

**MAR2041 Market- and Consumer Psychology –  
(part of Module MAR2040 “Basics of Market and Communication  
Research”)  
WS2020/21**

**A) Description**

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 analysed.

The course is part of module MAR2040 “Basics of Market and Communication Research”. The other class is MAR 2042 “Fundamentals of Market Research” which is taught by professor Jorge Wise.

Both lectures have individual assessments; but both class need to be passed to successfully pass the module! Attending just one class is not possible!

**B) Structure of the lecture**

**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

**C) Schedule**

This lecture is recorded; you can watch the videos whenever and wherever you want. Hence, there be no weekly lecture times!

But there will be two Q&A sessions during the term during where you can bring up any open questions for the professor:

- 10 November (15.30-17.00) on Alphaview
- 8 December (15.30-17.00) on Alphaview

This is the Alphaview link:

<https://app.alfaview.com/#/join/alfaview-wur/c4556428-e3f5-49e9-9175-2d730618d7a5/34790f7d-acd1-45ea-aca6-bd685d6ce2b1>

## D) Articles

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

- **“Academic articles”**: they are a “can-read” but no “must read”; in the lecture videos, Nadine Walter will explain various times experiments which are based on empirical research. These are based from 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. Reading these is a must. They are also relevant for the exam.

**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 19<sup>th</sup> 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.

### **E) Material for the lecture**

The Syllabus, the lecture script, the lecture videos and all articles are ready for download on the E-learning-Platform Moodle under <https://lms.hs-pforzheim.de/course/view.php?id=4069>. Please sign in with your name and your password. The course is under "Market and Consumer Psychology (Prof. Dr. Nadine Walter)" where you will find all the material.

### **F) Assessment method**

The final assessment of the class will be either an oral exam (over Alphaview) or a take-home exam during the week 14-18 December. You will be informed in November.

### **G) Literature list**

The book accompanying the lecture will be:

**Solomon M./ Bamossy, G.J./ Askegaard, S./ Hogg, M.K. (2016): Consumer Behavior: a European Perspective, Pearson, 6<sup>th</sup> edition or 7<sup>th</sup> edition**

It is available in the library. You need to read the book.

In addition to this book, there are several other books which will 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. (2018): Consumer behavior, Pearson Prentice-Hall, 12<sup>th</sup> edition.

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

### **H) Contact details**

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Office hours: Tuesdays 8.00-9.30am over Alphaview (same link as lecture)