

## 消費者行為 (博)

February 3, 2011

上課時間： 星期一下午 2:10-5:00

上課地點： 商館 #260709

研究室： 商學院大樓 261230室，分機 81230

E-MAIL： [lienti@nccu.edu.tw](mailto:lienti@nccu.edu.tw)

課程主旨： 消費者行為理論與研究方法探討

評分標準： 上課參與及討論 30% (每位同學均需詳讀每一篇)

(期末)考試 30%

期末報告 40%

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- 代表消費者行為相關理論與概念
  - 代表實驗設計與研究方法

### 2/21 Introduction and Experimental Design

- Please review reliability and validity first.
- Campbell, Donald T. & Julian C. Stanley (1963). Experimental and Quasi-Experimental Designs for Research, pp. 5-34 (Designs 1-6). Boston: Houghton Mifflin Co.
- Howard, Daniel J. (1992). Gift-wrapping effects on product attitudes: A mood-biasing explanation. Journal of Consumer Psychology, 1(3), 197-223.

3/7 公務出國，停課一次

### 3/14 Theories of Attitude and the Role of Marketing Theory

- Lutz, Richard J. (1991). The role of attitude theory in marketing. Perspectives in Consumer Behavior, 4<sup>th</sup> Ed. Harold H. Kassarian & Thomas S. Robertson eds. 317-339.
- Stewart, David W. & George M. Zinkhan (2006). Enhancing Marketing Theory in Academic Research. Journal of the Academy of Marketing Science, 34(4), 477-480.

### 3/21 Assimilation-Contrast Effects

- Herr, Paul M., Steven J. Sherman, & Russell H. Fazio (1983). On the consequences of priming: Assimilation and contrast effects. Journal of Experimental Social Psychology, 19, 323-340.
- Herr, Paul M. (1989). Priming price: Prior knowledge and context effects. Journal of Consumer Research, 16(June), 67 – 75.
- Levin, Irwin P. & Aron M. Levin (2000). Modeling the role of brand alliances in the assimilation of product evaluations. Journal of Consumer Psychology, 9(1), 43-52.

### **3/28 Prospect Theory and Mental Accounting**

- Kahneman, Daniel & Amos Tversky (1979). Prospect theory: An analysis of decision under risk. Econometrica, 47(March), 263-291.
- [Thaler, Richard (1983). Transaction utility theory. Advances in Consumer Research, 10, Richard P. Bagozzi and Alice M. Tybout, eds. Ann Arbor, MI: Association for Consumer Research, 1229-1232.]
- Thaler, Richard (1985). Mental accounting and consumer choice. Marketing Science, 4(Summer), 199-214.

### **4/11 Similarity**

- Tversky, Amos (1977). Features of similarity. Psychological Review, 84(4), 327-352.
- Markman, Arthur B. and Douglas L. Medin (1995). Similarity and alignment in choice. Organizational Behavior and Human Decision Processes, 63, 2, 117-130.

### **4/18 Longitudinal Experimental Design**

- Alba, Joseph W., Carl F. Mela, Terence A. Shimp, and Joel E. Urbany (1999). The effect of discount frequency and depth on consumer price judgments. Journal of Consumer Research, 26, September, 99-114.
- Campbell, Donald T. and Stanley, Julian C. (1963). Experimental and Quasi-Experimental Designs for Research, pp. 34-64 (Designs 7-16). Boston: Houghton Mifflin Co.

### **4/25 Moderators and Mediators**

- Sharma, Subhash, Richard M. Durand, & Oded Gur-Arie (1981). Identification and analysis of moderator variables. Journal of Marketing Research, XVIII(August), 291-300.
- Baron, Reuben M. & 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(6), 1173-1182.

### **5/2 Heuristic/Systematic Model (HSM)**

- Chaiken, Shelly (1980). Heuristic versus systematic information processing and use the source versus message cue in persuasion. Journal of Personality and Social Psychology, 39, 752-766.
- Chaiken, Shelly, Liberman, A. & Eagly, A. H. (1989). Heuristic and systematic processing within and beyond the persuasion context. In Uleman James S. & Bargh John A. (eds.), Unintended Thought, 212-252. New York: Guilford Press.

### **5/9 Elaboration Likelihood Model (ELM)**

- Petty, Richard E., John T. Cacioppo, & David Schumann (1983). Central and peripheral

routes to advertising effectiveness: The moderating role of involvement. Journal of Consumer Research, 10(September), 135-146.

- Darke, Peter R., Amitava Chattopadhyay, & Laurence Ashworth (2006). The importance and functional significance of affective cues in consumer choice. Journal of Consumer Research, 33(3), 322–328.

