

Advanced Topics in Consumer Psychology for a Better World

Summer Semester, 2022

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Lectures: Thursdays, 14:15 – 16:00 NB Z-01
Tutorials: Thursdays, 16:30 – 19:00 NB Z-01
Office hours: by appointment

Required Course Materials

The reading material for this course includes published research articles and other web sources. Students will be provided a list of assigned readings prior to the start of the course (see page 12 of this syllabus). All class slides and supplemental material will be uploaded on ILIAS. Class slides will be posted on ILIAS after the respective class session.

Course Objectives and Learning Outcomes

This course on Advanced Topics in Consumer Psychology for a Better World is designed for students who want a deep dive into consumer psychology research and are prepared for designing, conducting, analyzing, and reporting original, primary consumer research. The main objectives of this course are to:

- Critically investigate advanced theories in consumer psychology, through an immersive research project on a substantive topic on consumption
- Acquire skills for developing and executing an intensive consumer psychology research project that examines a consumption related issue.
- Identify a significant and current societal problem and learn how to formulate a research question and hypotheses
- Learn how to design an experimental research study to answer a research question
- Acquire knowledge on how to analyze data, including direct, indirect, and interaction effects
- Learn how to report and discuss results from the experiment
- Craft theoretical and managerial implications based on empirical evidence from your study
- Develop actionable interventions for a better world using research insights

Besides knowledge on advance topics in consumer psychology, students will gain soft skills such as teamwork and communication. As lectures and tutorials are held in English, and students have to write a detailed research report in English, students will have the opportunity to enhance their language skills in a professional, research setting.

Evaluation: Graded Components, Grading Scale

Grade Structure

1. Team Research Presentation	(Group-based Grade*)	50%
2. Research Report	(Individual Grade**)	50%
Total		100%

* Group-based Grade: Students will work in teams (4-5 students each). The Grade of the Team Research Presentation will be the same for all team members (see detailed information in page 3 of this syllabus).

**Individual Grade: The Research Report will be divided into sections. Each student will be responsible for one section. The Individual Grade of the Research Report is based on the quality of the work in the section for which the student was responsible (see detailed information in page 3 and page 4 of this syllabus).

Grading Scale

1.0	93-100	Exemplary Performance
1.3	90-92.99	Strong Performance
1.7	87-89.99	Good Performance
2.0	83-86.99	Adequate Performance
2.3	80-82.99	Adequate Performance, with some deficiencies
2.7	77-79.99	Adequate Performance, with serious deficiencies
3.0	73-76.99	Weak Performance
3.3	70-72.99	Weak Performance, with serious deficiencies
3.7	67-69.99	Extremely Weak Performance, with serious deficiencies
4.0	66.99 or below	Poor Performance, with pervasive deficiencies

Guidelines for Graded Components

50% of the grade will be based on a Team Research Presentation (Group-based Grade), and 50% of the grade will be based on a Research Report (Individual Grade).

Team Research Presentations from 14.15-19.00 on Thursday, July 28, 2022, NB Z-01 **Group-based Grade (50%)**

Students will work in teams (4-5 students each) for the Advanced Consumer Psychology Research Project. The course instructors will assign team members for each team. Each team will present their research, which will include a brief description of the literature review, the research question, method, findings, and conclusions. Each team will have 25 minutes to present their research projects on Thursday, July 28, 2022, from 12.15 to 17.00, followed by 5 minutes of Q&A with the course instructors. The time slots for each team will be assigned a week before the presentations. The presentations will be held in NB Z-01. The deliverables for this research project include the final presentation in a PowerPoint file and any relevant appendices that are part of the research. All teams are required to upload these files on ILIAS, at the latest by 10.00, on Thursday, July 28, 2022.

Submission of the Research Report on Wednesday, August 24, 2022 **Individual Grade (50%)**

Each team will deliver a detailed Research Report (40 pages, New Roman 12, Double Space) on Wednesday, August 24, 2022. Students must consider all comments by the course professors during the Team Research Presentations, to improve the quality of their research, before delivering the Research Report. All teams are required to upload their research report on ILIAS, at the latest by 23:55, on Wednesday, August 24, 2022. The Grade of the Research Report is an individual grade for each student/team member. **Please see the next page for a detailed description of the Research Report.**

Individual Research Report

Each team will present a Research Report (50% of the Grade; Individual Grade). The Research Report will follow the structure of a research paper, and thus, the Research Report will be divided into the following sections:

