

## COURSE COGNITION & EMOTION IN CONSUMER BEHAVIOR

BIMESTER/YEAR..... 3/2023	INSTRUCTOR..... DELANE BOTELHO
COURSE..... CMCD AE	LANGUAGE..... English
CREDIT HOURS..... 2	ROOM.....
	HOUR..... MONDAYS 3PM – 6:50PM

### COURSE DESCRIPTION

Most consumers' attitudes and behavior are affected by cognitive mechanisms and emotional states. If researchers want to understand typical consumers' responses such as impression formation, perception, evaluation, memory, and decision, they should understand the cognitive & emotional aspects of the human being. This course focuses on the theories and methods (mostly experimental methods) relevant to a deeper understanding of the role of cognition and emotion in Consumer Behavior (CB) research. It is designed to foster critical and original thinking on relevant and recent literature. The primary purposes of this course are:

- To present the fundamental and contemporary theoretical perspectives of cognition and emotion in CB;
- To provide a solid basis for the student to critically evaluate the scientific literature in the area of cognition and emotion in CB;
- To enable students to develop their own ideas about an original research topic, as well as their ability to implement theoretical and empirical research on the underlying mechanisms that explain consumers' responses.

### LEARNING OBJECTIVES

The course learning goals are presented in the table below, showing how they contribute to the learning goals related to the objectives of CMCD AE.

GRAU DE CONTRIBUIÇÃO / LEVEL OF CONTRIBUTION *			
High	Medium	Low	None
● ● ●	● ● ○	● ○ ○	○ ○ ○

CMCD-AE Objectives	Course Objectives. By the end of the course, students will be able:	Contribution Level
Qualitative research methods		○ ○ ○
Quantitative research methods	Understand the basic concepts of data analysis, such as ANOVA.	● ○ ○
Knowledge of research themes (Master) and theory (Doctorate)	Critically analyze the literature on cognition and emotion applied to CB.	● ● ●
Design and Development Research	Run datasets of real data of research that is reviewed for publications in relevant journals.	● ● ○
Relevance (Master and Doctorate) and innovation (Doctorate) in research	To comprehend the relevant and updated literature on cognition and emotion applied to CB.	● ● ●
Development of academic papers	To develop a research project using the theoretical framework covered in the course, with rigor and relevance approach, as seen in the course material.	● ● ●
Other course learning goals: ---		

The full description of the CMCD AE objectives, and other related information, may be found at <https://rebrand.ly/cmae-eaesp> (masters) e <https://rebrand.ly/cdae-eaesp> (doctorate).

## PREVIOUS KNOWLEDGE

Students should have a basic understanding of the experimental design and data analysis. Guidelines will be provided in class, but additional reading based on the suggested literature is recommended.

## CONTENT

1. Interactions between Cognition & Emotion in CB
2. Introduction to Experimental Design
3. Discrete Emotions
4. False-Positive Psychology
5. Imagery
6. Unconscious Cognition

## GRADING

### A. One exercise using SPSS or any other software (individual or pairs, due to June 13<sup>th</sup>) (10%)

Based on a dataset provided, test the hypotheses and present the results (including a discussion of the results).

### B. Participation and presentations (individual) ..... (20%)

Students will participate and lead discussions in assigned papers and/or book chapters

### C. Critique (individual or pairs, due to 3 hours before class) ..... (30%)

In 1-2 pages, write: i) three strengths and three weaknesses of the specified paper; ii) what would you have done differently if you were the author? Upload your document at Eclass.

### D. Research Project (individual, due to June 20<sup>th</sup>) ..... (40%)

The research project must cover a topic related to cognition and/or emotion in CB, using an experimental approach. The data collection is only for the pretest (10-15 participants), so your project must be in a stage that is ready for final data collection. It includes the following topics:

#### 1. Introduction

Theme (introduce the topic to the reader, position your paper, which gap it intends to fulfill)

Justify your theme (present up-to-date data; show the importance of the study)

Research problem or general and specific objectives

#### 2. Literature Review

Theory on each variable (use precise definitions)

Hypotheses, with the theoretical background

#### 3. Method

Data collection (also discuss the pretest and modifications you did after it)

Proposed data analysis

#### 4. References (according to APA)

#### 5. Appendix (Questionnaire with manipulations)

**Length:** 3,000 – 3,500 words (excluding references and appendix).

A two-page draft is due on May 30<sup>th</sup>.