### **5/16 Regulatory Goals**

- Higgins, E. Tory, Christopher J. Roney, Ellen Crowe, & Charles Hymes (1994). Ideal versus ought predilections for approach and avoidance: Distinct self-regulatory system. Journal of Personality and Social Psychology, 66 (February), 276–86.
- Zhu, Rui & Joan Meyers-Levy (2007). Exploring the cognitive mechanism that underlies regulatory focus effects. Journal of Consumer Research, 34(1), 89–96.

### **5/23 Range Theory**

- Janiszewski, Chris & Donald R. Lichtenstein (1999). A range theory account of price perception. Journal of Consumer Research, 25(March), 353-368.
- Students are required to turn in their research motivation, objectives, literature review, and hypotheses by 12/9 noon. Also, pass the assignment to other students a day before the discussion. So, everyone has two days to read others' research proposals.

### **5/30 Involvement**

- Zaichkowsky, J. L. (1985). Measuring the involvement construct. Journal of Consumer Research, 12, 341-352.
- Johnson, B. T. & Eagly, A. H. (1989). Effects of involvement on persuasion: A meta-analysis. Psychological Bulletin, 106(2), 290-314.

### **6/13 Product Knowledge**

- Brucks, Merrie (1985). The effects of product class knowledge on information search behavior. Journal of Consumer Research, 12(June), 1-15
- Sujana, Mita (1985). Consumer knowledge: Effects on evaluation strategies mediating consumer judgments. Journal of Consumer Research, 12(June), 31-46.

### **6/20 Accessibility-Diagnosticity in Brand Extension**

- Park, C. Whan, Sandra Milberg, & Robert Lawson (1991). Evaluation of brand extensions: the role of product feature similarity and brand concept consistency. Journal of Consumer Research, 18 (September), 185-193.
- Ahluwalia, Rohini and Zeynep Gürhan-Canli (2000). The effects of extensions on the family brand name: An accessibility-diagnosticsity perspective. Journal of Consumer Research, 27 (December), 371-381.

### **6/27 Consumer Perception**

- Zeithaml, Valarie A. (1988). Consumer perceptions of price, quality, and values: A means-end model and synthesis of evidence. Journal of Marketing, 52(July), 2-22.
- Urbany, Joel E., William O. Bearden, & Dan C. Weilbaker (1988). The Effect of plausible and exaggerated reference prices on consumer perceptions and price search. The Journal of Consumer Research, 15, 1(June), 95-110.

### **7/4 Term Project Due (Final Exam)**

## 學習成效檢核表 ASSURANCE OF LEARNING CHECK LIST

期初設計課程版本 Before the Semester Begins

期末檢核學生學習成效版本 After the Semester Ends

請各位教師根據課程規劃，勾選出適合的選項

<b>本課程與商學院願景的關連性 Adherence to Mission</b>	
<input checked="" type="checkbox"/> Globalization 訓練國際化的能力	<input checked="" type="checkbox"/> Technology 訓練科技與應用的能力
<input checked="" type="checkbox"/> Innovation 訓練創新的能力	<input checked="" type="checkbox"/> Humanity 訓練人文素養
<b>本課程與本系所學程學習目標的關連性</b>	
<b>Adherence to Program Learning Goals</b>	
Ph.D. Program 博士班：	
<ol style="list-style-type: none"> <li>1. <b>To familiarize with the most advanced business and management knowledge.</b></li> <li>2. <b>To develop and foster innovative approaches to conducting research.</b></li> <li>3. <b>To advance and expand management theory and knowledge.</b></li> <li>4. <b>To hone instruction skills in teaching in MBA and EMBA courses.</b></li> </ol>	
<b>本課程所運用到的教學方法 Pedagogical Methodologies</b>	
<input checked="" type="checkbox"/> Lecture	<input checked="" type="checkbox"/> e-Learning
<input checked="" type="checkbox"/> Study Group	<input checked="" type="checkbox"/> Seminar
<input type="checkbox"/> Case Study	<input type="checkbox"/> Internship
<input checked="" type="checkbox"/> Project	<input checked="" type="checkbox"/> Independent Learning
<input type="checkbox"/> Role-Playing	<input type="checkbox"/> Theater Learning
<input type="checkbox"/> Others: _____	<input type="checkbox"/> Others: _____
<b>本課程教授的核心能力</b>	
<b>Student Skills, Knowledge and Attitude Enhancement</b>	
<input checked="" type="checkbox"/> Theory	<input type="checkbox"/> Action Planning
<input checked="" type="checkbox"/> Analytics	<input type="checkbox"/> Listening
<input type="checkbox"/> Descriptive	<input type="checkbox"/> Persuading
<input checked="" type="checkbox"/> Technical	<input type="checkbox"/> Teamwork
<input type="checkbox"/> Decision-making	<input checked="" type="checkbox"/> World-view
<input checked="" type="checkbox"/> Research Ability	<input checked="" type="checkbox"/> Logical Thinking