

Syllabus
MAR 2041 Market and Consumer Psychology
Melissa Lindt
Winter Semester 2023/24

Level	Bachelor	
Credits	3 ECTS	
Student Contact Hours	2 hours (à 45 minutes)	
Workload	90 hours, thereof contact time 30 hours (2 hours per week x 15) and self-study time 60 hours	
Prerequisites	Moderate level of English	
Time	Thursdays 15.30-18.45, see time table below	
Room	W1.3.05	
Start Date	5th October 2023	
Lecturer	Name	Melissa Lindt
	Office	-
	Virtual Classroom	https://app.alfaview.com/#/join/alfaview-wur/c4556428-e3f5-49e9-9175-2d730618d7a5/be07e89a-356d-4844-9498-8c8fd654e528
	Availability	No office hours. Please contact me via e-mail or after class.
	Email	melissalindt1102@gmail.com

Summary (optional)

The course captures the essential elements of the consumer buying process, from pre-purchase over purchase to post-purchase. In addition, external influences on the purchasing process will be analyzed.

The course is part of module MAR2040 "Basics of Market and Communication Research". The other class of the module is MAR 2042 "Fundamentals of Market Research" which is taught by a guest professor.

Both lectures have individual assessments combined in one exam. Both classes need to be passed to successfully pass the module! Attending just one class is not possible!

Outline of the Course

1. Introduction to consumer behavior

2. Influences on consumer behavior

- 2.1. Individual characteristics
- 2.2. Environmental influences

3. Consumer pre-purchase

- 3.1. Need recognition
- 3.2. Information processing:
 - Exposure and attention, perception and comprehension
- 3.3. Opinion formation and learning
- 3.4. Memory
- 3.5. Consumer evaluation

Consumer purchase

- 4.1. Choices and biases
- 4.2. Purchase

Consumer post-purchase

- 5.1. Consumption and customer satisfaction/dissatisfaction
- 5.2. Customer loyalty and love brands

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Written Exam 100% Individual
1 Expert Knowledge		
1.5 ...to demonstrate profound expert knowledge in their field of specialization.	... demonstrate expert knowledge in the basic foundations of consumer psychology (the essential elements of the consumer buying process, from pre-purchase over purchase to post-purchase)	X
2 Digital Skills		
3 Critical Thinking and Analytical Competence		
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	... to apply adequate consumer psychology methods to solve complex issues	X
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	... critically interpret and discuss problems in consumer psychology	X
4 Ethical Awareness		
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	... identify ethical issues in consumer psychology and discuss these.	X
5 Communication and Collaboration Skills		
5.1 ...to express complex issues effectively in writing.	... express and solve complex issues in consumer psychology in writing.	X
6 Internationalization		

Teaching and Learning Approach

The class contains a lecture script with the theoretical foundations which will be the main focus of the lectures. In addition, we might watch videos. Also, there are articles you need to read independently to deepen your knowledge.

Articles

The class content covers the lecture plus articles of two types:

- **“Academic articles”**: they are a “can-read” but no “must read”; if we will watch videos, Melissa Lindt, Nadine Walter will explain various times experiments which are based on empirical research. These are based on academic articles. Students who want to deepen their knowledge can refer to the original articles for additional reading.
- **“Popular articles”**: These articles are there to enrich the class content and give examples about practical application. Below, there is a list of articles. However, we will most likely not cover all of them in the lecture. They are also relevant for the exam. Melissa Lindt will state the relevant articles in the respective lectures. Only the articles that have been discussed in the lecture will be relevant for the exam. Reading them is a must.

All articles are available on Moodle!

ACADEMIC ARTICLES

Environmental influences (social influence techniques)

1. Langer, E. J., Blank, A., Chanowitz, B. (1978). The mindlessness of ostensibly thoughtful action: The role of "placebic" information in interpersonal interaction. *Journal of Personality and Social Psychology*, 36 (6), 635-642.
2. Freedman, J. L., Fraser, S. C. (1966). Compliance without pressure: The foot-in-the-door technique. *Journal of Personality and Social Psychology*, 4 (2), 195-202.
3. Cialdini, R. B., Vincent, J. E., Lewis, S. K., Catalan, J., Wheeler, D., Darby, B. L. (1975). Reciprocal concessions procedure for inducing compliance: The door-in-the-face technique. *Journal of Personality and Social Psychology*, 31(2), 206.
4. Burger, J. M. (1986). Increasing compliance by improving the deal: The that's-not-all technique. *Journal of Personality and Social Psychology*, 51(2), 277-283.
5. Burger, J. M., Petty, R. E. (1981). The low-ball compliance technique: Task or person commitment? *Journal of Personality and Social Psychology*, 40(3), 492-500.

Perception

6. Allison, R. I., Uhl, K. P. (1964). Influence of beer brand identification on taste perception. *Journal of Marketing Research*, 1, 36-39.

Comprehension

7. Gilbert, D., Tafarodi, R., Malone, P. (1993). You can't not believe everything you read. *Journal of Personality and Social Psychology*, 65, 221–233.

Opinion formation

8. Petty, R.E., Cacioppo, J.T. and Schumann, D. (1983). Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement. *Journal of Consumer Research*, 10 (2), pp. 135-146.

Memory

9. Anderson, J. (1974). Retrieval of propositional information from long-term memory. *Cognitive Psychology*, 6 (4), 451-474.
10. Alba, J.W., Chattopadhyay, A. (1985). Effects of Context and Part-Category Cues on Recall of Competing Brands. *Journal of Marketing Research (JMR)*, Vol. 22 Issue 3, p. 340-349.