1. Abstract
2. Introduction (including Research Motivation)
3. Theoretical Foundations, Part 1
4. Theoretical Foundations Part 2, and Hypotheses
5. Method (including design, procedure, manipulations, and measures)
6. Analysis and Results
7. General Discussion, Theoretical and Managerial Implications
8. Limitations and Future Research Ideas

The course instructor will assign one or two sections of the Research Report to each member of a student team. The sections will be divided as follows:

All Team Members	Abstract	200 words
Team Member 1.	Introduction and Theoretical Foundations Part 1	1.500 words maximum (approx. 8 pages, Times New Roman 12, Double Space) without including the references, tables, figures and appendices.
Team Member 2.	Theoretical Foundations Part 2, and Hypotheses	1.500 words maximum (approx. 8 pages, Times New Roman 12, Double Space) without including the references, tables, figures and appendices.
Team Member 3.	Method, Analysis, Results	1.500 words maximum (approx. 8 pages, Times New Roman 12, Double Space) without including the references, tables, figures and appendices.
Team Member 4.	General Discussion, Theoretical and Managerial Implications	1.500 words maximum (approx. 8 pages, Times New Roman 12, Double Space) without including the references, tables, figures and appendices.
Team Member 5.	Limitations and Future Research Ideas	Limitations: 750 words maximum (approx. 4 pages, Times New Roman 12, Double Space) without including the references, tables, figures and appendices. Future Research Ideas: 750 words maximum (approx. 4 pages, Times New Roman 12, Double Space) without including the references, tables, figures and appendices.

The name of the student author of the relevant section of the Research Report must appear under the title of each section. See the following example:

General Discussion
(Natalia Rogova)

Other relevant information related to the Research Report is presented on the next page.

Relevant Information Related to the Research Report

- The **Analysis of the Results** will be performed in class, during tutorials. This is a group activity. Hence, all members of the group should collaborate to analyze the data together. Then, they have to write the section “Analysis of the Results” following the instructions given in class as a group activity.
- Each student is responsible for collecting and listing the **references** of their section. When all parts are put together, the students must coordinate to put all references together. The references must be located at the end of the Research Report. For citations and references, please follow the format by the Journal of Consumer Research (<https://paperpile.com/s/journal-of-consumer-research-citation-style/>). Remember that all authors that are cited in the text must appear in the reference list, and vice-versa.
- The entire team must write a short abstract (200 words), which will appear at the beginning of the paper (before the Introduction), on its own page. This task will be performed once all parts of the Research Report are put together. The structure of the abstract will be explained by the instructor during the last meeting consultation of this course.
- Please do **not** include an index or a table of contents for this report.

Week 1: Thursday, April 28, 2022

Thursday, April 28

14:15 – 15:15 NB Z-01

Lecture: Introduction to Advanced Topics in Consumer Psychology for a Better World, Part 1

- Introductions and Information on the Course: Format and Goals
- Information about the Research Project, Presentation, and the Research Report

Thursday, April 28

15:30 – 17:15 NB Z-01

Lecture: Introduction to Advanced Topics in Consumer Psychology for a Better World, Part 2

- Introduction to Research Methods in Consumer Psychology
- Essentials of Experimental Research and Design
- Example of an Experimental Research Project and Presentation

Thursday, April 28

17:30 – 19:00 NB Z-01

Three Research Streams and Team Formation

- Three Research Areas in Consumer Psychology for a Better World
 - Sources of Motivation
 - Social Influence
 - Sustainable Consumer Behavior
- Teams Formation for Research Project

Week 2: Thursday, May 5, 2022

Thursday, May 5

14:15 – 16:00 NB Z-01

Lecture: Theories on Consumer Psychology for a Better World

- Sources of Motivation
- Social Influence
- Sustainable Consumer Behavior

Thursday, May 5

16:30 – 19:00 NB Z-01

Tutorial: Teamwork with Instructor Supervision

- Identifying relevant Theories
- Crafting the Research Questions

Week 3: Thursday, May 12, 2022

Thursday, May 12

14:15 – 16:00 NB Z-01

Lecture: Experimental Research in Consumer Psychology

- Introduction to Design of Experiments
- Understanding Manipulation of Variables
- Treatment and Control Conditions

Thursday, May 12

16:30 – 19:00 NB Z-01

Tutorial: Teamwork and Research Progress Meetings with Instructor

- Designing the Experiment
- Manipulating the Main Independent Variables

Week 4: Thursday, May 19, 2022

Thursday, May 19

14:15 – 16:00 NB Z-01

Lecture: Navigating the Literature and Developing a Theoretical Framework

- Searching for Key Research Articles
- Reading and Summarizing Research Articles
- Recognizing the Theoretical Foundations of the Main Constructs of your Research
- Identifying and Extending Relevant Prior Findings

