Objective

Exposing the students to various consumer behavior issues in marketing. The focus is both on theoretical and applied approaches. The analysis follows a general model of information processing and then focuses on each of its stages. Later in the course some of the approaches are challenged by rival theories. In the final project the students work on a consumer behavior problem they select.

Method

Class lectures, student presentations, final project.

Evaluation

Exam (24%), project and presentation (76%).
Note: The home exam will be handed on May 27th 2013, to be submitted on June 3rd. The last two classes of the semester will be devoted to presentations. The dates and requirements can change according to various developments.

Topics and Reading list

Motivation


Automatic Processes


Fashion
Information Search


*Zauberman Gal (2003), "The Intertemporal Dynamics of Consumer Lock-In", Journal of consumer research

Attention, Perception, and categorization


Combination products

Judgment and Attitude Formation


**Inference Making**

*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.


**Consumer Satisfaction**


**Consumer Expertise**


**Do Cognitions Lead to Preference or is it the Opposite Causality?**

The Project:

Students will work in teams of 2 students (3 with special approval). The project should take one of the following two directions:

a) An empirical work that is attached to one of the class topics. Examples can be
   • Consumers resistance to adaptation in fast economic changes.
   • Consumers perception and attitude development toward new products or services.
   • Regulation effects – savings plans, product information display

   The empirical project should rely on 3 papers from the syllabus and / or other consumer behavior papers.

b) A theoretical work which assesses one of the research areas, or offers some new direction that results from comparing two research areas. This direction is advised for students considering the research track. The work should rely on 10-12 articles.

Important dates: March 11th – submitting team members and proposed topic.
  March 18th – Final topic submission.
  Meetings concerning the progress after each class
  The session on May 20th will be devoted to finalizing the project.
  Final Submission of the Presentations - June 10th 13:00 to the mail: Ayeletb@tapuz.co.il.
  Final Submission of the Projects - June 17th at class.
  Presentation of project - June 10th and 17th.