Consumer Evaluation

11. Wicker A.W. (1969). Attitudes versus actions: the relationship of verbal and overt behavioral responses to attitude objects. *J. Soc. Issues*, 25, 41-78.
12. Wells, G. L., Petty, R. E. (1980). The effects of overt head movements on persuasion: Compatibility and incompatibility of responses. *Basic and Applied Social Psychology*, 1, 219–230.

Choices and Biases

13. Herr, P.M. (1989). Priming Price: Prior Knowledge and Context Effects. *Journal of Consumer Research*, 16(1), 67-75.
14. Simonson and Tversky (1992). Choice in Context: Tradeoff Contrast and Extremeness Aversion, *Journal of Marketing Research*, 29, 281–295.

Purchase

15. Milliman R.E. (1986). The Influence of Background Music on the Behavior of Restaurant Patrons. *Journal of Consumer Research*, 13(2), 286-289.

POPULAR SCIENCES ARTICLES

Introduction

- (1) Claire Fischer: “Consumer Behaviour: Top tips on sales to irrational shoppers”, Financial Times

Influences on consumer behaviour (reference groups)

- (2) Hanna Kozłowska: “Today’s influencer economy can be explained by a 19th century economic theory”, Quartz

Information processing (exposure, attention, perception, comprehension)

- (3) Emily Fredrix: “TV commercials shrink to match attention spans”, The Washington Times
- (4) Nicholas Bakalar: “If it says McDonald’s, then it must be good”, Financial Times
- (5) Jerry Hirsch: “Objects in store are smaller than they appear”, Los Angeles Times

Choice

- (6) “The psychology about discounting: Something doesn’t add up”, The Economist
- (7) Daniel Goldstein et al: “Nudge your customers towards better choices”, Harvard Business Review

Purchase

- (8) “Not on the list? The truth about impulse purchases”, Knowledge at Wharton
- (9) Lawrence Williams and Joshua Ackermann: “Please touch the merchandise”, Harvard Business Review
- (10) Simon Willis: “Brand illusions. Why stars make your water sparkle”, 1843.

Literature and Course Materials

The Syllabus, the lecture script and all articles are ready for download on the E-learning-Platform Moodle under <https://lms.hs-pforzheim.de/course/view.php?id=7260>. Please sign in with your name and your password. The course is under “Walter_2023/24_Lindt_Market- and Consumer Psychology_MAR2041” where you will find all the material.

The book accompanying the lecture will be:

Solomon M./ Bamossy, G.J./ Askegaard, S./ Hogg, M.K. (2019): Consumer Behavior: a European Perspective, Pearson, 7th edition

It is available in the library. If the 7th edition is unavailable, you can also use the 6th edition. They are fairly similar. You need to read the book.

In addition to this book, there are two other books which might be helpful to deepen particular topics. The following are recommended and should be available at the library (potentially also in an earlier edition):

Solomon. M.R. (2019): Consumer behavior, Pearson Prentice-Hall, 13th edition.

Kardes, F./ Cline, T./ Cronley, M. (2015): Consumer Behavior, South Western College, 2nd Edition

Timeline

Due to the availability of the lecturer Melissa Lindt, lectures will not necessarily take place every week but in the frequency mentioned below. The timetable with the contents is preliminary and may shift throughout the semester. Please be aware that lectures will be both held in person and online.

Nr.	Topic	Chapter in Solomon	Dates
1	0. Get to know 1. Introduction 2. Influences on consumer behavior 2.1 Individual characteristics	Chapters 1-3 (introduction); 5 and 6 (indiv. char.)	Oct 5 in person 15:30-18:45
2	2.2 Environmental influences 3. Consumer pre-purchase 3.1 Need recognition	Chapters 10-15 and Chapter 5	Oct 19 in person 15:30-18:45
3	3.2 Information Processing 3.2.1 Exposure and Attention	Chapter 5	Oct 26 in person 15:30-18:45
4	3.2.2 Information Processing (perception and comprehension)	Chapter 4	Nov 09 online 15:30-18:45 https://app.al-faview.com/#/join/al-faview-wur/c4556428-e3f5-49e9-9175-2d730618d7a5/be07e89a-356d-4844-9498-8c8fd654e528
5	3.3 Opinion Formation and Learning	Chapter 7	Nov 16 online 15:30-18:45

Nr.	Topic	Chapter in Solomon	Dates
			https://app.al-faview.com/#/join/al-faview-wur/c4556428-e3f5-49e9-9175-2d730618d7a5/be07e89a-356d-4844-9498-8c8fd654e528
6	3.4 Memory and 3.5 Consumer Evaluation	Chapter 8	Nov 30 online 15:30-18:45 https://app.al-faview.com/#/join/al-faview-wur/c4556428-e3f5-49e9-9175-2d730618d7a5/be07e89a-356d-4844-9498-8c8fd654e528
7	4. Consumer Purchase 4.1 Choices & Biases 4.2 Purchase 5. Consumer post-purchase 5.1 Consumption and customer satisfaction/dissatisfaction 5.2 Customer loyalty and love brands	Chapter 9	Dec 7 in person 15:30-18:45

Assessment

The final assessment of the class will be a written exam of 90 minutes. It will combine the content of both lectures, MAR 2042 “Fundamentals of Market Research” and MAR2041 “Market- and Consumer Psychology”. It will be held on December 14th at 12-13:30 pm (any changes will be communicated accordingly). There will be no lectures in January.