Thursday, May 19

16:30 – 19:00 NB Z-01

Tutorial: Teamwork and Research Progress Meetings with Instructor

- Creating the Theoretical Framework
- Writing the Hypotheses

Week 5: Thursday, June 2, 2022

Thursday, June 2

14:15 – 16:00 NB Z-01

Lecture: Manipulating Variables and Choosing Measures in Consumer Psychology

- Understanding Manipulation of Variables in Consumer Psychology
- Finding or Creating Scales to Measure Dependent Variables
- Moderators and Mediators that Affect the Main Relationships

Thursday, June 2

16:30 – 19:00 NB Z-01

Tutorial: Teamwork and Research Progress Meetings with Instructor

- Finalizing Manipulations
- Deciding on Moderators and Mediators for the Research
- Choosing and Creating Scales for Dependent Variables

Week 6: Thursday, June 9, 2022

Thursday, June 9

14:15 – 16:00 NB Z-01

Lecture: Techniques for Data Collection

- Planning the Structure of your Study
- Learning how to Collect Data
- Estimating the Size of the Sample

Thursday, June 9

16:30 – 19:00 NB Z-01

Tutorial: Teamwork and Research Progress Meetings with Instructor

- Organizing and Creating the Study
- Setting the Study on the Data Collection Platform
- Launching the Study

Week 7: Thursday, June 23, 2022

Thursday, June 23

14:15 – 16:00 NB Z-01

Lecture: Results and Analysis with SPSS

- Descriptive Results
- Differences among Groups
- Analysis of Variance (ANOVA)
- Regression Analysis

Thursday, June 23

16:30 – 19:00 NB Z-01

Hands-On Tutorial: Teamwork and Research Progress Meetings with Instructor

- Learning how to Tabulate your Data
- Results and Analysis of the Data

Week 8: Thursday, June 30, 2022

Thursday, June 30

14:15 – 19:00 NB Z-01

**Consultation and Feedback Part 1: Data Analysis and Results
(Time Slots Decided in Advance)**

Week 9: Thursday, July 7, 2022

Thursday, July 7

14:15 – 16:00 NB Z-01

Lecture: Mediation and Moderation Analyses

- Introduction to Hayes' PROCESS-macro
- Mediation Analysis
- Moderation Analysis

Thursday, July 7

16:30 – 19:00 NB Z-01

Hands-On Tutorial: Teamwork and Research Progress Meetings with Instructor

- Finalizing the Analysis of the Results and Writing the Methodology Section
- Performing Mediation Analysis of Variables
- Checking for Moderating Analysis of Variables

Week 10: Thursday, July 14, 2022

Thursday, July 14

14:15 – 16:00 NB Z-01

Lecture: General Discussion and Final Sections

- Learning how to Write the Discussion of the Results
- Understanding and Writing the Main Conclusion in Consumer Psychology Research
- The Theoretical Implications of Research in Advance Topics in Consumer Psychology
- Comprehending the Practical/Managerial Implications of Research in Consumer Psychology
- Understanding the Common Limitations of Research in Consumer Psychology
- Learning how to Write Future Research from Primary Findings and after Discussion

Thursday, July 14

16:30 – 19:00 NB Z-01

Lecture and Tutorial: Teamwork and Research Progress Meetings with Instructor

- Writing the General Discussion
- Presenting the Theoretical and Practical Implications
- Stating the Limitations of the Research
- Providing Ideas for Future Research

Week 11: Thursday, July 21, 2022

Thursday, July 21

14:15 – 19:00 NB Z-01

**Consultation and Feedback Part 2: Presentation and Report
(Time Slots Decided in Advance)**

Presentations: Thursday, July 28, 2022

Thursday, July 28

14:15 – 19:00 NB Z-01

Presentations of the Team Research Project

- Teams will present for a maximum of 25 minutes each
- The instructor will assign presentation slots a week in advance
- The presentations will be held in NB Z-01
- All teams are required to upload all final research deliverables on ILIAS, at the latest by 10:00, on Thursday, July 28, 2022
- The deliverables for this research project include the final presentation in a PowerPoint file and any relevant appendices that are part of the research

Submission of the Research Report: Wednesday, August 24, 2022

Wednesday, August 24

23:55 on ILIAS

Submission of the Research Report

- All teams are required to upload their research report on ILIAS, at the latest by 23:55, on Wednesday, August 24, 2022
- Remember to write the name of the author for each section (see page 3 of this syllabus document for all details)
- Please see pages 2, 3 and 4 of this syllabus document for further information regarding the Research Report

