**PSY 425: Psychology of Consumers**  
**Fall 2015**  
**Meeting times:** WF 10:05-11:20 AM  
**Location:** Physics 130

**Instructor:** Jorgianne Robinson, PhD  
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**Office hours:** Mon. 10-11am, Thurs. 10-11am  
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**Course Description and Goals**

This course is designed to introduce you to the field of consumer psychology through a social psychological perspective. By the end of the course you will better understand how the psychology of consumers is inherently social in nature and how the social environment interacts with personality variables to describe and explain consumer decision-making, behaviors, and attitudes. During the first part of the term you will study the history of consumer psychology, behavioral research methods, and cognitive and affective influences on consumption. During the second part of the semester you will study consumer attitudes, motivations, and cultural influences. You will also learn about research in consumer well-being.

**Requirements and Policies**

**Required Texts:**

**Recommended Text:**
  *Basic elements are covered at a variety of locations on the internet.*

Other required readings are available for download from our Sakai course site. These readings are marked “*On Sakai.*” Also included on Sakai are links to films in Duke’s electronic holdings and podcasts. These materials may be subject to change.

**Grading**

Grades will be assigned at the end of the semester according to a straight scale (90% = A, 80% = B, 70% = C, etc.), with pluses given for the top three percentile points (87-89 = B+) and minuses for the bottom three (80-83 = B-).

Course grades will be determined based on: five in-class pop quizzes/assignments (10%); three non-cumulative, in-class exams (25% a piece for Exams 1 and 2, and 20% for Exam 3 = 70%); and a final project (20%). A number of brief, non-graded homework and in-class exercises will also be assigned.
Participation
Participation in class discussion is welcomed and encouraged. Bring your thoughts about relevant readings to class discussions. You will participate in various in-class, ungraded group assignments throughout the semester.

Exams
There will be three in-class exams during the course. These exams will be graded based on demonstrated understanding of relevant topics. Exams will be composed of a mixture of multiple choice, short answer, and essay questions. In general, you cannot be excused from taking these exams at the scheduled times. All exams are non-cumulative.

**You have the option of replacing one exam with an individual or group project from an approved list of topics available on Sakai. Note that you must submit to me via e-mail your intention of completing a project in lieu of an exam 7 days prior to the relevant, scheduled exam date. So, projects cannot be completed to replace scores on already completed exams. Projects should be submitted via e-mail or thru Sakai by 11:20 AM on the relevant exam date. (If you or your group chooses a presentation format for your project, please submit the accompanying media for the presentation by the submission deadline). Early submissions are encouraged. Late projects will not be accepted.

Group or Individual Final Project
You will complete a group or individual project for this course, due by 11:59 PM on Friday, December 4th. You may complete/present this project at any time during the semester. Early submissions are highly encouraged.

Option 1. Develop a 5-7 page, APA-style research proposal relevant to consumer psychology. The 5-7 page limit does not include figures, tables, and references.

Option 2. During the final part of the course, you will work with your group members to analyze a local store according to the principles discussed in Underhill’s Why We Buy. It can be either a chain or an independent store. What recommendations might you give the store owner for increasing their sales? Be specific. You will be responsible for an analysis not to exceed 10 pages, not including figures, tables, and references.

Late Policy
Late assignments will not be accepted.

Academic Honesty
When you make references to the ideas of others, it is essential to provide proper attribution and citation. Please ask if you are in doubt about the use of a citation. Please refer to Duke University’s Academic Integrity Council webpage at http://www.integrity.duke.edu/index.html.

Duke University is a community dedicated to scholarship, leadership, and service and to the principles of honesty, fairness, respect, and accountability. Citizens of this community commit to reflect upon and uphold these principles in all academic and non-academic endeavors, and to protect and promote a culture of integrity.

To uphold the Duke Community Standard:
• I will not lie, cheat, or steal in my academic endeavors;
• I will conduct myself honorably in all my endeavors; and
• I will act if the Standard is compromised.
**Inclement Weather**
Call 684-INFO (684-4636) or check Duke University’s webpage at [http://www.duke.edu/](http://www.duke.edu/) to receive information regarding class attendance due to inclement weather or emergencies.

**Assignments and Due Dates**

- **Aug. 26**  
  Introduction to course and review of syllabus

- **Aug. 28**  
  History of consumer psychology and social and consumer psychology
  - Jansson-Boyd, Chapter 1 (13 pgs.)
  - Wänke, Chapters 1 & 2 (50 pgs.)