## BIBLIOGRAPHY

### Books:

1. Coleman, R. (2018). **Designing experiments for the social sciences**: How to plan, create, and execute research using experiments. Sage publications. (CHAPTERS 1 and 5)
2. Haugtvedt, C. P., Herr, P. M., & Kardes, F. R. (Eds.). (2018). **Handbook of consumer psychology**. Routledge. (CHAPTER 19)

3. Payne, R. L., & Cooper, C. (Eds.). (2003). **Emotions at work**: Theory, research and applications for management. John Wiley & Sons. (CHAPTER 1-2)
4. Robinson, M. D., Watkins, E. R., & Harmon-Jones, E. (Eds.). (2013). **Handbook of cognition and emotion**. Guilford Press. (CHAPTER 1)

#### **Articles:**

1. Barney, J. B. (2020). Contributing to theory: opportunities and challenges. **AMS Review**, 10(1), 49-55.
2. Batista, J. M., Barros, L. S., Peixoto, F. V., & Botelho, D. (2022). Sarcastic or assertive: How should brands reply to consumers' uncivil comments on social media in the context of brand activism?. **Journal of Interactive Marketing**, 57(1), 141-158.
3. Cian, L., Krishna, A., & Elder, R. S. (2014). This logo moves me: Dynamic imagery from static images. **Journal of Marketing Research**, 51(2), 184-197.
4. De Luca, R., & Botelho, D. (2020). Olfactory priming on consumer categorization, recall, and choice. **Psychology & Marketing**, 37(8), 1101-1117.
5. Dimofte, C. V. (2010). Implicit measures of consumer cognition: A review. **Psychology & Marketing**, 27(10), 921-937.
6. Elder, R. S., & Krishna, A. (2021). A review of sensory imagery for consumer psychology. **Journal of Consumer Psychology**.
7. Ferreira, K., & Botelho, D. (2021). (Un) deservingness distinctions impact envy subtypes: Implications for brand attitude and choice. **Journal of Business Research**, 125, 89-102.
8. Gavan, F. (2008). Death to Dichotomizing. **Journal of Consumer Research**, 35(1), 5-8.
9. Hundhammer, T., & Mussweiler, T. (2012). How sex puts you in gendered shoes: sexuality-priming leads to gender-based self-perception and behavior. **Journal of Personality and Social Psychology**, 103(1), 176.
10. Kareklas, I., Muehling, D. D., & King, S. (2019). The effect of color and self-view priming in persuasive communications. **Journal of Business Research**, 98, 33-49.
11. Kerr, N. L. (1998). HARKing: Hypothesizing after the results are known. **Personality and Social Psychology Review**, 2(3), 196-217.
12. Krishna, A., & Schwarz, N. (2014). Sensory marketing, embodiment, and grounded cognition: A review and introduction. **Journal of Consumer Psychology**, 24(2), 159-168.
13. Lechner, A. T., & Paul, M. (2019). Is this smile for real? The role of affect and thinking style in customer perceptions of frontline employee emotion authenticity. **Journal of Business Research**, 94, 195-208.
14. Lin, Y. T., MacInnis, D. J., & Eisingerich, A. B. (2020). Strong anxiety boosts new product adoption when hope is also strong. **Journal of Marketing**, 84(5), 60-78.
15. MacInnis, D. J., & De Mello, G. E. (2005). The concept of hope and its relevance to product evaluation and choice. **Journal of Marketing**, 69(1), 1-14.
16. Petit, O., Basso, F., Merunka, D., Spence, C., Cheok, A. D., & Oullier, O. (2016). Pleasure and the control of food intake: An embodied cognition approach to consumer self-regulation. **Psychology & Marketing**, 33(8), 608-619.
17. Saab, A. B., & Botelho, D. (2020). Are organizational buyers rational? Using price heuristics in functional risk judgment. **Industrial Marketing Management**, 85, 141-151.
18. Shiv, B., & Fedorikhin, A. (1999). Heart and mind in conflict: The interplay of affect and cognition in consumer decision making. **Journal of Consumer Research**, 26(3), 278-292.

#### **Additional:**

1. American Psychological Association (2009). **Publication manual of the American Psychological Association**. 6th. Ed. Washington, DC: APA.
2. Field, A. (2009). **Discovering statistics using SPSS**. Sage publications.
3. Hayes, A. F. (2013). **Introduction to mediation, moderation, and conditional process analysis**: A regression-based approach. Guilford Press.
4. Zaltman, G., LeMasters, K., & Heffring, M. (1982). **Theory construction in marketing**: Some thoughts on thinking. New York: Wiley.

