Seminar on Consumer Behavior I- Judgment and Decision Making

Course No: 02814910                         Program: Postgraduate
Credit: 2                                    Instructor: 徐菁
Prerequisite:                                Semester: 2016 Spring

Instructor’s resume/brief introduction (Within 500 words):

Professor Jing Xu is Associate professor, and the vice director of the Behavioral Science Lab at the Guanghua School of Management in Peking University. Professor Xu earned her PhD in Marketing from the University of Michigan, Stephen M. Ross School of Business.

Professor Xu's research involves using psychological theories to understand how consumers form judgments and the process by which they make product choices. In particular, she is interested in studying how environmental cues or factors influence a consumer’s tendency to seek uniqueness in product choices. In addition, XU’s research explores how different processing styles influence consumer decision making.

Professor Xu currently teaches undergraduate and MBA level courses in Consumer Behavior and doctoral seminars in Judgment and Decision-making and Experimental Design and Analysis.

Instructor’s contact information:
Email: jingx@gsm.pku.edu.cn

TA’s contact information:
N/A

Office hour:

Program Learning Goals and Objectives

1 Learning Goal 1 Graduates will be thoroughly familiar with the specialized knowledge and theories required for the completion of academic research.
   1.1 Objective 1 Graduates will have a deep understanding of basic knowledge and theories in their specialized area.
   1.2 Objective 2 Graduates will be familiar with the latest academic findings in their specialized area and will be knowledgeable about related areas.
   1.3 Objective 3 Graduates will be familiar with research methodologies in their specialized area, and will be able to apply them effectively.

2 Learning Goal 2 Graduates will be creative scholars, who are able to write and publish high-quality graduation dissertation and research papers.
2.1 Objective 1 Graduates will write and publish high-quality graduation dissertation and research papers
2.2 Objective 2 Graduates will be critical thinkers and innovative problems solvers.

3 Learning Goal 3 Graduates will have a broad vision of globalization and will be able to communicate and cooperate with international scholars
3.1 Objective 1 Graduates will have excellent oral and written communication skills
3.2 Objective 2 Graduates will be able to conduct efficient academic communication in at least one foreign language

4 Learning Goal 4 Graduates will be aware of academic ethics and will have a sense of social responsibility.
4.1 Objective 1 Graduates will have a sense of social responsibility.
4.2 Objective 2 Graduates will be aware of potential ethical issues in their academic career.
4.3 Objective 3 Graduates will demonstrate concern for social issues.

Course Overview
This course is an introduction to the major theoretical approaches and ongoing debates within behavioral decision theory, with particular consideration given to the implication of these debates for marketing managers and other managers. Behavioral decision theory draws on disciplinary roots in economics and psychology to provide a behavioral (i.e., descriptive) theory about how people make decisions, thus it is often concerned with how such decision behavior deviates from classic normative models derived from economic theory. We will read materials from both the "basic disciplines" as well as classics specific to the field of marketing. Major topics will include: an overview of behavioral decision theory; "biases" in judgment and choice; context effects including their interactions with motivation, culture, and affect; reason-based decision making, and inter-temporal choice.

Course Objectives
A primary objective of this seminar is to enhance your ability to develop new and interesting (and publishable) research ideas, and to communicate, orally and in writing, what is valuable about them. There is nothing especially mysterious about coming up with a good dissertation topic; in the course of a successful research career you will have to come up with many such ideas, so we will “get good” at idea generation by spending part of each class brainstorming researchable topics on the basis of the hot issues from that week’s readings. We will concentrate on how to state our ideas in a clear and compelling form. You should leave this class with a solid background in decision research; a good taste in the literature and a refined problem sense (what’s worth studying).

Detailed Course Plan

Week 1: Experimental Design and Analysis


**Highly recommended readings:**


**Week 2: Behavior and Decision Making Literature: Overview**


**Highly recommended readings:**


**Week 3: Biases in Judgment and Choice**


*Highly recommended readings:*


**Week 4: Context Effects**


*Highly recommended readings: *


Week 5: Encoding/Accessibility


Week 6: Metacognition


Xu, Jing and Norbert Schwarz (2009), “Do We Need a Reason to Indulge?” Journal of Marketing Research.

**Week 7: Affect and Judgment**


*Highly recommended readings:*


**Week 8: Two Systems of Reasoning**


**Week 9: Embodied Cognition**


**Week 10: Research Presentations**

**Final Exam**

**Teaching Methods**
Lecture and in class discussion

**IT tools to be used in the classroom**

**Textbooks**

**References & Readings**

**Videos, CD-ROMs and other adjunct learning resources used**

**Rules students must follow**
Full attendance required. You are expected to read all the assigned papers and evaluate them critically. Your evaluation of a research paper could cover the following areas: the objective of the research, theoretical foundation and hypotheses, method, key results and their implications, limitations and contributions to the literature. In addition, we will discuss how we can extend the knowledge in a particular area. I expect you to come up with one insight or one question for each assigned paper. You are expected to email me the question list for each assigned article 24 hours before class. If the class size is bigger than 8 students, you will do it on a group basis. We will share our insights and try to answer the questions. There is also a list of highly recommended readings. We will not discuss these papers in our meeting but I included them in the syllabus because I think they are very important papers in the areas that we will cover.

**Course Assessment**
Your grade for this seminar will be based on your class participation (30%), your reaction paper (20%) and your research paper (50%; max 15 pages). You are expected to come up with your own ideas for potential research projects. This can be done by focusing
on a set of papers published recently in the *JCR, JMR* or *JPSP*, etc. I would like you to discuss specific hypotheses and contributions of the proposed project. The paper should start out by explaining why this issue is important (both theoretically and substantially) and critically review previous literature. Finally, you should come up with specific hypotheses to be tested.