer Research*, 25 (September), 144-59.

Pham, Michel Tuan, Joel B. Cohen, John W. Pracejus, G. David Hughes (2001), Affect Monitoring and the Primacy of Feelings in Judgment, *Journal of Consumer Research*, (September), pp. 167-188

Mood Effects on Evaluations

Barone, Michael J., Paul W. Miniard and Jean B. Romeo (2000), "The Influence of Positive Mood on Brand Extension Evaluations," *Journal of Consumer Research*, 26 (March), 386-400.

*Kim, Hakkyun, Kiwan Park and Norbert Schwartz (2010), "Will This Trip Really Be Exciting? The Role of Incidental in Product Evaluation," *Journal of Consumer Research*, 36 (April), 983-91.

Raghunathan, Rajagopal and Michel T. Pham (1999), "All Negative Moods Are Not Equal: Motivational Influences of Anxiety and Sadness on Decision Making," *Organizational Behavior and Human Decision Making*, 79 (July), 55–77.

Mood Effects on Persuasion

Keller, Punam, Isaac Lipkus and Barbara Rimer (2003), "Affect, Framing and Persuasion", *Journal of Marketing Research*, 40 (February), 54-64.

*Labroo, Aparna and Vanessa M. Patrick (2009) "Why Happiness helps you see the big picture," *Journal of Consumer Research*, 35 (February), 800-809..

Session 8: Emotions

Overview of Emotions

*Bagozzi, Gopinath and Nyer (1999), "The Role of Emotions in Marketing", *Journal of the Academy of Marketing Science*, 27 (2), 184-206.

Johnson, Allison R. and David W. Stewart (2004), "A Re-Appraisal of the Role of Emotion in Consumer Behavior: Traditional and Contemporary Approaches", *Review of Marketing Research*, 1.

Emotions and Decision Making

*Andrade, Eduardo B. and Joel B. Cohen (2007), "On the Consumption of Negative Feelings," *Journal of Consumer Research*, 34 (Oct).

Belk, Russell W., Guliz Ger and Soren Askegaard (2003), "The Fire of Desire: A Multisited Inquiry into Consumer Passion", *Journal of Consumer Research*, 30 (December), 326-351.

Darren W. Dahl, Rajesh V. Manchanda, and Jennifer J. Argo (2001), "Embarrassment in Consumer Purchase: The Roles of Social Presence and Purchase Familiarity," *Journal of Consumer Research*, 28 (December), 473-481.

Escalas, Jennifer Edson and Barbara B. Stern, "Sympathy and Empathy: Emotional Responses to Advertising Dramas," *Journal of Consumer Research*, 29 (March 2003), 566-578.

Inman, J. Jeffrey and Marcel Zeelenberg (2002), "Regret in Repeat Purchase vs. Switching Decisions: The Attenuating Role of Decision Justifiability", *Journal of Consumer Research*, 29 (June), 116-128.

Luce, Mary Frances, John W. Payne and James R. Bettman (1999), "Emotional Trade-Off Difficulty and Choice", *Journal of Marketing Research*, 36 (May), 143-159.

MacInnis, Deborah J. and Gustavo DeMello (2005), "The Concept of Hope and its Relevance to Product Evaluation and Choice", *Journal of Marketing*, 69, 1-14.

Otnes, C., T. M. Lowrey, and L. J. Shrum (1997), "Toward an understanding of consumer ambivalence," *Journal of Consumer Research*, 24 (1), 80-93.

Raghunathan, Raj and Julie Irwin (2001), "Walking the Hedonic Product Treadmill: Default Contrast and Mood-Based Assimilation in Judgments of Predicted Happiness with a Target Product," *Journal of Consumer Research*, 28, 355-68.

*Williams, P. and J. Aaker (2002), "Can Mixed Emotions Peacefully Co-Exist?" *Journal of Consumer Research*, 28, 636-649.

Emotions and Coping

*Patrick, Vanessa M. and Henrik Hagtvedt (2010), "Aesthetic Incongruity Resolution," forthcoming *Journal of Marketing Research*.

Mick, David Glen and Susan Fournier (1998), "Paradoxes of Technology: Consumer Cognizance, Emotions and Coping Strategies", *Journal of Consumer Research*, 25 (September), 123-143.

Session 9: Interplay of Affect and Cognition

Readings

*Andrade, Eduardo B. (2005), "Behavioral Consequences of Affect: Combining Evaluative and Regulatory Mechanisms," *Journal of Consumer Research*, 32 (December), 355-362.

* Dahl, Darren W. and Page Moreau (2007), "Thinking Inside the Box: Why Consumers Enjoy Constrained Experiences," *Journal of Marketing Research*, 44 (Aug), 357-369.

* Labroo Aparna A. and Anirban Mukhopadhyay (2009), "Lay Theories of Emotion Transience and the Search for Happiness: A Fresh Perspective on Affect Regulation", *Journal of Consumer Research*, 36(2), 242-54.

*Shiv, Baba and Alexander Fedorikhin, "Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making," *Journal of Consumer Research*, 26 (December 1999), 278-292.

Additional Readings

Adolphs, Ralph and Antonio R. Damasio (2001), The Interaction of Affect and Cognition: A Neurobiological Perspective, In *Affect and Social Cognition*, edited by Joseph P. Forgas, Lawrence Erlbaum Associates, Inc. 27-49.

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