

Geeta Menon

8-93, K-MEC

8-0513

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Friday, 1:30-4:30 pm, Marketing Department Conference Room

### **Course Objectives**

- ❑ To familiarize you with research in social psychology and marketing that may help you to understand how different marketing strategies affect consumer behavior.
- ❑ To give you a strong foundation for critical thinking in the area of consumer behavior.

Therefore, the focus is on *understanding* current theoretical and methodological approaches to various aspects of consumer behavior, as well as *advancing* this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base. This means that you have to *actively* read prior research in different areas -- try to understand the authors' ideas and develop the habit of constructive criticism of the research. To encourage this habit, the role of author of some papers may be assigned to some students in the class and the role of reviewer assigned to others.

### **Readings**

The readings represent past and present work mostly in consumer behavior. I have made a conscious attempt to include readings primarily from marketing journals. (I assume that if you have an intrinsic interest in this kind of research, you will be taking other related courses in psychology.) When you read each article, make sure you understand the boundaries, i.e., what are the questions that the paper seeks to address, and more importantly, what questions remain unanswered. Also pay specific attention to the methodologies employed by empirical papers in addressing the research objectives. Come to class with your own ideas on each topic that we can then discuss. (Please note that the readings are classified into two major groups: *assigned readings* that you have to do for class discussion, and *other recommended readings* that you could go to as a starting point, should you seek to research a particular topic in greater depth.)

### **Guests**

This semester we have the pleasure of interacting with several guests who are going to be visiting us with the purpose of discussing their specific areas of research. This is a unique opportunity to learn from the experts themselves, and I hope you enjoy this process as much as I'm sure I will!

## Assignments

### 1. *Class Participation (30%).*

For every class session, each person will have the responsibility to briefly present one assigned paper. As the "presenter", you will need to summarize what was done in the paper, and as well as make a critical assessment of the paper. Besides the "required" list, I have also recommended other readings that are relevant to the topic. (In some cases, I have listed papers in the recommended vs required list simply because I had to limit the number of required readings.) Feel free to go to these papers, and possibly others, in developing your critique. In addition, please read *all* the papers that have been assigned for each day.

Your class participation grade will be determined by:

- ☐ active discussion of the papers, as well as
- ☐ your presentation and critique of the assigned papers.

### 2. *Assignment: Play Reviewer (20%).*

The second component of your grade is an assignment where I will give you a paper that is currently under review at a journal. You will be asked to pretend that you are the reviewer of this manuscript. You will then write a 2-3 page review of this paper for the authors (see <http://wiscinfo.doit.wisc.edu/jcr/special.htm> and <http://wiscinfo.doit.wisc.edu/jcr/RRE.htm> for JCR's instructions to reviewers and reviewing criteria), and a letter to the Editor with your recommendations. Your review is to be critical and constructive, and you have to point out the theoretical and practical value of the paper, and how these could be enhanced with more experiments, theory-building, etc. Since I will be getting back reviews on some of these manuscripts by then, we can compare your comments with those. Please note that this assignment is to prepare you for your life as an author and reviewer, rather than to create anxiety.

The paper you will review is:

Menon, Geeta and Priya Raghubir, "When, Where and Why is Accessibility Informative?  
An Examination Using Behavioral Frequency Judgments."

Whenever you feel ready to start reviewing, please access this paper from my website (<http://www.stern.nyu.edu/~gmenon/>); it is available under "Selected Working Papers" as a PDF file.

### 3. *A Research Proposal (50%).*

This is the final component of your grade.

You can choose a topic of interest to you, and in doing so feel free to go beyond the topics that we discuss in class. Please understand that in this seminar we merely scratch the surface as far as breadth of topics and depth within a topic are concerned. I had to exercise severe restraint in deciding on topics and papers. Your research paper should reflect in-depth reading in your selected area and this involves going beyond papers discussed in class. This will allow you to gain knowledge in areas that interest you as the course provides an overview of each area only.

