

COURSE COGNITION & EMOTION IN CONSUMER BEHAVIOR
SEMESTER/YEAR... 1/2022

COURSE..... CMCD AE

CREDIT HOURS..... 2

INSTRUCTOR..... DELANE BOTELHO

LANGUAGE..... English

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 on 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:

- i) To present the fundamental and contemporary theoretical perspectives of cognition and emotion in CB;
- ii) To provide a solid basis for the student to critically evaluate the scientific literature in the area of cognition and emotion in CB;
- iii) 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 learning objectives of the discipline contribute to the goals of the CMCD-AE:

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 the research topic/theory	Critically analyze the literature on cognition and emotion applied to CB.	●●●
Research procedures	Run datasets of real data of research that is reviewed for publications in relevant journals.	●●○
Relevance and innovation in research	To comprehend the relevant and updated literature on cognition and emotion applied to CB.	●●●
Elaboration of articles	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 objectives of the course: ---		

The full description of the CMCD-AE 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 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. Introduction to Cognition & Emotion in Consumer Behavior
2. Experimental design
3. Discrete Emotions in CB
4. False-Positive Psychology
5. Mental Imagery
6. Heuristics and Risk
7. Priming in experimental psychology

GRADING

1. **One exercise using SPSS or any other software (individual or pairs, due to Sep. 28th)** (20%)

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

2. **Critique (individual or pairs, due to 5 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.

3. **Participation and presentations (individual)** (20%)

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

4. **Research Project (individual, due to Sep. 28th)** (30%)

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)

Data analysis

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

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

Length: 2,500 – 3,000 words (excluding references and appendix). Use the style guidelines from the Journal of Consumer Research <http://www.ejcr.org/guidelines.htm>.

Two-page draft due to August 24th.

BIBLIOGRAPHY

Books

1. Haugtvedt, C. P., Herr, P. M., & Kardes, F. R. (Eds.). (2018). **Handbook of consumer psychology**. Routledge. Chapter 10, 18, 19, 23
2. Oehlert, G. W. (2010). **A first course in design and analysis of experiments**. Chapter 1
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, 8

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, D. (2020). Olfactory priming on consumer categorization, recall, and choice. **Psychology & Marketing**.
3. Ferreira, K.; Botelho, D. (Dis)liking an envied other: envy subtypes and their effect on brand attitude and choice. **R&R Journal of Business Research**.
4. Gavan, F. (2008). Death to Dichotomizing. *Journal of Consumer Research*, 35(1), 5-8.
5. Hinterhuber, A. (2015). Violations of rational choice principles in pricing decisions. **Industrial Marketing Management**, 47, 65-74.
6. 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.
7. Kerr, N. L. (1998). HARKing: Hypothesizing after the results are known. **Personality and Social Psychology Review**, 2(3), 196-217.
8. 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.
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. MacInnis, D. J., & Folkes, V. S. (2010). The disciplinary status of consumer behavior: A sociology of science perspective on key controversies. **Journal of Consumer Research**, 36(6), 899-914.
11. Minton, E. A., Cornwell, T. B., & Kahle, L. R. (2017). A theoretical review of consumer priming: Prospective theory, retrospective theory, and the affective-behavioral-cognitive model. **Journal of Consumer Behaviour**, 16(4), 309-321.
12. 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.
13. Orth, U. R., Crouch, R. C., Bruwer, J., & Cohen, J. (2020). The role of discrete positive emotions in consumer response to place-of-origin. **European Journal of Marketing**.
14. 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.
15. Saab, A. B., & Botelho, D. (2020). Are organizational buyers rational? Using price heuristics in functional risk judgment. **Industrial Marketing Management**, 85, 141-151.
16. 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.
17. 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.
18. Simmons, J. P., Nelson, L. D., & Simonsohn, U. (2011). False-positive psychology: Undisclosed flexibility in data collection and analysis allows presenting anything as significant. **Psychological Science**, 22(11), 1359-1366.
19. Van de Ven, N., Zeelenberg, M., & Pieters, R. (2010). The envy premium in product evaluation. **Journal of Consumer Research**, 37(6), 984-998.
20. Yoo, J., & Kim, M. (2014). The effects of online product presentation on consumer responses: A mental imagery perspective. **Journal of Business Research**, 67(11), 2464-2472.