# SCHEDULE

	DAY	Topic	Reference
1	7ago	Introduction to Cognition & Emotion	<ol style="list-style-type: none"> <li>Barney, J. B. (2020). Contributing to theory: opportunities and challenges. <b>AMS Review</b>, 10(1), 49-55.</li> <li>Payne, R. L., &amp; Cooper, C. (Eds.). (2003). <b>Emotions at work</b>: Theory, research and applications for management. John Wiley &amp; Sons. (CHAPTER 1-2)</li> <li>Robinson, M. D., Watkins, E. R., &amp; Harmon-Jones, E. (Eds.). (2013). <b>Handbook of cognition and emotion</b>. Guilford Press. (CHAPTER 1)</li> <li>Shiv, B., &amp; Fedorikhin, A. (1999). Heart and mind in conflict: The interplay of affect and cognition in consumer decision making. <b>Journal of Consumer Research</b>, 26(3), 278-292. <b>(CRITIQUE)</b></li> </ol>
2	14ago	Introduction to Experimental Design	<ol style="list-style-type: none"> <li>Coleman, R. (2018). <b>Designing experiments for the social sciences</b>: How to plan, create, and execute research using experiments. Sage publications. (CHAPTER 1)</li> <li>Batista, J. M., Barros, L. S., Peixoto, F. V., &amp; Botelho, D. (2022). Sarcastic or assertive: How should brands reply to consumers' uncivil comments on social media in the context of brand activism?. <b>Journal of Interactive Marketing</b>, 57(1), 141-158. <b>(CRITIQUE)</b></li> <li>Lechner, A. T., &amp; Paul, M. (2019). Is this smile for real? The role of affect and thinking style in customer perceptions of frontline employee emotion authenticity. <b>Journal of Business Research</b>, 94, 195-208. <b>(CRITIQUE)</b></li> </ol>
3	21ago	Cognition	<ol style="list-style-type: none"> <li>Krishna, A., &amp; Schwarz, N. (2014). Sensory marketing, embodiment, and grounded cognition: A review and introduction. <b>Journal of Consumer Psychology</b>, 24(2), 159-168.</li> <li>Petit, O., Basso, F., Merunka, D., Spence, C., Cheok, A. D., &amp; Oullier, O. (2016). Pleasure and the control of food intake: An embodied cognition approach to consumer self-regulation. <b>Psychology &amp; Marketing</b>, 33(8), 608-619. <b>(CRITIQUE)</b></li> <li>Saab, A. B., &amp; Botelho, D. (2020). Are organizational buyers rational? Using price heuristics in functional risk judgment. <b>Industrial Marketing Management</b>, 85, 141-151. <b>(CRITIQUE)</b></li> <li>Viglia, G., Zaefarian, G., &amp; Ulqinaku, A. (2021). How to design good experiments in marketing: Types, examples, and methods. <b>Industrial Marketing Management</b>, 98, 193-206.</li> </ol>
4	28ago	Discrete Emotions	<ol style="list-style-type: none"> <li>Coleman, R. (2018). <b>Designing experiments for the social sciences</b>: How to plan, create, and execute research using experiments. Sage publications. (CHAPTER 5)</li> <li>MacInnis, D. J., &amp; De Mello, G. E. (2005). The concept of hope and its relevance to product evaluation and choice. <b>Journal of Marketing</b>, 69(1), 1-14.</li> <li>Lin, Y. T., MacInnis, D. J., &amp; Eisingerich, A. B. (2020). Strong anxiety boosts new product adoption when hope is also strong. <b>Journal of Marketing</b>, 84(5), 60-78. <b>(CRITIQUE)</b></li> <li>Ferreira, K., &amp; Botelho, D. (2021). (Un) deservingness distinctions impact envy subtypes: Implications for brand attitude and choice. <b>Journal of Business Research</b>, 125, 89-102. <b>(CRITIQUE)</b></li> </ol>