A brief outline of your research idea is due around the fourth week of class. You will be required to hand in preliminary drafts of your research proposal in two parts: (a) a literature review of the area in which you seek to submit a research proposal, together with the basic propositions you seek to

investigate; and, (b) a write-up of the experimental design and methodology that you propose to employ to address your research question. Please check the course schedule for exact dates.

You are not required to conduct any empirical data collection or analysis for this project. However, you are required to develop a proposal that is detailed enough in terms of hypotheses to be tested, experimental design, method and procedure, so that I am able to assess the proposal carefully and give you constructive comments. Your complete proposal is due on the last day of class when you will also present your proposal to the class. Please follow the *JCR* style-sheet in preparing this paper. The style-sheet is available at <http://wiscinfo.doit.wisc.edu/jcr/stylesheet.pdf>.

## COURSE OUTLINE

<b>Session #</b>	<b>Date</b>	<b>Topic</b>	<b>Deadlines</b>
1	2/1	Course Introduction to Information Processing	
2	2/8	Consumer Learning	
3	2/15	Attention and Search (Tom Meyvis)	
4	2/22	Consumer Knowledge	Outline of research topic*
5	3/1	Memory and Judgment	
6	3/8	Information Accessibility and Memory-Based Judgments	Literature review and propositions*
	3/15	No class – Spring break	
7	3/22	Context Effects in Judgments	
8	3/29	Spatial Perception (Priya Raghurir)	"Play Reviewer" assignment due
9	4/5	Emotions and Affect (Patti Williams)	
10	4/12	Automatic Processes (Suresh Ramanathan)	Experimental design and method, including questionnaire*
11	4/19	Inference Making (Frank Kardes)	
12	4/26	Attitudes and Persuasion	
13 Exam week	5/??	In-class Presentation of Research Proposals	Final research proposals due*

*Note. We will meet in the Marketing Department conference room for all sessions.*

\* These tasks pertain to the *Research Project*.

**Highly Recommended Reference Book:**

Kunda, Ziva, "Social Cognition: Making Sense of People," (1999). Cambridge, MA: The MIT Press.  
(Comment: Very integrative and current.)

**Other Recommended Reference Books:**

Bettman, James R. (1979), *An Information Processing Theory of Consumer Behavior*, Reading, Mass: Addison-Wesley.

Eagly, Alice H. and Shelley Chaiken (1993), *The Psychology of Attitudes*, Harcourt Brace Jovanovich, Orlando, FL.

Fishbein, Martin and Izek Ajzen (1975), *Belief, Attitude, Intention, and Behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.

Fiske, Susan T. and Shelly E. Taylor (1991), *Social Cognition*, Addison-Wesley Publishing Company: Reading, Mass.

Glass, Arnold and Keith Holyoak (1986), *Cognition*, NY: Random House

Petty, Richard E., and John T. Cacioppo (1986), *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*, New York: Springer-Verlag.

Uleman, James S. and John A. Bargh (1989), *Unintended Thought*, The Guilford Press, New York: NY.

## COURSE INTRODUCTION TO INFORMATION PROCESSING

### **Assigned readings:**

#### ***Reviewing the Status of Consumer Behavior:***

Bazerman, M.H. (2001), Consumer Research for Consumers, *Journal of Consumer Research*, 4 (27), 499-504.

Holbrook, M.B. (1987), What is Consumer Research?, *Journal of Consumer Research*, 14, 128-132.

Calder, B.J. and A.M. Tybout (1987), What Consumer Research is ..., *Journal of Consumer Research*, 14, 136-140.

Kernan, J.B. (1987), Chasing the Holy Grail, *Journal of Consumer Research*, 14, 133-135.

Holbrook, M.B. and J. O'Shaughnessy (1988), On the Scientific Status of Consumer Research and the Need for an Interpretive Approach to Studying Consumption Behavior, *Journal of Consumer Research*, 15 (December), 398-402.

#### ***Information Processing:***

Tybout, A.M., B.J. Calder, and B. Sternthal (1981), Using Information Processing Theory to Design Marketing Strategies, *Journal of Marketing Research*, 18, 73-79.