- **Sept. 2**  
  Research methods in consumer psychology
  - Underhill, Section I (41 pgs.)

- **Sept. 4**  
  Consumers, marketers, and technology
  - *On Sakai*, Schiffman & Wisenblit, Chapters 1 & 2 (50 pgs).

**Consumer Information Processing**

- **Sept. 9**  
  Consumer memory
  - Jansson-Boyd, Chapter 2, pp. 14-24 (10 pgs.)

- **Sept. 11**  
  Consumer learning
  - Jansson-Boyd, Chapter 2, pp. 25-37 (12 pgs.)
  - Wanke, Chapter 7 (15 pgs.)

- **Sept. 16**  
  Consumer perception and attention
  - Jansson-Boyd, Chapter 3 (15 pgs.)
  - Underhill, Sections II & IV (107 pgs.)
  - Wänke, Chapter 4 (18 pgs.)
  - *On Sakai*, Allison & Uhl (1964) (4 pgs.)

- **Sept. 18**  
  Consumer perception and attention cont’d.

- **Sept. 23**  
  The emotional consumer
  - Jansson-Boyd, Chapter 5 (12 pgs.)
  - Wänke, Chapter 8 (33 pgs.)

- **Sept. 25**  
  The emotional consumer cont’d.

- **Sept. 30**  
  **EXAM 1: History, methods, & information processing**
Attitudes & Persuasion

Oct. 2    Consumer attitudes and behavior
  ▪ Jansson-Boyd, Chapter 6 (13 pgs.)
  ▪ Wänke, Chapter 5 (22 pgs.)
  ▪ *On Sakai, Eagly & Chaiken (1998) (54 pgs.)
  ▪ *On Sakai, Wilson, Lindsey, & Schooler (2000) (26 pgs.)

Oct. 7    Consumer attitudes and behavior cont’d

Oct. 9    Consumer identity: The shopping self
  ▪ Jansson-Boyd, Chapter 4 (14 pgs.)
  ▪ *On Sakai, Kleine III, Kleine, & Kerner (1993) (28 pgs.)
  ▪ *On Sakai, Sedikides, Gregg, Cisek, & Hart (2007) (5 pgs.)
  ▪ *On Sakai, Park, Jaworski, & MacInnis (1986) (10 pgs.)
  ▪ Underhill, Section III (65 pgs.)

Oct. 14   Consumer identity: The shopping self, cont’d

Oct. 16   Culture and consumption
  ▪ Wänke, Chapters 10 & 11 (46 pgs.)
  ▪ *On Sakai, Lee (2000) (5 pgs.)
  ▪ *On Sakai, Muñiz & O’Guinn (2001) (20 pgs.)

Oct. 21   Persuasion
  ▪ Jansson-Boyd, Chapter 7 (17 pgs.)
  ▪ Wänke, Chapter 13 (21 pgs.)
  ▪ *On Sakai, Petty & Cacioppo (1986) (28 pgs.)
  ▪ *On Sakai, Moore, Mowen, & Reardon (1993) (5 pgs.)
  ▪ Selected podcasts from http://www.influenceatwork.com/

Oct. 23   Persuasion cont’d.

Oct. 28   EXAM 2: Attitudes & Persuasion

Shopper Self-Regulation, Decision Making, and Well-Being

Oct. 30   Marketing ethics and social responsibility
  ▪ Schiffman & Wisenblit, Chapter 15 (20 pgs)

Nov. 4    The motivated consumer
  ▪ Jansson-Boyd, Chapter 8 (15 pgs.)
  ▪ Wänke, Chapters 14 & 16 (38 pgs.)

Nov. 6    The motivated consumer cont’d
Nov. 11  Consumer decision-making
  ▪ TBA

Nov. 13  Consumer well-being
  ▪ Wänke, Chapter 12 (24 pgs.)
  ▪ *On Sakai, Baumeister (2002) (6 pgs.)
  ▪ *On Sakai, Oskamp (2000) (10 pgs.)
  ▪ *On Sakai, Luce & Kahn (1999) (17 pgs.)

Nov. 18  Guest speaker?

Nov. 20  **EXAM 3: Shopper Self-Regulation, Decision Making, and Well-Being**

Nov. 25 & 27  **NO CLASS, THANKSGIVING BREAK**

Dec. 2  In-class, final project presentations

Dec. 4  Project papers due in Sakai Assignments portal by 11:59 PM