5	11set	False-Positive Psychology  Research project drafts presentation	<ol style="list-style-type: none"> <li>1. Simmons, J. P., Nelson, L. D., &amp; Simonsohn, U. (2011). False-positive psychology: Undisclosed flexibility in data collection and analysis allows presenting anything as significant. <b>Psychological Science</b>, 22(11), 1359-1366.</li> <li>2. Kerr, N. L. (1998). HARKing: Hypothesizing after the results are known. <b>Personality and Social Psychology Review</b>, 2(3), 196-217.</li> <li>3. Gavan, F. (2008). Death to Dichotomizing. <b>Journal of Consumer Research</b>, 35(1), 5-8.</li> </ol> <p><b>Websites:</b> <a href="https://datacolada.org/98?subscribe=success#subscribe-blog-blog_subscription-4">https://datacolada.org/98?subscribe=success#subscribe-blog-blog_subscription-4</a>; <a href="https://aspredicted.org/">https://aspredicted.org/</a>; <a href="https://ceph.fgv.br/en">https://ceph.fgv.br/en</a></p> <p><b>Presentation of research project drafts (3min). Two-page draft.</b></p>
6	18set	Imagery	<ol style="list-style-type: none"> <li>1. Haugtvedt, C. P., Herr, P. M., &amp; Kardes, F. R. (Eds.). (2018). <b>Handbook of consumer psychology</b>. Routledge. (CHAPTER 19)</li> <li>2. Elder, R. S., &amp; Krishna, A. (2021). A review of sensory imagery for consumer psychology. <b>Journal of Consumer Psychology</b>.</li> <li>3. Yoo, J., &amp; Kim, M. (2014). The effects of online product presentation on consumer responses: A mental imagery perspective. <b>Journal of Business Research</b>, 67(11), 2464-2472. <b>(CRITIQUE)</b></li> <li>4. Cian, L., Krishna, A., &amp; Elder, R. S. (2014). This logo moves me: Dynamic imagery from static images. <b>Journal of Marketing Research</b>, 51(2), 184-197. <b>(CRITIQUE)</b></li> </ol>
7	25set	Unconscious Cognition	<ol style="list-style-type: none"> <li>1. Dimofte, C. V. (2010). Implicit measures of consumer cognition: A review. <b>Psychology &amp; Marketing</b>, 27(10), 921-937.</li> <li>2. Kareklas, I., Muehling, D. D., &amp; King, S. (2019). The effect of color and self-view priming in persuasive communications. <b>Journal of Business Research</b>, 98, 33-49. <b>(CRITIQUE)</b></li> <li>3. Hundhammer, T., &amp; Mussweiler, T. (2012). How sex puts you in gendered shoes: sexuality-priming leads to gender-based self-perception and behavior. <b>Journal of Personality and Social Psychology</b>, 103(1), 176. <b>(CRITIQUE)</b></li> <li>4. De Luca, R., &amp; Botelho, D. (2020). Olfactory priming on consumer categorization, recall, and choice. <b>Psychology &amp; Marketing</b>, 37(8), 1101-1117.</li> </ol>
8	2out	Final Exam	<p><b>Presentation of research projects (10min).</b> Each student will also present the rationale of 1 paper that inspired her/his research idea (please upload the final project at Eclass, due on June 27<sup>th</sup>).</p>

## INSTRUCTOR'S CV

Lattes: <http://buscatextual.cnpq.br/buscatextual/visualizacv.do?id=K4784670T7>

EAESP webpage: <https://eaesp.fgv.br/professor/delane-botelho>

## ETHICS CODE

- Punctuality.
- Due preparation for the lectures.
- The fulfillment of the tasks given within the deadlines.
- The honest undertaking of all activities.
- Mutual respect.

## CONTACT

I welcome students to discuss theory & method. The appointment should be made by email: at [delane.botelho@fgv.br](mailto:delane.botelho@fgv.br) or by phone at 11-96715-9029.

### **Videos:**

Conducting a Two-Way ANOVA in SPSS: [https://www.youtube.com/watch?v=q4IJtlzgg\\_Y&t=18s](https://www.youtube.com/watch?v=q4IJtlzgg_Y&t=18s)

Planned Contrasts after a Statistically Significant ANOVA in SPSS: <https://www.youtube.com/watch?v=18wl7IKt-ts>

Mixed-Design Two-Way Repeated Measures ANOVA: <https://www.youtube.com/watch?v=5cYY3TAQeQw>

PROCESS for Mediation and Moderation: <https://www.youtube.com/watch?v=nlyZ3fO4sik&t=50s>

### **Software:**

Installing SPSS (free trial for one month): <https://www.ibm.com/br-pt/analytics/spss-trials>

Installing PROCESS: <https://www.processmacro.org/download.html>

### **Ethics:**

Committee for Ethical Compliance in Research Involving Human Beings of Fundação Getulio Vargas (CEPH/FGV):

<https://ceph.rpcap.fgv.br/en>

Pre-registration of experiments: <https://aspredicted.org/>