### **Other recommended readings:**

Jacoby, Jacob, Gita Venkataramani Johar, and Maureen Morrin (1998), Consumer Psychology: A Quadrennium, *Annual Review of Psychology*.

Sheth, J.N. (1992), Acrimony in the Ivory Tower: A Retrospective on Consumer Research, *Journal of the Academy of Marketing Science*, 20, 350-354.

Bagozzi, R.P. (1992), Acrimony in the Ivory Tower: Stagnation or Evolution?, *Journal of the Academy of Marketing Science*, 20, 355-360.

Chakravarti, D. (1992), Appraising Consumer Research: There's More to Vision Than Meets the Eye, *Journal of the Academy of Marketing Science*, 20, 361-366

MacInnis, D.J. and B.J. Jaworski (1989), Information Processing from Advertisements: Toward an Integrative Framework, *Journal of Marketing*, 53(October), 1-23. (not an empirical paper)

## CONSUMER LEARNING

### **Assigned readings:**

#### ***Classical conditioning:***

Shimp, T., E.W. Stuart, and R.W. Engle (1991), A Program of Classical Conditioning Experiments Testing Variations in The Conditioned Stimulus and Context, *Journal of Consumer Research*, 18(June), 1-12.

#### ***Categorization:***

Sujan, M. and C. Dekleva (1987), Product Categorization and Inference Making: Some Implications for Comparative Advertising, *Journal of Consumer Research*, 14 (December), 372-378.

Moreau, P., A.B. Markman, and D.R. Lehmann (2001), "What is it?" Categorization Flexibility and Consumers' Responses to Really New Products, *Journal of Consumer Research*, 27 (December), 489-498.

#### ***Preference formation:***

Hoch, S.J. and Y. Ha (1986), Consumer Learning: Advertising and the Ambiguity of Product Experience, *Journal of Consumer Research*, 13, 221-133.

Carpenter, G. and K. Nakamoto (1989), Consumer Preference Formation and Pioneering Advantage, *Journal of Marketing Research*, 26 (August), 285-299.

### **Other recommended readings:**

#### ***Classical conditioning:***

McSweeney, F. and C. Bierley (1984), Recent Developments in Classical Conditioning, *Journal of Consumer Research*, 11 (September), 619-631.

Shimp, T.A. (1991), Neo-Pavlovian Conditioning and its Implications for Consumer Theory and Research, *Handbook of Consumer Behavior*, Robertson and Kassarian (eds.), 162-187.

Gorn, Gerald J. (1982), The Effects of Music in Advertising on Choice Behavior: A Classical Conditioning Approach, *Journal of Marketing*, 46 (Winter), 94-101.

#### ***Categorization:***

Lingle, J.H. and D.L. Medin (1984), Of Cabbages and Kings: Assessing the Extendibility of Natural Object Concept Models to Social Things, eds. Wyer, R. and T.K. Srull, *Handbook of Social Cognition*, vol. 1, Erlbaum, 71-118.

Cohen, J.B. and K. Basu (1987), Alternative Models of Categorization: Toward a Contingent Processing Framework, *Journal of Consumer Research*, 13(March), 455-472.

- Barsalou, L.W. (1985), Ideals, Central Tendency, and Frequency of Instantiation and Determinants of Graded Structure in Categories, *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 11, 629-654.
- Srull, Thomas K. and Robert S. Wyer, Jr. (1979), The Role of Category Accessibility in the Interpretation of Information about Persons: Some Determinants and Implications, *Journal of Personality and Social Psychology*, 37 (10), 1660-1672.
- Roedder John, D. and M. Sujan (1990), Age Differences in Product Categorization, *Journal of Consumer Research*, 16(March), 452-460.
- Meyers-Levy, Joan, and Alice M. Tybout (1989), Schema Congruity and a Basis for Product Evaluation, *Journal of Consumer Research*, 16 (June), 39-53.
- Higgins, E. Tory, John A. Bargh, and W. Lombardi (1985), The Nature of Priming Effects on Categorization, *Journal of Experimental Psychology: Learning, Memory and Cognition*, 11, 59-69.
- Rosch, Eleanor (1978), Principles of Categorization, in E. Rosch and Barbara Lloyd (eds.), *Cognition and Categorization*, Hillsdale, NJ: Erlbaum.
- Peracchio, Laura A. (1992), How Do Young Children Learn to Be Consumers? A Script-processing Approach, *Journal of Consumer Research*, 18 (March), 425-440.