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

		Topic	Reference
1		Introduction to Cognition & Emotion	<ol style="list-style-type: none"> 1. Robinson, M. D., Watkins, E. R., & Harmon-Jones, E. (Eds.). (2013). Handbook of cognition and emotion. Guilford Press. Chapters 1 and 8 2. Haugtvedt, C. P., Herr, P. M., & Kardes, F. R. (Eds.). (2018). Handbook of consumer psychology. Routledge. Chapter 10 3. 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. 4. 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.
2		Emotions - Experiment design	<ol style="list-style-type: none"> 1. Oehlert, G. W. (2010). A first course in design and analysis of experiments. Chapter 1 2. Payne, R. L., & Cooper, C. (Eds.). (2003). Emotions at work: Theory, research and applications for management. John Wiley & Sons. Chapters 1 and 2 3. MacInnis, D. J., & Folkes, V. S. (2010). The disciplinary status of consumer behavior: A sociology of science perspective on key controversies. Journal of Consumer Research, 36(6), 899-914. 4. 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. (CRITIQUE)
3		Discrete Emotion: Envy	<ol style="list-style-type: none"> 1. Orth, U. R., Crouch, R. C., Bruwer, J., & Cohen, J. (2020). The role of discrete positive emotions in consumer response to place-of-origin. European Journal of Marketing. 2. Van de Ven, N., Zeelenberg, M., & Pieters, R. (2010). The envy premium in product evaluation. Journal of Consumer Research, 37(6), 984-998. 3. 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. 4. Ferreira, K.; Botelho, D. (Dis)liking an envied other: envy subtypes and their effect on brand attitude and choice. R&R Journal of Business Research. (CRITIQUE)

4	24 AUG	False-Positive Psychology (Lucia Barros)	<ol style="list-style-type: none"> 1. Simmons, J. P., Nelson, L. D., & Simonsohn, U. (2011). False-positive psychology: Undisclosed flexibility in data collection and analysis allows presenting anything as significant. Psychological Science, 22(11), 1359-1366. 2. Kerr, N. L. (1998). HARKing: Hypothesizing after the results are known. Personality and Social Psychology Review, 2(3), 196-217.
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		Research project drafts presentation	<p>3. Gavan, F. (2008). Death to Dichotomizing. Journal of Consumer Research, 35(1), 5-8.</p> <p>Presentation of research project drafts (3min). Two-page draft.</p>
5	31 AUG	Imagery	<p>1. Haugtvedt, C. P., Herr, P. M., & Kardes, F. R. (Eds.). (2018). Handbook of consumer psychology. Routledge. Chapter 19</p> <p>2. Yoo, J., & Kim, M. (2014). The effects of online product presentation on consumer responses: A mental imagery perspective. Journal of Business Research, 67(11), 2464-2472.</p> <p>3. 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.</p> <p>4. 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. (CRITIQUE)</p>
6	14 SEP	Heuristics	<p>1. Haugtvedt, C. P., Herr, P. M., & Kardes, F. R. (Eds.). (2018). Handbook of consumer psychology. Routledge. Chapter 23</p> <p>2. Hinterhuber, A. (2015). Violations of rational choice principles in pricing decisions. Industrial Marketing Management, 47, 65-74.</p> <p>3. 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.</p> <p>4. Saab, A. B., & Botelho, D. (2020). Are organizational buyers rational? Using price heuristics in functional risk judgment. Industrial Marketing Management, 85, 141-151. (CRITIQUE)</p>
7	21 SEP	Priming	<p>1. Haugtvedt, C. P., Herr, P. M., & Kardes, F. R. (Eds.). (2018). Handbook of consumer psychology. Routledge. Chapter 18</p> <p>2. Minton, E. A., Cornwell, T. B., & Kahle, L. R. (2017). A theoretical review of consumer priming: Prospective theory, retrospective theory, and the affective-behavioral-cognitive model. Journal of Consumer Behaviour, 16(4), 309-321.</p> <p>3. 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.</p> <p>4. De Luca, R., & Botelho, D. (2020). Olfactory priming on consumer categorization, recall, and choice. Psychology & Marketing. (CRITIQUE)</p>
8	28 SEP	Final Exam	<p>Presentation of research projects (8min). Each student will also present the rationale of 1 paper that inspired her/his research idea (please upload the paper at Eclass.</p>

INSTRUCTOR'S CV

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

EAESP webpage: <https://eaesp.fgv.br/en/faculty/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: delane.botelho@fgv.br or phone 11-96715-9029.

Videos:

Conducting a Two-Way ANOVA in SPSS: 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>

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

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

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/>