

**COURSE** **COGNITION & EMOTION IN CONSUMER BEHAVIOR**  
**SEMESTER/YEAR**.....2/2020  
**COURSE**.....CMCD AE  
**CREDIT HOURS**.....2  
**INSTRUCTOR**.....DELANE BOTELHO  
**LANGUAGE**.....English

### COURSE DESCRIPTION

This course focuses on the theories and methods relevant to deeper understanding of the role of cognition and emotion on consumer behavior (CB) research. It is designed to foster critical and original thinking on the relevant and recent literature. Cognition and emotion affect CB in a multitude of ways, and their interactions are also complex. The primary purposes of this course are:

1. To present the fundamental and contemporary theoretical perspectives of cognition and emotion in CB.
2. To provide a solid basis for the student to critically evaluate the scientific literature in the area of cognition and emotion in CB.
3. 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.

### OBJECTIVES

Os objetivos de aprendizagem da disciplina estão apresentados na tabela abaixo, demonstrando como os mesmos contribuem para os objetivos do CMCDAE.

CMCDAE Objectives	Course Objectives. By the end of the course students will be able:	Contribution Level
Métodos qualitativos de pesquisa		○○○
Métodos quantitativos de pesquisa	Understand basic concepts on data analysis, such as ANOVA and logit.	●○○
Conhecimento do tema de pesquisa / teoria	Critically analyse the literature on cognition and emotion applied to CB.	●●●
Procedimentos de pesquisa	Run datasets of real data of research that is reviewed for publications in relevant journals.	●●○
Relevância e inovação em pesquisa	To comprehend the relevant and updated literature on cognition and emotion applied to CB.	●●●
Elaboração de artigos	To develop a research project using the theoretical framework covered in the course, with rigor and relevance approach as seen in the course material.	●●●
Outros objetivos da disciplina: ---		

The full description of the CMCDAE learning objectives and other information can be found at:

<https://rebrand.ly/cmae-eaesp> (CMAE) and <https://rebrand.ly/cdae-eaesp> (CDAE).

## PREVIOUS KNOWLEDGE

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

## CONTENT

1. Introduction to Cognition & Emotion in Consumer Behavior
2. Priming in experimental psychology
3. Unconscious cognition – implicit learning and memory
4. Specific Emotions: Envy
5. Imagery
6. Heuristics and Risk
7. Evolutionary perspectives on Cognition & Emotion

## GRADING

- |  |              |
|--|--------------|
| <b>1. Two exercises using SPSS or any other software (individual or pairs)...</b>  | <b>(20%)</b> |
| Guidelines and dataset will be provided during the class.  |              |
| <b>2. Critique (individual or pairs) .....</b>   | <b>(30%)</b> |
| In one page, write 3 strengths and at least 3 weaknesses of the specified paper (explain your points)  |              |
| <b>3. Participation and presentations (individual) .....</b>   | <b>(20%)</b> |
| Students will present and discuss papers in class without previous allocation (but I will provide 10min in class for revision)   |              |
| <b>4. Research Project (individual or pairs) .....</b>   | <b>(30%)</b> |
| The research project has to be empirical (not theoretical) and must cover a topic related to cognition and/or emotion in CB, using any research method. You do not need to collect data, but your project must be in a stage that is ready to data collection. Include the following topics: |              |

### **Content:**

1. Introduction
  - A. Theme (introduce the topic to the reader, position your paper, which gap it intends to fulfill)
  - B. Justify your theme (present up-to-date data; show the importance of the study)
  - C. Research problem and/or general and specific objectives
2. Theoretical frame of reference / Literature Review
  - A. Theory on each variable (precise definitions, preferably from more than one author)
  - B. Hypotheses, with theoretical background (in the case of a quantitative project)
3. Method
  - A. Data collection
  - C. Data analysis
4. Final Remarks (possible limitations and future research)
5. References (according to APA)
6. Appendix (Questionnaire and/or interview protocol)

### **Format**

Paper A4 (margins: top - 3cm; bottom - 2cm; right - 2cm; left - 3cm)

Times New Roman Type 12

Spacing: 1.5

Number of pages: minimum 8, maximum 12, including illustrations and references (but not the appendix)

Content of the first page: Title, student's name, beginning of the text itself.

## **REFERENCES**

### **Books**

1. Dalglish, T., & Power, M. (Eds.). (2000). **Handbook of cognition and emotion**. John Wiley & Sons.
2. Haugtvedt, C. P., Herr, P. M., & Kardes, F. R. (Eds.). (2018). **Handbook of consumer psychology**. Routledge.

