

Course Code: MADCUBE

Course Title: Consumer Behavior/Research Application

Course Description:

This course will help business students understand why consumers buy? What consumers buy? When consumers buy? Where consumers buy? Different real-world scenarios considering different cultures and contexts will be presented to show that consumer behavior if carefully studied can be influenced by marketers. Different teaching aids such as video documentaries, historical documents, current events cases, case studies, and other teaching aids appropriate to existing and emerging technology will be used.

At the end of the course, students are required to prepare a conceptual framework as an exercise of how consumer behavior is understood.

Department: Marketing and Advertising

Required text and materials

Quester, P., Pettigrew, S., Kopanidis, S., Hill SR., and Hawkins, D. 2014, Consumer Behaviour, Australia: McGraw Hill International

Buell, R. W., & Norton, M. I. (2011). The Labor Illusion: How Operational Transparency Increases Perceived Value. *Management Science*, 57(9), 1564-1579.

Karmarkar, Uma R.; Yoon, Carolyn. (2016) Consumer neuroscience: advances in understanding consumer psychology In: *Current Opinion in Psychology*. August 2016, Vol. 10, p160, 6 p"

Other References

Yarritu, I., Matute, H., & Luque, D. (2015). The dark side of cognitive illusions: When an illusory belief interferes with the acquisition of evidence-based knowledge. *British Journal Of Psychology*, 106(4), 597-608. doi:10.1111/bjop.12119

Fuchs, C., Prandelli, E., & Schreier, M. (2010). The Psychological Effects of Empowerment Strategies on Consumers' Product Demand. *Journal Of Marketing*, 74(1), 65-79. doi:10.1509/jmkg.74.1.65

Hoek, J., & Gendall, P. (2010). Colors, Brands, and Trademarks. *Journal of Advertising Research*. Sep2010, Vol. 50 Issue 3, p316-322. 7p

Bradford, K., & Desrochers, D. (2009). The Use of Scents to Influence Consumers: The Sense of Using Scents to Make Cents. *Journal Of Business Ethics*, 90141-153. doi:10.1007/s10551-010-0377-5

Bateman, I. J., Munro, A., & Poe, G. L. (2008). Decoy Effects in Choice Experiments and Contingent Valuation: Asymmetric Dominance. *Land Economics*, 84(1), 115-127.

Achar, Chethana; So, Jane; Agrawal, Nidhi; Duhachek, Adam. (2016) What we feel and why we buy: the influence of emotions on consumer decision-making. *Current Opinion in Psychology*. Vol. 10, p166, 5 p.; Elsevier

Norton, Michael I., Daniel Mochon, and Dan Ariely. "The IKEA Effect: When Labor Leads to Love." *Journal of Consumer Psychology* 22, no. 3 (July 2012): 453–460.

TIERNEY, JOHN. Why Brooding Shoppers Overpay. *The New York Times*. February 13, 2008, 12:16 pm