

Spring 2008 CONSUMER RESEARCH, PSY 756.001

INSTRUCTOR: Dr. Frank J. Smith

OFFICE: 714A Poe Hall

OFFICE HOURS: Tues. and Thur. 2:45-3:30pm

and by appointment, call 515-1723 or email: fjsmith@ncsu.edu

References:

- Haugtvedt, Curtis P. (Feb., 2008) Handbook of consumer Psychology.
Earl, Peter E. & Simon Kemp (1999) The Elgar Companion to Consumer Research & Economic Psychology.
Robertson, Thomas S. & Harold H. Kassarian (1991). Handbook of consumer behavior. Prentice-Hall: Englewood Cliffs.
Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research [0-7619-1000-X] Bearden

OBJECTIVES:

1. Review the literature to discern the major theories and issues in the field.
2. Acquire knowledge about the various research methods and their applications in consumer research.
3. Learn about information sources and data series.
4. Develop a research proposal addressing a significant issue.
5. Prepare and present a research proposal to the class and participate in the peer review process of proposals presented by others.

GRADING PROCEDURE:

Your grade will be computed using the categories and weights given below:

Class participation	20%
Critical review of readings	20%
Research proposal:	
Draft of sections 1-3	20%
Report presentation	20%
Final written report	20%

Policy on material turned in late: Due dates should be considered firm. Students with special needs or unusual circumstances should report to me in advance if they want special consideration with regard to deviation from scheduled due dates.

Audit Policy: To receive an audit a student must prepare a research proposal and attend all scheduled individual and group meetings.

Academic Integrity Policy: Specific terms and possible sanctions are specified in the NCSU Code of Student Conduct. Each student will be expected to sign the Honor Pledge on each test and assignment.

Email: This course will use the email accounts provided for each student by NCSU to communicate about schedule changes or other class announcements. If you use an email address different from the one provided by NCSU, you should make arrangements to have your NCSU email automatically forwarded to your preferred address. You should check your email account frequently.

Sources: (full text available through NCSU Library E-Journal portal)

Journal of Consumer Psychology (JCP, E-Journal Finder, EBSCO Host)

Journal of Consumer Research (JCR)

Journal of Economic Psychology

Journal of Consumer Policy

Advances in Consumer Research (E-Journal Finder, EBSCO Host)

Harvard Business Review

Journal of Marketing Research (JMR)

Journal of Public Policy and Marketing

Psychology and Marketing

Journal of Advertising

Journal of Advertising Research

Journal of Consumer Studies and Home Economics

Journal of Consumer Marketing

American Demographics

International Journals: (full text available through NCSU Library E-Journal portal)

International Business Review

International Business

International Journal of Consumer Studies

International Journal of Customer Relationship Management

International Journal of E-Business Strategy Management

International Journal of Inter-Cultural Relations

International Journal of Manpower

International Journal of Market Research

International Journal of New Product development and Innovation Management

International Journal of Non-Profit and Voluntary Sector Marketing

International Journal of Research in Marketing

International Journal of Social Economics

International Labour Review

International Market Insight Reports

International Marketing Review

International Planning Studies

TENTATIVE SCHEDULE OF TOPICS AND READINGS

* = assigned readings

Jan. 9 Introduction to the course

Jan. 16 Foundations theory & research

*Loken, Barbara (2006) Consumer psychology: Categorization, inferences, affect and persuasion. <http://psych.AnnualReviews.org/>

*Simonson, Itamar et.al (2001) Consumer Research: In search of identity. <http://psych.AnnualReviews.org/>

Jacoby, Hohar & Morrin (1998) Consumer Behavior. *Annual Review of Psychology*, Vol. 49 <http://psych.AnnualReviews.org/>

Jan. 23 Macro-level perspectives on consumption, saving & investing

*Dittmar, Helga (2007) Consumer culture, identity and well-being.

*Burroughs, James, E. & Aric Rindfleisch (December, 2002) Materialism and well-being: A conflicting values perspective. *Journal of Consumer Research*. Vol. 29, 348-370.