**Preference formation:**

- Bettman, J., D.R. John, and C. Scott (1986), Covariation Assessment by Consumers, *Journal of Consumer Research*, 13(December), 316-326.
- Deighton, J. (1984), The Interaction of Advertising and Evidence, *Journal of Consumer Research*, 11, 763-770.
- Jacoby, J. and D. Kyner (1973), Brand Loyalty vs Repeat Purchasing Behavior, *Journal of Consumer Research*, 10 (February), 1-9.

## ATTENTION AND SEARCH

Guest: Tom Meyvis, NYU

### **Assigned readings:**

#### ***Learning And Attention***

Janiszewski, Chris and Luk Warlop (1993), "The influence of classical conditioning procedures on subsequent attention to the conditioned brand," *Journal of Consumer Research*, Vol 20(2), 171-189.

#### ***Visual Attention And Search***

Milliken, Bruce, Steve Joordens, Philip M Merikle, and Adriane E Seiffert (1998), "Selective attention: A reevaluation of the implications of negative priming," *Psychological Review*, Vol 105(2), 203-229.

#### ***Amount Of Search & Consumer Knowledge / Experience***

Moorthy, Sridhar, Brian T Ratchford, and Debrata Talukdar (1997), "Consumer information search revisited: Theory and empirical analysis," *Journal of Consumer Research*, Vol 23 (4), 263 277.

#### ***Continuing Search Vs Decision Deferral***

Tversky, Amos and Eldar Shafir (1992), "Choice under conflict: The dynamics of deferred decision," *Psychological Science*, Vol 3(6), 358 361.

#### ***Price Search***

Cooke, Alan D J, Tom Meyvis, and Alan Schwartz (2001), "Avoiding future regret in purchase timing decisions," *Journal of Consumer Research*, Vol 27(4), 447-459.

#### ***Search As A Hypothesis Testing Process***

John, Deborah R, Carol A Scott, and James R Bettman (1986), "Sampling data for covariation assessment: The effect of prior beliefs on search patterns," *Journal of Consumer Research*, Vol 13(1), 38-47.

### **Other recommended readings:**

#### ***Learning And Attention***

Van Osselaer, Stijn M J and Joseph W Alba (2000), "Consumer learning and brand equity," *Journal of Consumer Research*, Vol 27(1), 1-16.

Mackintosh, N J (1975), "A theory of attention: Variations in the associability of stimuli with reinforcement," *Psychological Review*, Vol 82(4), 276-298.

#### ***Visual Attention And Search***

Janiszewski, Chris (1998), "The influence of display characteristics on visual exploratory search behavior," *Journal of Consumer Research*, Vol 25(3), 290-301.

### ***Amount Of Search & Consumer Knowledge / Experience***

Miyake, Naomi and Donald A Norman (1979), "To ask a question, one must know enough to know what is not known" *Journal of Verbal Learning and Verbal Behavior*, Vol 18(3), 357 364.

Johnson, Eric and J Edward Russo (1984), "Product familiarity and learning new information," *Journal of Consumer Research*, Vol 11 (1), 542 550.

Urbany, Joel E, Peter R Dickson, and William L Wilkie, (1989) "Buyer uncertainty and information search," *Journal of Consumer Research*, Vol 16 (2), 208 215.

### ***Continuing Search Vs Decision Deferral***

Dhar, Ravi (1997), "Consumer preference for a no-choice option," *Journal of Consumer Research*, Vol 24(2), 215 231.

