Discipline: department-specific courses: Marketing

1 Language

English

2 Title

Topics and Methods in Consumer Research – <mark>digital course</mark>

3 Lecturer

Prof. Dr. Kristina Klein (University of Bremen, markstones Institute of Marketing, Branding & Technology)

4 Dates

All sessions will be held live on ZOOM.		
22.09./23.09.2020	Input Sessions Introducing your research fields and experiment ideas	Input Sessions Presentations and discussion of reading list paper
29.09./30.09.2020	Input Session Designing and setting-up your (small) experiment	Group discussion on experiment ideas Input Session
06.10.	Mini conference Presentation of results	

5 Course Description

5.1 Abstract and Learning Objectives

This course provides an overview of research and theories in consumer behavior. The topics covered in this seminar should be of interest to doctoral students studying Business, Psychology, Organization Behavior, and Marketing.

The course has two major goals:
  (1) To expose students to research in specific areas of consumer research and marketing and to familiarize them with findings in these areas. These broad areas are emotions, sustainable consumer behavior, and human-computer interactions.
  (2) To equip students with abilities to conceptualize, design and implement original consumer behavior research.

Students will read a set of core readings in order to gain knowledge of the relevant theoretical foundations, methodological norms, and most recent findings. We will discuss papers published at top journals in consumer behavior, marketing, management, psychology, and economics. One of the best ways for doctoral candidates to understand a research area is to critically review articles describing research in that area. The course will challenge students to adopt a critical stance when reading papers. This approach provides a deeper understanding of specific issues, a better appreciation of the research process, and training in research skills. During the discussion of the key articles on each topic, students will be challenged to review these articles. The class discussion will evaluate the articles and the reviews.

Students will learn to identify gaps in the literature or to apply a research problem to unexplored related phenomena.

Moreover, the second aim of this course is that students develop their own actionable research question and methodological plan. For this, they will be able to collect first data in the lab (BreLab) for their idea(s), with the group serving as participants in the respective experiments. Students will present their idea and potential results and give one another feedback on these ideas.

After completing this course, students will be able to define research questions in various domains of consumer behavior and in different empirical settings, they will know how to implement their research questions into an actionable experimental design, and they will be aware of potential problems and (dis)advantages in their research design.

5.2   Content

1. Kickoff: Introduction and Formalities

2. Basic Paradigms in Consumer Research

3. Experimental Methods and Experimental Basics

- The nature of explanation:
    - Causation vs. correlation
    - Statistical power and effect size
    - Replication

- Issues in Designing Experiments
  (e.g., threats to validity, demand artifacts, manipulation checks, priming, deception, procedures in collecting data)

- Testing underlying processes: Mediation analysis

4. Areas of Consumer Behavior (Research):

- Emotions

- Consumer Research for a Better World: Sustainable Consumer Behavior

- Alexa, Siry – Will Robots Rule the World? Human-Computer Interactions

5.3   Schedule

Tuesday, September 22, 2020: 10:00 a.m. – 4 p.m.

Wednesday, September 23, 2020: 9 a.m. – 4 p.m.

Tuesday, September 29, 2020: 9 a.m. – 4 p.m.

Wednesday, September 30, 2020: 9 a.m. – 4 p.m.

Tuesday, October 6, 2020: 10 a.m. – 4 p.m.

5.4   Course format

Lecture, group discussion, student presentations

6   Preparation and Literature

6.1   Prerequisites

Participants should have some experience with empirical analyses, statistics, and experimental basics.

Participants should have a solid degree of familiarity with programming online questionnaires using various software packages.

6.2   Essential Reading Material

- Geuens, M., & de Pelsmacker, P. (2017). Planning and Conducting Experimental Advertising Research and Questionnaire Design. Journal of Advertising, 46(1) 83-100.
- Koschate-Fischer, N., & Schandelmeier, S. (2014). A Guideline for Designing Experimental Studies in Marketing Research and a Critical Discussion of Selected Problem Areas. Journal of Business Economics, 84, 793–826.
- Morales, A.C., O. Amir, & L. Lee (2017). Keeping It Real in Experimental Research – Understanding When, Where, and How to Enhance Realism and Measure Consumer Behavior. Journal of Consumer Research, 44(2), 465-476.
- Spilski, A., Groeppel-Klein, A., & Gierl, H. (2018): Avoiding Pitfalls in Experimental Research in Marketing. Marketing ZFP - Journal of Research and Management, 40 (2), 58-90.

EMOTIONS

- Poels, K., & Dewitte, S. (2019). The Role of Emotions in Advertising: A Call to Action. Journal of Advertising, 48(1), 81–90.
- Krishna, A., Herd, K. B., & Aydınoğlu, N. Z. (2019). A Review of Consumer Embarrassment as a Public and Private Emotion. Journal of Consumer Psychology, 29(3), 492–516.

SUSTAINABLE CONSUMER BEHAVIOR

- Mazar, N., & Zhong, C.B. (2010). Do Green Products Make Us Better People? Psychological Science, 21(4), 494–98.
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. Journal of Marketing, 83(3), 22–49.
- White, K., & Simpson, B. (2013). When Do (and Don't) Normative Appeals Influence Sustainable Consumer Behaviors? Journal of Marketing, 77(2), 78–95.

HUMAN-COMPUTER-INTERACTIONS

- Luo, X., T. Silian, F. Zheng, & Z. Qu (2019). Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases, Marketing Science, 38(6), 937-947.
- Schmitt, B. (2019). From Atoms to Bits and Back: A Research Curation on Digital Technology and Agenda For Future Research. Journal of Consumer Research, 46(4), 825-832

6.3 To prepare

Students should familiarize themselves with the key points of each topic with the help of the reading list. Further, participants will be required to discuss one research paper during the course. The assignment of papers to participants will take place when the list of participants is complete. Participants are expected to give a short presentation on the research question they will develop during the course, for which they are also expected to run a small experiment. Students must bring a notebook computer with their preferred statistical program (R, Stata, SPSS) pre-installed.

7 Administration

7.1 Max. number of participants

20

7.2 Assignments

Participants will present (1) a paper from the reading list. The specific paper will be assigned to participants once the list of participants is complete. (2) Students will develop their own research idea in a group, conduct a small experiment on it and present this idea and preliminary results to the group. (3) Students will actively participate in all in-class discussions. (4) Students will actively work on the completion of the in-class assignments.

7.3 Exam

To successfully pass this class, students must complete all assignments described above.

7.4 Credits

This course is eligible for 6 ECTS.

8 Working hours

Working Hours	Stunden
Vorbereitung (Literatur & Präsentation)	40
Aktive Mitarbeit	35,5
Nachbereitung Literatur	44,5
Assignments	70
TOTAL	**180 h**
ECTS: 6	