
DEPARTMENT: : MERCADOLOGIA (MCD)
COURSE..... : MESTRADO E DOUTORADO EM ADMINISTRAÇÃO DE EMPRESAS
SUBJECT..... : EXPERIMENTAL APPROACH FOR CONSUMER BEHAVIOR
LECTURERS : DELANE BOTELHO

ROOM: FEB-MAR 2019

SYLLABUS

OBJECTIVE

The main objectives of this course are:

- a) To present experimental perspectives in Consumer Behavior (CB).
- b) To examine classical and recent work in, or relevant to, CB.
- c) To enable the student to develop his/her own ideas on a CB research topic as well as his/her ability to conceptualize and implement research with an experimental approach.

SUMMARY CONTENT

The subject includes the following content and methodological topics:

- a) Experiments & CB
- b) Field and Lab experiments
- c) ANOVA & ANCOVA
- d) Moderation & Mediation
- e) Emotions
- f) Physiology & CB
- g) Morality

METHODOLOGY

The learning process is student-centered, which calls for preparation and the prior undertaking of the recommended activities and readings. Two classes will be given in the LEPI computer lab, which gives applicability the subject. In class, students will be responsible for presenting the recommended readings and for guiding the discussion on the theme. They also will critically read the literature to generate ideas for new studies, which will contribute for the development of original thinking in our program. The student will also enlarge his/her knowledge of a specific topic by elaborating a research project with an experimental approach for CB. The professor will cooperate with the students' efforts so as to create and coordinate a relevant learning experience, providing guidance, advice and assessment.

EVALUATION CRITERIA

Exercises (30%) (individual)

Students should generate an idea for a new study each class. Each student will be responsible for writing up a one-page (1.5-spaced) focusing on an idea for a study that relates to the class' readings (only articles), e.g., a new study or studies designed to extend a particular paper or to build a bridge between papers. Please specify the research question, why it is important, and a brief overview of the proposed design (e.g., the independent and dependent variables) and hypotheses. Everyone should plan on outlining their ideas in class.

Participation and presentation (30%)

Students should come to class prepared to discuss each article/chapter in depth and to present the major ideas, contributions, strengths and weaknesses, if asked to do so.

Research Project (40%) (individual)

Students should develop an experimental CB project, with the following topics:

1. Introduction

- A. Theme (introduce the topic to the reader)
- B. Justify your theme (present up-to-date data, gaps in the literature; 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

3. Method

- A. Data collection
- B. Manipulation of the independent variables and operationalization of dependent variables (definition of scales)
- C. Data analysis

4. Results (of the pre-test only)

5. References (according to APA)

6. Appendix

- A. Questionnaire (clarifying the scales used)

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.

THE ETHICS OF THE LECTURER/STUDENT RELATIONSHIP

- 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

References

Books

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. Payne, R. L., & Cooper, C. L. (Eds.). (2003). *Emotions at work: Theory, research and applications for management*. John Wiley & Sons.
6. Zaltman, G., LeMasters, K., & Heffring, M. (1982). *Theory construction in marketing: Some thoughts on thinking*. New York: Wiley.