*Tatzel, Miriam (Feb., 2002) "Money worlds" and well-being: An integration of money dispositions, materialism and price-related behavior. *Journal of Economic Psychology*. Vol. 23, 1, 103-126.

www.sca.isr.umich.edu [consumer survey; index of consumer confidence]

McDaniel, S. Rao, C. Jackson, R. 1986. Inflation- induced adaptive behavior. *Psychol. Mark.* 3:113-22.

Goodwin, et.al. (1997) The Consumer Society.

Lea and Webley (1994) Economic psychology: an introduction to a new interdisciplinary field.

Lea, S. The psychology and economics of demand. *Psychological Bulletin*. Vol. 85, No. 3, 1978.

Jan. 30 Micro-level perspectives on consumer attitudes & values

*Reed, et.al. (2002) The temporary construction of consumer attitudes. *JCP* 12(4).

Kahle Lynn R. & Chiagouris (1997). Values, lifestyles, and psychographics. *Advertising and consumer psychology*.

Kahle, L.; Beatty, S.; and Homer, P. Alternative measurement approaches to consumer values. *JCR*, 13:405- 9, 1986.

Berger, I. Mitchell, A. 1989. The effect of advertising on attitude accessibility, attitude confidence and the attitude-behavior relationship. *JCR* 16:3.

Aaker, D.; Stayman, D.; Hagerty, M. 1986. Warmth in advertising: measurement, impact and sequence effects. *JCR* 12:365-81.

Kiselius, J. Sternthal, B. 1986. Examining the vividness controversy: An availability-valence interpretation. *JCR* 12:418-31.

Wiener, J. Gentry, F. Miller, R. 1986. The framing of the insurance purchase decision. *Adv. Consum. Res.* 13:251-56.

Zajonc, R. Markus, H. 1982. Affective and cognitive factors in preferences. *JCR* 9:123-31.

Feb. 6 Decision-making

*Maoz, Eyal & Allice M. Tybout (2002) The moderating role of involvement and differentiation in the evaluation of brand extensions. *JCP* 12(2).

*Page, C. and Paul M. Herr (2002) An investigation of the processes by which product design

and brand strength interact to determine initial affect and quality judgments. *JCP*, 12(2).
 Wedel, Michel (1998) Market segmentation: Conceptual and methodological foundations.
 Weinstein, Art (1994) Market segmentation...
 Levitt, T. Marketing Myopia. *Harvard Business Review*, 1981.
 Lichtenstein, D. Bloch, P. Black, W. 1988. Correlates of price acceptability. *JCR* 15:243-52.
 Erickson, G. Johansson, J. 1985. The role of price in multi-attribute product evaluations. *JCR* 12:195-99.
 Gerstner, E. 1985. Do higher prices signal higher quality? *J. Mark. Res.* 22:209-15.

Feb. 13 Innovation, development, and consumer evaluation.

*Wood. Stacy & Foffre Swait (2002) Psychological indicators of innovation adoption: Cross-classification based on need for cognition and need for change. *JCP* 12(1).
 * Ziamou, P. & S. Ratneshwar, (2002) Promoting consumer adoption of high-technology products: Is more information always better. *JCP*. 12(4).
 Robertson's Handbook, Chapter 9
 Gilly, M. and Zeithaml, V. 1985. The elderly consumer and adoption of technologies. *JCR*. 12:353-7.
 Leonard-Barton, D. 1985. Experts as negative opinion leaders in the diffusion of a technological innovation. *JCR* 11:914-26.

