

## **A Seminar in Consumer Behavior Research**

### **Amrita School of Business**

Resource Person: Dr. Rejikumar.G, Associate Professor, Department of Management, Kochi

Ph.D. requires critical thinking to identify voids in the sphere of knowledge. This course is to provide Ph.D. students with a solid foundation for critical thinking and research on aspects of consumer behavior. Consumer behavior is one of the most diverse fields of marketing theory. Drawing upon concepts from economics, psychology, sociology, social psychology, and anthropology, consumer researchers attempt to understand and explain the buying, using, and disposing of goods and services. The course will help you to build a general schema for understanding multiple options available in the field of consumer research. It is assumed that this course will impart adequate skills to scholars to critically assess research to explore, envision, and design original research studies. The topics covered will include consumer decision making, how information is incorporated into decision-making, factors influencing decision-making, social and cultural influences on consumptions, heuristics and biases, consumer behavior in the contemporary wired social world, and Indian consumer behavior

#### **Course Conduct**

Before every class students are expected to read the article carefully and “pre-digest” it. A large part of the grade will be determined by the ability to thoughtfully discuss the readings in class. Discussions should focus on: (1) the main ideas conveyed in the papers, (2) what they imply for various conceptual thoughts, (3) what are the contextual relevance of themes mentioned, (4) how to extend these ideas (e.g., new hypotheses, follow-up studies), and (5) how you could improve the methodology. Scholars should be capable of giving a 2-minute oral brief of each paper to be discussed in the class. The briefing should convey (a) the research question investigated, (b) the methodology used, (c) the main findings, and (d) what these findings mean theoretically. A story telling method is appreciated rather than a formal presentation.

#### **Grading**

The grading pattern followed is

Grade	Description	Grade point
O	Outstanding	10
A+	Excellent	9.5
A	Very Good	9
B+	Good	8

B	Above Avg	7
C	Average	6
P	Pass	5
F	Fail	0

There will be three components of evaluation

1. Term Paper (30%) - You will select a topic related to individual research idea and write a conceptual article. It should correspond to the style observed in a JCR (or JAMS) article. The attempt should be conduct a systematic review of existing literature to propose new hypotheses and theoretical framework.
2. Participation (30%)- Ability to ask right questions and to contribute meaningfully to class discussions will be evaluated
3. End-term Examination (40%)

### **Overview**

1. Holbrook, Morris B. "What is consumer research?" *Journal of Consumer Research* 14, no. 1 (1987): 128-132.
2. Brown, S., & Schau, H. J. (2007). Writing consumer research: The world according to Belk. *Journal of Consumer Behaviour*, 6(6), 349-368.
3. MacInnis, D. J., & Folkes, V. S. (2009). The disciplinary status of consumer behavior: A sociology of science perspective on key controversies. *Journal of Consumer Research*, 36(6), 899-914.
4. Peracchio, L. A., Luce, M. F., & McGill, A. L. (2014). Building bridges for an interconnected field of consumer research. *Journal of Consumer Research*, 40(6), pp. iii-vi
5. Pham, Michel Tuan. "The seven sins of consumer psychology." *Journal of Consumer Psychology* 4, no. 23 (2013): 411-423.
6. Demirdjian, Z. S., & Mokatsian, Z. (2014). Paradigm Shifts in Consumer Behavior: A Meta Analysis. *ASBBS Proceedings*, 21(1), 220.
7. Hamilton, R. (2016). Consumer-based strategy: using multiple methods to generate consumer insights that inform strategy. *Journal of the Academy of Marketing Science*, 3(44), 281-285.