### ***Price Search***

Grewal, Dhruv and Howard Marmorstein (1994), "Market price variation, perceived price variation, and consumers' price search decisions for durable goods," *Journal of Consumer Research*, 21(3), 453-460.

Srivastava, Joydeep and Nicholas Lurie (2001), "A consumer perspective on price matching refund policies: Effects on price perceptions and search behavior," *Journal of Consumer Research*, Vol 28(2), 296 312.

### ***Search As A Hypothesis Testing Process***

Wason, P C (1960), "On the failure to eliminate hypotheses in a conceptual task," *Quarterly Journal of Experimental Psychology*, 12, 129-140.

Tschirgi, Judith E. (1980), "Sensible reasoning: A hypothesis about hypotheses," *Child Development*, Vol 51(1), 1 10.

Klayman, Joshua and Young won Ha (1987), "Confirmation, disconfirmation, and information in hypothesis testing," *Psychological Review*, Vol 94(2), 211-228.

Ditto, Peter H and David F Lopez (1992), "Motivated skepticism: Use of differential decision criteria for preferred and nonpreferred conclusions," *Journal of Personality and Social Psychology*, Vol 63(4), 568 584.

## CONSUMER KNOWLEDGE

### **Assignment:**

Go to the following website:

<http://buster.cs.yale.edu/implicit/>

Do one of the Implicit Association Tests for discussion in class.

### **Assigned readings:**

#### ***Overview paper:***

Alba, J.W. and J.W. Hutchinson (1987), Dimensions of Consumer Expertise, *Journal of Consumer Research*, 13(March), 411-454.

#### ***Empirical papers:***

Sujan, M. (1985), Consumer Knowledge: Effects of Evaluation Strategies Mediating Consumer Judgments, *Journal of Consumer Research*, 12(June), 31-46.

Bettman, J.R. and M. Sujan (1987), Effects of Framing on Evaluation of Comparable and Noncomparable Alternative by Expert and Novice Consumers, *Journal of Consumer Research*, 14(September), 141-154.

Johnson, E. and J.E. Russo (1984), Product Familiarity and Learning New Information, *Journal of Consumer Research*, 11(June), 542-550.

Ahluwalia, Rohini, H. Rao Unnava and Robert E. Burnkrant (2001), The Moderating Role of Commitment on the Spillover Effect of Marketing Communications. *Journal of Marketing Research*, Vol. 28 (November), 458-470.

### **Other recommended readings:**

Huffman, Cynthia and Michael J. Houston (1993), Goal-Oriented Experiences and the Development of Knowledge, *Journal of Consumer Research*, 20 (September), 190-207.

Tybout, Alice M. and Carol A. Scott (1983), Availability of Well-Defined Internal Knowledge and the Attitude Formation Process: Information Aggregation Versus Self-Perception, *Journal of Personality and Social Psychology*, Vol. 44, no. 3, 474-479.

Dickson, Peter, and Alan Sawyer (1990), The Price Knowledge and Search of Supermarket Shoppers, *Journal of Marketing*, 54, 42-53.

Brucks, M. (1985), The Effects of Product Class Knowledge on Information Search Behavior, *Journal of Consumer Research*, 12(June), 1-16.

## MEMORY AND JUDGMENT

### **Assigned readings:**

#### ***Background reading:***

Lynch, J.G., Jr., and T.K. Srull (1982), Memory and Attentional Factors in Consumer Choice: Concepts and Research Methods, *Journal of Consumer Research*, 9 (June), 18-37.

#### ***Recall and judgment:***

Lichtenstein, M. and T. Srull (1987), Processing Objectives as a Determinant of the Relationship between Recall and Judgment, *Journal of Experimental Social Psychology*, 23, 93-118.

Hastie, R. and B. Park (1986), The Relationship between Memory and Judgment Depends on Whether the Judgment Task is Memory-Based or On-Line, *Psychological Review*, 93 (3), 258-268.

#### ***Interference effects:***

Alba, J.W. and A. Chattopadhyay (1986), Salience Effect in Brand Recall, *Journal of Marketing Research*, 22 (August), 340-349.