Feb. 20 Social Marketing

Nonprofit and business sector collaboration : social enterprises, cause-related marketing, sponsorships, and other corporate-nonprofit dealings / Walter W. Wymer, Jr., Sridhar Samu, editors. 2003 HF5414 .N66 2003
 Kotler, Philip, et.al. (2002) Social marketing: Improving the quality of life. HF5414/K67
 Handbook of marketing and society / Paul N. Bloom, Gregory T. Gundlach, editors. 2001 HF5414 .H36 2001
 Goldberg, Fishbein and Middlestadt (1997) Social marketing
 Bettman, J. Payne, J. Staelin, R. 1986. Cognitive considerations in designing effective labels for presenting risk information. *J. Public Policy Mark.* 5:1-28.
 Brucks, M. Mitchell, A Staelin R. 1984. The effect of nutritional information disclosure in advertising. *J Public Policy Mark.* 3:1-9.
 Grunert, K, Dedler, K. 1987. Misleading advertising: In search of a measurement methodology. *J. Public Policy Mark.* 5:153-59.
 Friedman, M. Churchill, G. 1987. Using consumer perceptions and a contingency approach to improve health care delivery. *JCR* 13:492-510.
 Kelly, R.F. 1987. Culture as commodity: The marketing of cultural objects and cultural experiences. *Adv. Consum.Res.* 14: 347-51.
 Levitt. T. 1981. Marketing intangible products and product intangibles. *HBR*.

Feb. 27 Research design and analysis

Mar. 5 Spring Break

Mar. 12 Continue work on individual projects

Mar. 19 E- Commerce
 Select an article of your choice from *JCP*, 13(1/2)

Mar. 26 Cross-cultural and international applications

- * Sunderland Patricia L. and Rita M. Denny (2007) Doing anthropology in consumer research.
- * Jacqueline Kacen & Julie Anne Lee. JCP (12(2)). The influence of culture on consumer impulsive buying behavior Handbook, Chapters 10-11
- Deshpande, R.; Hoyer, W.; Donthu, N. 1986. The intensity of ethnic affiliation: A study of the sociology of hispanic consumption. JCR 13:214-20.

- Apr. 2 Review progress on class papers and presentations**
- Apr. 9 Consultations on papers and presentations**
- Apr. 16 Preparation of papers and presentations
Reports (Power Point, SAS)
Submit draft of final reports**
- Apr. 23 Class presentations of student research reports
Submit final written reports on research projects**

CONSUMER RESEARCH PROJECT:

Each student will identify and carry out a project of interest relating to consumer psychology (interpreted broadly to include social marketing, innovation in design and process). The objective of this project is to analyze factors relating to stakeholders, users, consumers and propose appropriate tasks and measures, as follows:

Section 1, Issue/Problem Statement: Define the issue or problem both conceptually and quantitatively. How many and what kinds of consumers are affected? What are your research objectives and how are they relevant to the issue or problem.

Section 2, Background: Briefly describe the product or service, its history the organizational provider, and description of past consumer involvement.

Section 3, The Environment: Describe all the relevant environmental variables that may affect the consumer in relation to the product or service. (i.e., demographic, competitive, legal, social, economic, political, and technological, etc.)

Section 4, Proposed methods for consumer segmentation, targeting and sampling: What dimensions are used to segment the consumer population for your product or service? Describe the target consumers. What is the current size of this market and its likely future size? What consumer goods or service classification is relevant to your target markets?

Section 5, Proposed methods for data collection and analysis: Review sources of potential data and propose how data would be used in analyses of relevant research questions.

Section 6, Consider methods of organization and distribution: Describe the channels of distribution employed and their level of integration. In what types of distributional outlets is the product found? What level of exposure is used for this product? What services are provided by channel members? Consider product characteristics, product lines, product life cycle, packaging, the value of branding and other features that come with the product such as service,

warranties, money-back guarantees, etc.

Section 7, Consider pricing strategies: Discuss markups, price discrimination strategies, sales, discounts, coupons, etc. Give examples of item pricing within the product line.

Section 8, Propose methods of communication and promotion: Discuss promotional objectives. What is the promotional blend? Is promotion consistent with target markets? Use examples: newspaper/magazine ads, TV commercials, cite references. Discuss the advertising objectives, media and content. The Standard Directory of Advertisers may be a useful source.

Section 9, Propose methods of evaluation: Evaluate the consumer-oriented strategy. What are your criteria? What are the strengths and weaknesses of the methods used (reliability and validity).

Section 10, Bibliography and Appendix The appendix should include any demonstrative material referred to in the report.