### **Buying process**

1. Edwards, W. (1954). The theory of decision making. *Psychological Bulletin*, 51(4), 380.

2. Simon, H. A. (1955). A behavioral model of rational choice. *The Quarterly Journal of Economics*, 69(1), 99-118.
3. Howard, J. A. S., & Jagdish, N. (1969). *The theory of buyer behavior* (No. 658.834 H6).
4. Sheth, J. N. (1973). A model of industrial buyer behavior. *The Journal of Marketing*, 50-56.
5. Orji, O. G. (2013). Major Classic Consumer Buying Behaviour Models: Implications for Marketing Decision-Making. *Journal of Economics and Sustainable Development*, 4(4), 164-173.
6. Belk, R. W., Wallendorf, M., & Sherry Jr, J. F. (1989). The sacred and the profane in consumer behavior: Theodicy on the Odyssey. *Journal of Consumer Research*, 16(1), 1-38.
7. Belk, R. W. (1975). Situational variables and consumer behavior. *Journal of Consumer Research*, 2(3), 157-164.
8. Malhotra, N. K. (1982). Information load and consumer decision making. *Journal of Consumer Research*, 8(4), 419-430.
9. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 460-469.
10. Bakewell, C., & Mitchell, V. W. (2003). Generation Y female consumer decision-making styles. *International Journal of Retail & Distribution Management*, 31(2), 95-106.
11. Greenleaf, E. A., & Lehmann, D. R. (1995). Reasons for substantial delay in consumer decision making. *Journal of Consumer Research*, 22(2), 186-199.
12. Puccinelli, N. M., Goodstein, R. C., Grewal, D., Price, R., Raghurir, P., & Stewart, D. (2009). Customer experience management in retailing: understanding the buying process. *Journal of Retailing*, 85(1), 15-30.
13. McKechnie, S. (1992). Consumer buying behavior in financial services: an overview. *International Journal of Bank Marketing*, 10(5), 5-39.

### **Customer – Attitudes, Intentions, Motivations Etc**

1. Kassarijian, H. H. (1971). Personality and consumer behavior: A review. *Journal of Marketing Research*, 409-418.
2. Baumgartner, H. (2002). Towards a personology of the consumer. *Journal of Consumer Research*, 29(2), 286-292.
3. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *The Journal of Marketing*, 2-22.

4. Wong, J. K., & Sheth, J. N. (1985). Explaining intention-behavior discrepancy--A paradigm. *ACR North American Advances*.
5. Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139-168.
6. 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.
7. Shocker, A. D., Ben-Akiva, M., Boccara, B., & Nedungadi, P. (1991). Consideration set influences on consumer decision-making and choice: Issues, models, and suggestions. *Marketing Letters*, 2(3), 181-197.
8. Strack, F., & Deutsch, R. (2006). Reflective and impulsive determinants of consumer behavior. *Journal of Consumer Psychology*, 16(3), 205-216.
9. Cohen, J. B., Pham, M. T., & Andrade, E. B. (2008). The nature and role of affect in consumer behavior. in *Handbook of Consumer Psychology*, Paul Herr Curtis P. Haugtvedt, Frank Kardes, eds. Mahwah, NJ: Lawrence Erlbaum, 297-348
10. Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86-97.
11. Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the hedonic and utilitarian dimensions of consumer attitude. *Journal of marketing research*, 40(3), 310-320.

### **Heuristics and Biases**

1. Park, C. W., & Lessig, V. P. (1981). Familiarity and its impact on consumer decision biases and heuristics. *Journal of consumer research*, 8(2), 223-230.
2. Bagozzi, R. P., & Warshaw, P. R. (1990). Trying to consume. *Journal of consumer research*, 17(2), 127-140.
3. Shiv, B., Carmon, Z., & Ariely, D. (2005). Placebo effects of marketing actions: Consumers may get what they pay for. *Journal of Marketing Research*, 42(4), 383-393.
4. Wood, W., & Neal, D. T. (2009). The habitual consumer. *Journal of Consumer Psychology*, 19(4), 579-592.
5. Tybout, A. M., Sternthal, B., Malaviya, P., Bakamitsos, G. A., & Park, S. B. (2005). Information accessibility as a moderator of judgments: The role of content versus retrieval ease. *Journal of Consumer Research*, 32(1), 76-85.
6. Jacoby, J., Johar, G. V., & Morrin, M. (1998). Consumer behavior: A quadrennium. *Annual review of psychology*, 49(1), 319-344.

7. MacInnis, D. J., & Price, L. L. (1987). The role of imagery in information processing: Review and extensions. *Journal of consumer research*, 13(4), 473-491.
8. Han, S., Lerner, J. S., & Keltner, D. (2007). Feelings and consumer decision making: The appraisal-tendency framework. *Journal of consumer psychology*, 17(3), 158-168.
9. Schwarz, N. (2004). Metacognitive experiences in consumer judgment and decision making. *Journal of Consumer Psychology*, 14(4), 332-348.
10. Gigerenzer, G. (1991). How to make cognitive illusions disappear: Beyond “heuristics and biases”. *European review of social psychology*, 2(1), 83-115.