Burke, R. and T. Srull (1988), Competitive Interference and Consumer Memory for Advertising, *Journal of Consumer Research*, 15(June), 55-68.

### **Other recommended readings:**

Alba, J.W., J.W. Hutchinson, and J.G. Lynch Jr. (1991), Memory and Decision Making, in Robertson and Kassarian (eds.), *Handbook of Consumer Behavior*, Prentice Hall, 1-49.

Nedungadi, P. (1991), Recall and Consumer Consideration Set Formation: Influencing Choice without Altering Brand Evaluations, *Journal of Consumer Research*.

Biernat, Monica, Melvin Manis, and Thomas E. Nelson (1991), "Stereotypes and Standards of Judgment," *Journal of Personality and Social Psychology*, 60(4), 485-499.

Biernat, Monica and Melvin Manis (1994), "Shifting Standards and Stereotype-Based Judgments," *Journal of Personality and Social Psychology*, 66 (January), 5-20.

## INFORMATION ACCESSIBILITY AND MEMORY-BASED JUDGMENTS

### **Assigned readings:**

#### ***Background reading – Theoretical papers:***

Higgins, E. Tory (1989), Knowledge Accessibility and Activation: Subjectivity and Suffering from Unconscious Sources, in James S. Uleman and John A. Bargh (Eds.) *Unintended Thought*, pp. 75-123, New York: Guilford Press.

Feldman, J.M. and J.G. Lynch, Jr. (1988), Self-Generated Validity and Other Effects of Measurement on Belief, Attitude, Intention and Behavior, *Journal of Applied Psychology*, 73 (August), 421-435.

#### ***Background reading – Methodological paper:***

Baron, Reuben M. and David A. Kenny (1986), "The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations," *Journal of Personality and Social Psychology*, 51 (June), 1173-1182.

#### ***Empirical papers:***

Menon, G., P. Raghurir and N. Schwarz (1995), Behavioral Frequency Judgments: An Accessibility-Diagnosticity Framework, *Journal of Consumer Research*, 22 (September), 212-228.

Raghurir, P. and G. Menon (1998), AIDS and Me, Never the Twain Shall Meet: The Effects of Information Accessibility on Judgments of Risk and Advertising Effectiveness, *Journal of Consumer Research*, 25 (June), 52-63.

Menon, G. and P. Raghurir (2001), When Automatic Accessibility Meets Conscious Content, working paper.

### **Other recommended readings:**

Menon, G. (1993), The Effects of Accessibility of Information in Memory on Judgments of Behavioral Frequencies, *Journal of Consumer Research*, 20 (December), 431-440.

Schwarz, Norbert, Herbert Bless, Fritz Strack, Gisela Klumpp, Helga Rittenauer-Schatka, and Annette Simons (1991), "Ease of Retrieval as Information: Another Look at the Availability Heuristic," *Journal of Personality and Social Psychology*, 61 (February), 195-202.

Biehal, G. and D. Chakravarti (1986), Consumers' Use of Memory and External Information in Choice: Macro and Micro Processing Perspectives, *Journal of Consumer Research*, 12(March), 382-405.

Keller, K. (1987), Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluations, *Journal of Consumer Research*, 14(December), 316-333.

Biehal, G. and D. Chakravarti (1983), Information Accessibility as a Moderator of Consumer

Choice, *Journal of Consumer Research*, 10 (June), 1-14.

Lynch, J.G., H. Marmorstein, and M.F. Weigold (1988), Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations, *Journal of Consumer Research*, 15 (September), 169-184.

## CONTEXT-BASED JUDGMENTS AND CONTEXT EFFECTS

### **Assigned Readings:**

#### ***Background reading:***

Schwarz, Norbert and Herbert Bless (1992), "Constructing Reality and its Alternatives: An Inclusion/Exclusion Model of Assimilation and Contrast Effects in Social Judgments," in Leonard L. Martin and Abraham Tesser (eds.), *The Construction of Social Judgments*. Hillsdale, NJ: Lawrence Erlbaum Associates.