Course Readings

Essential Readings: Advance Research in Consumer Psychology

- Argo, J. J. (2020). A Contemporary Review of Three Types of Social Influence in Consumer Psychology. *Consumer Psychology Review*, 3(1), 126-140.
- Brough, A. R., Wilkie, J. E. B., Ma, J., Issac, M. S. (2016). Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption. *Journal of Consumer Research*, 43, 55-71
- Humphreys, A., & Carpenter, G. S. (2018). Status Games: Market Driving through Social Influence in the U.S. Wine Industry. *Journal of Marketing*, 82 (5), 141-159.
- McFerran, Dahl, D. W., Fitzsimons, G. J., & Morales, A. C. (2010). I'll Have What She's Having: Effects of Social Influence and Body Type on the Food Choices of Others. *Journal of Consumer Research*, 36 (6), 915-929.
- Touré-Tillery, M., & Fishbach, A. (2018). Three Sources of Motivation. *Consumer Psychology Review*, 1(1), 123-134.
- Trudel, R. (2019). Sustainable Consumer Behavior. *Consumer Psychology Review*, 2(1), 85-96.

Essential Readings: On Experiments

- Petty, R.E. The research script: One researcher's view. In F. T. Leong & J. M. Austin (Eds.), *The psychology research handbook: A guide for graduate students and research assistants* (2nd ed., pp. 465-480). Thousand Oaks, CA: Sage Publications.
- Baron, R.M., & Kenny, D.A. (1986). The moderator mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51 (6), 1173-1182.
- Kardes, F.R. (1996). In defense of experimental consumer psychology. *Journal of Consumer Psychology*, 5(3), 279-296.

Essential Readings: On Research Writing

- Bem, D.J. (2004). Writing the empirical journal article. In J.M. Darley, M.P. Zanna, & H.L. Roediger III (Eds.), *The complete academic: A career guide* (2nd ed., pp. 185-221). Washington, DC: APA. Chapter full of useful tips to write up your research
- Simons, D. (2012). Musings on writing. Retrieved at http://www.dansimons.com/resources/writing_tips.html. Good set of practical tools for writing

Course at a Glance

Date	Time	Class Format	Topic
Thursday, April 28	14:15 – 15:15	Lecture	Introduction to Advanced Topics in Consumer Psychology for a Better World, Course Format, Course Deliverables
	15:30 – 17:15	Lecture	Research Methods in Consumer Psychology and Essentials of Experimental Research
	16:30 – 19:00	Lecture	Topics of Focus for the Research Project, Team Formation
Thursday, May 5	14:15 – 16:00	Lecture	Theories on Consumer Psychology for a Better World
	16:30 – 19:00	Tutorial	Identify the Theory and Plan your Research Questions
Thursday, May 12	14:15 – 16:00	Lecture	Experimental Research in Consumer Psychology
	16:30 – 19:00	Tutorial	Designing the Experiment
Thursday, May 19	14:15 – 16:00	Lecture	Navigating the Literature and Developing a Theoretical Framework
	16:30 – 19:00	Tutorial	Create your Theoretical Framework and Hypotheses
Thursday, June 2	14:15 – 16:00	Lecture	Manipulating Variables and Choosing Measures in Consumer Psychology
	16:30 – 19:00	Tutorial	Manipulate the Variables, Choose the Scales and Create your Survey
Thursday, June 9	14:15 – 16:00	Lecture	Techniques for Data Collection
	16:30 – 19:00	Tutorial	Prepare and Launch your Survey
Thursday, June 23	14:15 – 16:00	Lecture	Analysis of the Data with SPSS
	16:30 – 19:00	Tutorial	Performing the Analysis of your Results
Thursday, June 30	14:15 – 19:00	Consultation and Feedback Part 1: Data Analysis and Results	
Thursday, July 7	14:15 – 16:00	Lecture	Mediation and Moderation Analyses
	16:30 – 19:00	Tutorial	Performing Mediation and Moderation Tests and Writing the Methodology Section
Thursday, July 14	14:15 – 16:00	Lecture	General Discussion and Final Sections
	16:30 – 19:00	Tutorial	Write the Discussion, Implications, and Limitations
Thursday, July 21	14:15 – 19:00	Consultation and Feedback Part 2: Presentation and Report	
Thursday, July 28	14:15 – 19:00	Presentations of Team Research	
Wednesday, August 24	Deadline 23:55	Submission of the Research Report	