### **Digital Consumer Behavior**

1. Zhou, L., Dai, L., & Zhang, D. (2007). Online shopping acceptance model-A critical survey of consumer factors in online shopping. *Journal of Electronic Commerce research*, 8(1), 41.
2. Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17-21.
3. Belk, R. W. (2013). Extended self in a digital world. *Journal of Consumer Research*, 40(3), 477-500.
4. Novak, T. P., Hoffman, D. L., & Yung, Y. F. (2000). Measuring the customer experience in online environments: A structural modeling approach. *Marketing Science*, 19(1), 22-42.
5. Grewal, D., Levy, M., & Kumar, V. (2009). Customer experience management in retailing: an organizing framework. *Journal of Retailing*, 85(1), 1-14.
6. Palmer, A. (2010). Customer experience management: a critical review of an emerging idea. *Journal of Services Marketing*, 24(3), 196-208.
7. Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of service research*, 13(3), 253-266.
8. Huang, P., Lurie, N. H., & Mitra, S. (2009). Searching for experience on the web: an empirical examination of consumer behavior for search and experience goods. *Journal of Marketing*, 73(2), 55-69.
9. Holzwarth, M., Janiszewski, C., & Neumann, M. M. (2006). The influence of avatars on online consumer shopping behavior. *Journal of Marketing*, 70(4), 19-36.

10. Harris, L., & Dennis, C. (2011). Engaging customers on Facebook: Challenges for e-retailers. *Journal of Consumer Behaviour*, 6(10), 338-346.

11. Kukar-Kinney, M., & Close, A. G. (2010). The determinants of consumers' online shopping cart abandonment. *Journal of the Academy of Marketing Science*, 38(2), 240-250.

### **Sustainable Consumer Behavior**

1. Rallapalli, K. C., Vitell, S. J., Wiebe, F. A., & Barnes, J. H. (1994). Consumer ethical beliefs and personality traits: An exploratory analysis. *Journal of Business Ethics*, 13(7), 487-495.

2. Sheth, J. N., Sethia, N. K., & Srinivas, S. (2011). Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39(1), 21-39.

3. Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *Journal of Consumer Affairs*, 35(1), 45-72.

4. Belk, R. W., & Costa, J. A. (1998). The mountain man myth: A contemporary consuming fantasy. *Journal of consumer research*, 25(3), 218-240.

5. Eckhardt, G. M., Belk, R. W., & Wilson, J. A. (2015). The rise of inconspicuous consumption. *Journal of Marketing Management*, 31(7-8), 807-826.

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7. Straughan, R. D., & Roberts, J. A. (1999). Environmental segmentation alternatives: a look at green consumer behavior in the new millennium. *Journal of consumer marketing*, 16(6), 558-575.

8. Carrete, L., Castaño, R., Felix, R., Centeno, E., & González, E. (2012). Green consumer behavior in an emerging economy: confusion, credibility, and compatibility. *Journal of consumer marketing*, 29(7), 470-481.

9. Brinkmann, J. (2004). Looking at consumer behavior in a moral perspective. *Journal of Business Ethics*, 51(2), 129-141.

### **Consumer behavior in Indian context**

1. Ramachander, S. (1988). Consumer Behaviour and Marketing: Towards an Indian Approach?. *Economic and Political Weekly*, M22-M25.

2. Venkatesh, A. (1994). India's changing consumer economy: A cultural perspective. *ACR North American Advances*.
3. Cayla, J., & Elson, M. (2012). Indian consumer kaun hai? The class-based grammar of Indian advertising. *Journal of Macromarketing*, 32(3), 295-308.
4. Bawa, A. (2004). Consumer ethnocentrism: CETSCALE validation and measurement of extent. *Vikalpa*, 29(3), 43-58.
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6. Dubey, J., & Patel, R. P. (2004). Small wonders of the Indian market. *Journal of Consumer Behaviour*, 4(2), 145-151.
7. Mukherjee, A., Satija, D., Goyal, T. M., Mantrala, M. K., & Zou, S. (2012). Are Indian consumers brand conscious? Insights for global retailers. *Asia Pacific Journal of Marketing and Logistics*, 24(3), 482-499.
8. Vikas, R. M., Varman, R., & Belk, R. W. (2015). Status, caste, and market in a changing Indian village. *Journal of Consumer Research*, 42(3), 472-498.

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