#### ***Context Effects:***

Meyers-Levy, Joan and Alice M. Tybout (1997), Context Effects at Encoding and Judgment in Consumption Settings: The Role of Cognitive Resources, *Journal of Consumer Research*, 24 (June), 1-14.

Menon, Geeta, Lauren Block and Suresh Ramanathan (2002), We're at As Much Risk As We're Led to Believe... Effects of Message Cues on Judgments of Health Risk, *Journal of Consumer Research*, 28 (March).

Lynch, John G., Jr., Dipankar Chakravarti, and Anusree Mitra (1991), Contrast Effects in Consumer Judgments: Changes in Mental Representations or in the Anchoring or Rating Scales?, *Journal of Consumer Research*, 18 (December), 284-297.

Raghunathan, R. and J.R. Irwin (2001), Walking the Hedonic Treadmill: Default Contrast and Mood-Based Assimilation in Judgments of Predicted Happiness with a Target Product, *Journal of Consumer Research*, 28 (March), 355-368.

#### **Other recommended readings:**

Bickart, Barbara (1993), Carryover and Backfire Effects in Marketing Research, *Journal of Marketing Research*, 30 (February), 52-62.

Menon, Geeta (1997), Are the Parts Better than the Whole? The Effects of Decompositional Questions on Judgments of Frequent Behaviors, *Journal of Marketing Research*, 34 (August), 335-346.

Simmons, Carolyn J., Barbara A. Bickart, and John G. Lynch, Jr., (1993) "Capturing and Creating Public Opinion in Survey Research," *Journal of Consumer Research*, Vol. 20, No. 2(September), 316-329.

Martin, Leonard L., John J. Seta, and Rick Crelia (1990), "Assimilation and Contrast as a Function of People's Willingness and Ability to Expend Effort in Forming an Impression," *Journal of Personality and Social Psychology*, 59 (July), 27-37.

Menon, Geeta, Barbara Bickart, Seymour Sudman and Johnny Blair (1995), "How Well Do You Know Your Partner? Strategies for Formulating Proxy-Reports and Their Effects on Convergence to Self-Reports," *Journal of Marketing Research*, 32 (February), 75-84.

## SPATIAL PERCEPTION

*Guest: Priya Raghurir, UC-Berkeley*

### Assigned Readings:

Raghurir, P. and A. Krishna (1999), "Vital Dimensions in Volume Perception: Can the Eye Fool the Stomach," *Journal of Marketing Research*, 36, 313-326.

Raghurir, P. and A. Krishna (1996), "As the Crow Flies: Bias in Consumers' Map-Based Distance Judgments," *Journal of Consumer Research*, 23 (June), 26-39.

Simonson, I. and R.S. Winer (1992), "The Influence of Purchase Quantity and Display Format on Consumer Preferences for Variety," *Journal of Consumer Research*, Volume 19 (1), June, 133-138.

Wansink, B. (1996), "Can Package Size Accelerate Usage Volume?" *Journal of Marketing*, 60 (July), 1-14.

Krider, R.E., P. Raghurir, and A. Krishna (2001), "Pizzas: Pi or Square? Psychophysical Biases in Area Estimation" *Marketing Science*, Vol 20, Issue 4.

**Assigned Readings**

- \* Zajonc, Robert B. and Hazel Markus (1982), Affective and Cognitive Factors in Preferences, *Journal of Consumer Research*, 9 (Sept), 123-131.
- Zajonc, Robert B. (1980), Feeling and Thinking: Preferences Need No Inference, *American Psychologist*, 35 (February), 151-171.
- \* Edell, Julie A and Marian Chapman Burke (1987), The Power of Feelings in Understanding Advertising Effects, *Journal of Consumer Research*, 14 (December), 421-433.
- Isen, Alice (1989), Some Ways in Which Affect Influences Cognitive Processes: Implications for Advertising and Consumer Behavior, in Cafferata and Tybout (eds.), *Cognitive and Affective Responses to Advertising*.
- Gardner, M. (1985), Mood States and Consumer Behavior: A Critical Review, *Journal of Consumer Research*, 12 (December), 281-300.
- Pham, Michel Tuan, Joel B. Cohen, John W. Pracejus, G. David Hughes (2001), Affect Monitoring and the Primacy of Feelings in Judgment, *Journal of Consumer Research*, (September), pp. 167-188
- \* Williams, P. and J. Aaker (2002), Can Mixed Emotions Peacefully Co-Exist? *Journal of Consumer Research*, March 2002