Articles

Please see COURSE OUTLINE

COURSE OUTLINE

| | Data | Topic | Reference | Task |
|---|------|---|---|------------------------------------|
| 1 | | Experiments & Consumer Behavior | <ol style="list-style-type: none"> Hunt, S. D. (1976). The nature and scope of marketing. Journal of Marketing, 40(3), 17-28. Oehlert, G. W. (2010). A first course in design and analysis of experiments. Chapter 1. Morales, A. C., Amir, O., & Lee, L. (2017). Keeping it real in experimental research—Understanding when, where, and how to enhance realism and measure consumer behavior. Journal of Consumer Research, 44(2), 465-476. | Class discussion |
| 2 | | Propositions, hypotheses, Emotions Participação Kirla Ferreira | <ol style="list-style-type: none"> Payne, R. L., & Cooper, C. L. (Eds.). (2003). Emotions at work: Theory, research and applications for management. John Wiley & Sons. Chapter 2. Williams, P., Coleman, N. V., Morales, A. C., & Cesareo, L. (2018). Connections to Brands That Help Others versus Help the Self: The Impact of Incidental Awe and Pride on Consumer Relationships with Social-Benefit and Luxury Brands. Journal of the Association for Consumer Research, 3(2), 202-215. Kristofferson, K., Lambertson, C., & Dahl, D. W. (2018). Can brands squeeze wine from sour grapes? The importance of self-esteem in understanding envy's effects. Journal of the Association for Consumer Research, 3(2), 229-239. Ward, A. F., Duke, K., Gneezy, A., & Bos, M. W. (2017). Brain drain: the mere presence of one's own smartphone reduces available cognitive capacity. Journal of the Association for Consumer Research, 2(2), 140-154. | Class discussion |
| 3 | | Emotions ANOVA 17h – LEPI 506 | <ol style="list-style-type: none"> Field, A. (2009). Discovering statistics using SPSS. Sage publications. Chapter 10. Zaltman, G., LeMasters, K., & Heffring, M. (1982). Theory construction in marketing: Some thoughts on thinking. John Wiley & Sons. Chapter 4. Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. Journal of The Academy of Marketing Science, 27(2), 184-206. Fiske, S. T. (2016). How to publish rigorous experiments in the 21st century. Journal of Experimental Social Psychology, 66, 145-147. | Class discussion Projects ideas |
| 4 | | Morality Participação Lucia Barros | <ol style="list-style-type: none"> Komarova Loureiro, Y., Bayuk, J., Tignor, S. M., Nenkov, G. Y., Baskentli, S., & Webb, D. (2016). The case for moral consumption: examining and expanding the domain of moral behavior to promote individual and collective well-being. Journal of Public Policy & Marketing, 35(2), 305-322. Smith, I. H., Aquino, K., Koleva, S., & Graham, J. (2014). The moral ties that bind... even to out-groups: The interactive effect of moral identity and the binding moral foundations. Psychological Science, 25(8), 1554-1562. Amaral, N. B., & Loken, B. (2016). Viewing usage of counterfeit luxury goods: Social identity and social hierarchy effects on dilution and enhancement of genuine luxury brands. Journal of Consumer Psychology, 26(4), 483-495. Von Schuckmann, J., Barros, L. S., Dias, R. S., & Andrade, E. B. (2018). From slum tourism to smiley selfies: The role of social identity strength in the consumption of morally ambiguous experiences. Journal of Consumer Psychology, 28(2), 192-210. | Class discussion |

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|---|--|---|---|-------------------|
| 5 | | <p>Physiology & Consumer Behavior</p> <p>Participação Lilian Soares</p> | <ol style="list-style-type: none"> 1. Miller, G., Tybur, J. M., & Jordan, B. D. (2007). Ovulatory cycle effects on tip earnings by lap dancers: economic evidence for human estrus? Evolution and Human Behavior, 28(6), 375-381. 2. Saad, G., & Vongas, J. G. (2009). The effect of conspicuous consumption on men's testosterone levels. Organizational Behavior and Human Decision Processes, 110(2), 80-92. 3. Saad, G., & Stenstrom, E. (2012). Calories, beauty, and ovulation: The effects of the menstrual cycle on food and appearance-related consumption. Journal of Consumer Psychology, 22(1), 102-113. 4. Fitzsimons, G. J. (2008). Death to dichotomizing. Journal of Consumer Research, 35(1), 5-8. | Class discussion |
| 6 | | <p>Field Experiments</p> <p>ANCOVA 17h – LEPI 506</p> | <ol style="list-style-type: none"> 1. Field, A. (2009). Discovering statistics using SPSS. Sage publications. Chapter 9. 2. Gneezy, A. (2017). Field experimentation in marketing research. Journal of Marketing Research, 54(1), 140-143. 3. Grinstein, A., & Kronrod, A. (2016). Does sparing the rod spoil the child? How praising, scolding, and an assertive tone can encourage desired behaviors. Journal of Marketing Research, 53(3), 433-441. 4. Chatterji, A. K., Findley, M., Jensen, N. M., Meier, S., & Nielson, D. (2016). Field experiments in strategy research. Strategic Management Journal, 37(1), 116-132. | Class discussion |
| 7 | | Mediation | <ol style="list-style-type: none"> 1. Hayes, A. F. (2013). Introduction to mediation, moderation, and conditional process analysis. New York: Guilford Press. Chapter 4. 2. Pirlott, A. G., & MacKinnon, D. P. (2016). Design approaches to experimental mediation. Journal of Experimental Social Psychology, 66, 29-38. 3. Pieters, R. (2017). Meaningful mediation analysis: Plausible causal inference and informative communication. Journal of Consumer Research, 44(3), 692-716. 4. Chen, J., Teng, L., Liu, S., & Zhu, H. (2015). Anticipating regret and consumers' preferences for counterfeit luxury products. Journal of Business Research, 68(3), 507-515. | Class discussion |
| 8 | | | <ol style="list-style-type: none"> 1. Suggested articles by students 2. Delivery, presentation of the final project & feedback | Oral presentation |