### **Articles**

1. 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.
2. De Luca, R.; Botelho, R. (2019). The unconscious perception of smells as a driver of consumer responses: a framework integrating the emotion-cognition approach to scent marketing. **AMS Review** (forthcoming).
3. Gaillet, M., Sulmont-Rossé, C., Issanchou, S., Chabanet, C., & Chambaron, S. (2013). Priming effects of an olfactory food cue on subsequent food-related behavior. **Food Quality and Preference**, 30(2), 274-281.
4. Griskevicius, V., & Kenrick, D. T. (2013). Fundamental motives: How evolutionary needs influence consumer behavior. **Journal of Consumer Psychology**, 23(3), 372-386.
5. 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.
6. Hinterhuber, A. (2015). Violations of rational choice principles in pricing decisions. **Industrial Marketing Management**, 47, 65-74.
7. 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.
8. Laran, J., Dalton, A. N., & Andrade, E. B. (2010). The curious case of behavioral backlash: Why brands produce priming effects and slogans produce reverse priming effects. **Journal of Consumer Research**, 37(6), 999-1014.
9. 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.
10. Monroe, K. B., Rikala, V. M., & Somervuori, O. (2015). Examining the application of behavioral price research in business-to-business markets. **Industrial Marketing Management**, 47, 17-25.
11. Petrova, P. K., & Cialdini, R. B. (2005). Fluency of consumption imagery and the backfire effects of imagery appeals. **Journal of Consumer Research**, 32(3), 442-452.
12. Ramscar, M. (2016). Learning and the replicability of priming effects. **Current Opinion in Psychology**, 12, 80-84.
13. Roux, C., Goldsmith, K., & Bonezzi, A. (2015). On the psychology of scarcity: When reminders of resource scarcity promote selfish (and generous) behavior. **Journal of Consumer Research**, 42(4), 615-631.
14. Saad, G., & Gill, T. (2000). Applications of evolutionary psychology in marketing. **Psychology & Marketing**, 17(12), 1005-1034.
15. Salerno, A., Laran, J., & Janiszewski, C. (2018). The Bad Can Be Good: When benign and malicious envy motivate goal pursuit. **Journal of Consumer Research**, 46(2), 388-405.

16. 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.
17. Spangenberg, E. R., Grohmann, B., & Sprott, D. E. (2005). It's beginning to smell (and sound) a lot like Christmas: the interactive effects of ambient scent and music in a retail setting. **Journal of Business Research**, 58(11), 1583-1589.
18. Van de Ven, N., Zeelenberg, M., & Pieters, R. (2010). The envy premium in product evaluation. **Journal of Consumer Research**, 37(6), 984-998.

#### **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. Oehlert, G. W. (2010). **A first course in design and analysis of experiments**.
5. Zaltman, G., LeMasters, K., & Heffring, M. (1982). **Theory construction in marketing: Some thoughts on thinking**. New York: Wiley.

**SCHEDULE**

		<b>Topic</b>	<b>Reference</b>	<b>Task</b>
1		Introduction to Cognition & Emotion	<ol style="list-style-type: none"> <li>1. <b>Handbook of Cognition and Emotion</b> (Chapter 1)</li> <li>2. 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. (critique)</li> <li>3. 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> </ol>	Class discussion
2		Priming	<ol style="list-style-type: none"> <li>1. <b>Handbook of Consumer Psychology</b> (Chapter 18). Implicit consumer cognition.</li> <li>2. Ramscar, M. (2016). Learning and the replicability of priming effects. <b>Current Opinion in Psychology</b>, 12, 80-84.</li> <li>3. Labroo, A. A., Dhar, R., &amp; Schwarz, N. (2007). Of frog wines and frowning watches: Semantic priming, perceptual fluency, and brand evaluation. <b>Journal of Consumer Research</b>, 34(6), 819-831.</li> <li>4. Gaillet, M., Sulmont-Rossé, C., Issanchou, S., Chabanet, C., &amp; Chamberon, S. (2013). Priming effects of an olfactory food cue on subsequent food-related behavior. <b>Food Quality and Preference</b>, 30(2), 274-281.</li> <li>5. Laran, J., Dalton, A. N., &amp; Andrade, E. B. (2010). The curious case of behavioral backlash: Why brands produce priming effects and slogans produce reverse priming effects. <b>Journal of Consumer Research</b>, 37(6), 999-1014.</li> </ol>	Class discussion
3		Unconscious cognition	<ol style="list-style-type: none"> <li>1. <b>Handbook of Consumer Psychology</b> (Chapter 17) Measuring the non-conscious: implicit social cognition in consumer behavior</li> <li>2. Roux, C., Goldsmith, K., &amp; Bonezzi, A. (2015). On the psychology of scarcity: When reminders of resource scarcity promote selfish (and generous) behavior. <b>Journal of Consumer Research</b>, 42(4), 615-631.</li> <li>3. Spangenberg, E. R., Grohmann, B., &amp; Sprott, D. E. (2005). It's beginning to smell (and sound) a lot like Christmas: the interactive effects of ambient scent and music in a retail setting. <b>Journal of Business Research</b>, 58(11), 1583-1589. (critique)</li> <li>4. De Luca, R.; Botelho, R. (2019) The unconscious perception of smells as a driver of consumer responses: a framework integrating the emotion-cognition approach to scent marketing. <b>AMS Review</b> (forthcoming).</li> </ol>	Class discussion