## AUTOMATIC PROCESSES

Guest: Suresh Ramanathan, NYU

### **Assigned readings:**

Shiffrin, Richard M., and Walter Schneider (1977), Controlled and Automatic Information Processing: II. Perceptual Learning, Automatic Attending, and General Theory, *Psychological Review*, 84 (Mar), 127-190.

Bargh, John A. 1997, The Automaticity of Everyday life in R. S. Wyer (ed) *Advances in Social Cognition*, Vol. 10, pp 1-61, Mahwah, NJ: Erlbaum.

Fitzsimons, Gavan and Patti Williams (2000), Asking Questions can Change Behavior: Does it do so Automatically or Effortfully?, *Journal of Experimental Psychology: Applied*, 6 (3), 249-266.

Shiv, Baba and Alexander Fedorikhin (1999), Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making, *Journal of Consumer Research*, 26 (3), 278-292.

Ramanathan, Suresh and Geeta Menon (2001), Don't Know Why, But I Just Had This Craving: Goal-Dependent Automaticity in Impulsive Decisions, New York University working paper.

### **Other recommended readings:**

Hasher, Lynn and Rose T. Zacks, (1979), "Automatic and Effortful Processes in Memory," *Journal of Experimental Psychology: General* Vol. 108, 3, 356-388.

Bargh, John A. and Tanya L. Chartrand (1999) "The Unbearable Automaticity of Being," *American Psychologist*, Vol. 54, No. 7, 462-479.

Jacoby, Larry L., Colleen M. Kelley, Judith Brown and Jennifer Jasechko, (1989), "Becoming Famous Overnight: Limits on the Ability to Avoid Unconscious Influences of the Past," *Journal of Personality and Social Psychology*, 56, 3, 326-338.

Devine, Patricia (1989), "Stereotypes and Prejudice: Their Automatic and Controlled Components," *Journal of Personality and Social Psychology*, 56, 1, 5-18.

Greenwald, Anthony G. and Mahzarin R. Banaji, (1995), "Implicit Social Cognition: Attitudes, Self-Esteem and Stereotypes," *Psychological Review*, 102, 1, 4-27.

Grunert, Klaus G. (1996), "Automatic and Strategic Processes in Advertising Effects," *Journal of Marketing*, 60 (October), 88-101.

Fitzsimons, Gavan and Patti Williams (1999) "Asking Questions and Changing Behavior: An Automatic or Effortful Effect?" Under second revision at *Journal of Experimental Psychology: Applied*.

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## INFERENCE MAKING

Guest: Frank Kardes, University of Cincinnati

### **Assigned Readings:**

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## ATTITUDES AND PERSUASION

### **Assigned readings:**

#### ***Overview paper:***

Friestad, Marian, and Peter Wright (1994), "The Persuasion Knowledge Model: How People Cope with Persuasion Attempts," *Journal of Consumer Research*, June, 1-31.

#### ***Empirical papers:***

Petty, R.E., J.T. Cacioppo and D.W. Schumann (1983), Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement, *Journal of Consumer Research*, 10, 134-148.

Fazio, R.H., M.C.Powell, and C.J. Williams (1989), The Role of Attitude Accessibility in the Attitude-to-Behavior Process, *Journal of Consumer Research*, 16, 280-288.

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### **Other recommended readings:**

#### ***Attitudinal Components:***

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***Mere Exposure Effects:***

Janiszewski, C. (1993), Preattentive Mere Exposure Effects, *Journal of Consumer Research*, 20 (December), 376-392.