PSY 306

Consumer Psychology

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COURSE DESCRIPTION:

Why do we buy the things we buy? Why do we love the brands we love?

Our relationship with the world around us is tied to our consumption – the consumption of products and brands, but also of ideas and identities. This course is organized around the idea of understanding our consumption patterns based on their psychological underpinnings. What are the external and internal influences that affect how we behave? What is are the psychological, sociological and contextual factors that influence us? How do marketers use this information to shape our decision making process?

EVALUATION:

5% class participation

3% attendance

25% quizzes (5 quizzes, n-1)

17% assignments (2)

25% midterm

25% final project

Week	Topic	Readings
1	Introduction	
2	Understanding consumer research	Holbrook, Morris B. "What is consumer research?" (1987)
3	Sharpening your observations skills	
4	Appreciating consumer experiences	Berry et al. "Managing the total customer experience" (2002)
5	The experience economy	Pine & Gilmore. "Welcome to the experience economy" (1998)
6	Consumer decision making	
7	Biases in decision-making	
8	Consumer subcultures	Belk, Russell, and Gülnur Tumbat. "The cult of Macintosh." (2005)
9	Cultural capital and consumption preferences	Üstüner, Tuba, and Douglas B. Holt. "Toward a theory of status consumption in less industrialized countries." (2010)
10	The self and the consumer	Belk, Russell W. "Possessions and the extended self."(1988)
11	Branding and the self	Malone & Fiske (2013), The Human Brand Ch.1
12	What makes things popular	Chapter from *Hit Makers*
13	Advertising and attention	
14	Wrap up	Presentations

Additional reading list:

Yoo, C.Y. (2008). Unconscious Processing of Web Advertising: Effects on Implicit Memory, Attitude Toward the Brand, and Consideration Set.

Video/article on Unskippable Labs from the Think With Google blog

Think with Google (2016), "How People Use Their Devices: What Marketers Need to Know"

Chapter from *Hit Makers* by Derek Thompson

Berger, Jonah, and Katherine L. Milkman (2012), "What Makes Online Content Viral?" Journal of Marketing Research, 49 (2), 192–205.

Vogel, E.A., Rose, J.P, Roberts, L.R., Eckles, K. (2014). Social Comparison, Social Media, & Self-Esteem. Psychology of Popular Media Culture, 3(4), 206-222.

Janasson-Boyd, C.V. (2012). *Touch matters: Exploring the relationship between consumption and tactile interaction*. Social Semiotics, 21,531-546.

Drenten, J. (n.d.). Snapshots of the self: Exploring the role of online mobile photo sharing in identity development among adolescent girls. In Close, A. (2012) Online Consumer Behavior.

Strubel, J., Petrie, T.A., Pookulangara, S. (2016). "Like" Me: Shopping, Self-Display, Body Image, & Social Networking Sites. Psychology of Popular Media Culture, 1-18.

Escalas, J.E. & Bettman, J.R. (2005). Self-construal, reference groups, and brand meaning. Journal of Consumer Research, 32,378-389.

Duhigg, "How Companies Learn Your Secrets"

Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard business review*, *76*, 97-105

Kardes, et al: Understanding Consumer Behavior Research

MREB (2012) Illuminating the Unconscious

Malone & Fiske (2013), The Human Brand Ch.1

Keitzman, et al. (2011) Social media? Get Serious by Kietzmann

Schembri, et al. (2010) Brand Consumption and Narrative of the Self

Mulyanegara, et al, The Big Five and brand personality

Dittmar (2008) To have is to be?

Avery, J. & Keinan (2015) Consuming Brands.

Aaker (2008) Brand it or loose it.

Mitchell (2002), Selling the brand inside article

Levy (1959). Symbols for sale. Harvard Business Review, 37, pp 117-124

Keller (1993). Conceptualizing, Measuring and managing consumer based brand equity,

Giorgios Halkias (2015) Mental Representations of Brands, A schema based Approach to consumers organization of market knowledge. *Journal of Product and Brand Management Vol 24, issue 5, pp438-448*

Bobby J. Calder (2013). Branding and the psychology of Consumer behavior. Chapter 1 pages 3-13 in Psychology of Branding. Douglas Evans Editor. Psychology Research
Progress

CB Insights (2018, June 7) What Is Psychographics? Understanding The 'Dark Arts' Of Marketing That Brought Down Cambridge Analytica. Link

Edelman, D. & Singer, M. (2015, November) Competing on Customer Journeys. Harvard Business Review Online Edition. Link

Magids,S, Zorfas, A & Leemon, D. (2015, November).The New Science of Customer Emotions: Harvard Business Review Online Edition. Link

Nielsen (2017) When Emotions Give a Lift to Advertising. Report. New York, NY: Author Pardot (2014) Using Psychology to Increase Conversions. Pardot LLC, Atlanta

Chip Walker and Belle Frank (2015). Secret Relationships: Understanding consumer's hidden feelings about brands.

Margaret mark and Carol Pearson (2001). The hero and the outlaw. Building extraordinary brands through the power of archetypes.

Gregory Ciotti (2014). The Psychology of Color in marketing and branding. Entrepreneur magazine. May 15th 2014. [Link](#)

Ted Talk: Design is in the details. [Link](#)

S. Spiegel, H. Nguyen, M Caravella, (2012). More than Fit: Brand Extension Authenticity. *Journal of Marketing Research Vol XLIX pp 967-983.*

Rebecca Trump, Merrie Brucks (2012). Overlap between mental representations of self and brand. *In Journal of Self and Identity, Vol 11 pp 454-471*

Jing Wang and Pankai Aggarwal (2015). Befriending Mr Clean: The Role of anthropomorphism in consumer brand relationships.

R. Batra, A. Ahuvia, & R. Bagozi (2012). Brand Love. In *Journal Of Marketing. Vol 76, pp 1-16.*

Paul Bloom (2010). How Pleasure Works. Chapter 1, 2, 4. W.W. Norton and Company. NY.

Holt, Douglas B. "How consumers consume: A typology of consumption practices." *Journal of consumer research* 22.1 (1995): 1-16.

Belk, Russell W. "Possessions and the extended self." *Journal of consumer research* 15.2 (1988): 139-168.

Belk, Russell W. "Extended self in a digital world." *Journal of consumer research* 40.3 (2013): 477-500.

Kirmani, "The Self and the Brand"

Berry et al., "Managing the Total Customer Experience"

ScienceDaily, "Do We Buy Cosmetics Because They Are Useful or Because They Make Us Feel Good?"

ScienceDaily, "Misery Is Not Miserly: Why Even Momentary Sadness Increases Spending"

ScienceDaily, "Subconscious Encounters: How Brand Exposure Affects Your Choice"

North, Hargreaves, & McKendrick, "In-Store Music Affects Product Choice"

Psychology Today, "Copy That"