4	28 Aug	Specific Emotion: Envy	<ol style="list-style-type: none"> <li>1. <b>Handbook of Consumer Psychology</b> (Chapter 11) The nature and role of affect in consumer behavior</li> <li>2. Van de Ven, N., Zeelenberg, M., &amp; Pieters, R. (2010). The envy premium in product evaluation. <b>Journal of Consumer Research</b>, 37(6), 984-998.</li> <li>3. Salerno, A., Laran, J., &amp; Janiszewski, C. (2018). The Bad Can Be Good: When Benign and Malicious Envy Motivate Goal Pursuit. <b>Journal of Consumer Research</b>, 46(2), 388-405. (critique)</li> <li>4. Ferreira, K.; Botelho, D. (Dis)liking an envied other: envy subtypes and their effect on brand attitude and choice. <b>R&amp;R Journal of Business Research</b>.</li> </ol>	Class & Exercise discussion
5	4 Sep	Imagery	<ol style="list-style-type: none"> <li>1. <b>Handbook of Consumer Psychology</b> (Chapter 19) Evoking the imagination as a strategy of influence</li> <li>2. Petrova, P. K., &amp; Cialdini, R. B. (2005). Fluency of consumption imagery and the backfire effects of imagery appeals. <i>Journal of Consumer Research</i>, 32(3), 442-452.</li> <li>3. 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. (critique)</li> </ol>	Class discussion & project presentation
6	18 Sep	Evolutionary perspectives	<ol style="list-style-type: none"> <li>1. Saad, G., &amp; Gill, T. (2000). Applications of evolutionary psychology in marketing. <b>Psychology &amp; Marketing</b>, 17(12), 1005-1034.</li> <li>2. Griskevicius, V., Shiota, M. N., &amp; Nowlis, S. M. (2010). The many shades of rose-colored glasses: An evolutionary approach to the influence of different positive emotions. <b>Journal of Consumer Research</b>, 37(2), 238-250. (critique)</li> <li>3. Griskevicius, V., &amp; Kenrick, D. T. (2013). Fundamental motives: How evolutionary needs influence consumer behavior. <b>Journal of Consumer Psychology</b>, 23(3), 372-386.</li> </ol>	Class discussion
7	25 Sep	Heuristics and Risk	<ol style="list-style-type: none"> <li>1. <b>Handbook of Consumer Psychology</b> (Chapter 23 and 39)</li> <li>2. Hinterhuber, A. (2015). Violations of rational choice principles in pricing decisions. <b>Industrial Marketing Management</b>, 47, 65-74. (critique)</li> <li>3. Monroe, K. B., Rikala, V. M., &amp; Somervuori, O. (2015). Examining the application of behavioral price research in business-to-business markets. <b>Industrial Marketing Management</b>, 47, 17-25.</li> <li>4. Saab, A.; Botelho, D. Are organizational buyers rational? Using price heuristics in functional risk judgment. <b>R&amp;R Industrial Marketing Management</b>.</li> </ol>	Class & Exercise discussion
8	9 Out	Final Exam		Oral presentation of final projects

Committee for Ethical Compliance in Research Involving Human Beings of Fundação Getulio Vargas (CEPH/FGV):  
<https://ceph.rpcap.fgv.br/en>

### INSTRUCTOR'S RESUMÉ

Lattes: <http://buscatextual.cnpq.br/buscatextual/visualizacv.do?id=k4784670t7>

### ETHICS CODE

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

### CONTACT

Appointment should be made by email: [delane.botelho@fgv.br](mailto:delane.botelho@fgv.br). I welcome students to discuss theory & method in my office: Rua Itapeva, 474 9<sup>th</sup> floor, Marketing Department (MCD).