

# Consumer Behavior

Doctoral seminar 2025

## Seminar Instructors:

### Domen Bajde

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## SYLLABUS OUTLINE

**Seminar orientation:** *Exploring your (consumer) research self, going backstage to the field's traditions & paradigms, and building theory.*

## Seminar objectives

- Provide an overview of consumer behavior research paradigms and propose a provisional framework that will help students to position particular research approaches (their own approach in particular) across the range of available epistemological positions.
- Encourage critical reflection regarding the strengths and limitations of diverse paradigms and their (in)compatibility; Encourage students to reflect upon and clarify their own epistemic standpoint(s).
- Systematically and reflexively engage with key texts within chosen paradigms and illustrate the application of diverse consumer research paradigms and theories across various research themes and methods.
- Extend the student's competences in conducting literature review, identifying opportunities for theory advancement and building theory in the field of consumer studies and beyond
- Broaden the students' knowledge and competence of research design and publication in consumer research and marketing journals.

## Learning methods & evaluation\*

The course will consist of multiple sessions, each combining short introductory lectures with in-depth discussions and workshops based on pre-assigned readings. During seminar students will be engaged in various roles and perform various assignments. They will review and present articles, comment on article reviews and research papers from their colleagues and also create their own short manuscript relevant to the consumer research field. This final paper will review, appraise and extend theory about some aspect of consumer behaviour and provide specific suggestions for future empirical research (while students are not expected to collect data). Partaking in the course necessitates timely reading and theoretical and methodical reflection on assigned readings (written assignments) as well as active communication during class sessions (presentations and discussions).

Student evaluation will consist of final research paper for chosen problem/topic (50%), evaluation of written assignments (30%) and in-class participation (20%). Detailed instructions for these assignments and assigned papers for review will be provided to students soon after their enrolment into seminar. Seminar is based on active participation of students (article presentations, comprehensive feedback to pre-assigned colleague reviews and final papers). Because of that it is essential that students organize their time accordingly in order that they will be able to fulfil required obligations.

## Literature (Essential readings – preliminary list)

### (Bajde)

Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of consumer research*, 31(4), 868-882.

Holt, Douglas B. and Craig J. Thompson (2004), "Man-of-Action Heroes: The Pursuit of Heroic Masculinity in Everyday Consumption", *Journal of Consumer Research*, vol. 31 (2), 425-440.

Hudson, Laurel Anderson and Julie L. Ozanne (1988). Alternative Ways of Seeking Knowledge in Consumer Research. *Journal of Consumer Research*, 14 (March): 508-521.

Martin, D. M., & Schouten, J. W. (2013). Consumption-driven market emergence. *Journal of Consumer Research*, 40(5), 855-870.

Price, L. L., Coulter, R. A., Strizhakova, Y., & Schultz, A. E. (2018). The fresh start mindset: Transforming consumers' lives. *Journal of Consumer Research*, 45(1), 21-48.

Sandberg, J., & Alvesson, M. (2021). Meanings of theory: Clarifying theory through typification. *Journal of Management Studies*, 58(2), 487-516.

Scott, R., Cayla, J., & Cova, B. (2017). Selling pain to the saturated self. *Journal of Consumer Research*, 44(1), 22-43.

**(Kolar)**

Itamar Simonson, Ziv Carmon, Ravi Dhar, Aimee Drolet and Stephen M. Nowlis (2001) *Consumer Research: In Search of Identity*. *Annu. Rev. Psychol.* 52: 249–75.

Shiv Baba, Carmon Ziv and Ariely Dan (2005). Placebo Effects of Marketing Actions: Consumers May Get What They Pay For. *Journal of Marketing Research*, Vol. 42, No. 4 (Nov., 2005), pp. 383-393.

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Vanhuele, Gilles Laurent and Xavier Drèze (2006). Consumers' Immediate Memory for Prices. *Journal of Consumer Research*, Vol. 33, No. 2 (September 2006), pp. 163-172.

Leonard Lee, Shane Frederick and Dan Ariely (2006). Try It, You'll like It: The Influence of Expectation, Consumption, and Revelation on Preferences for Beer. *Psychological Science*, Vol. 17, No. 12 (Dec., 2006), pp. 1054-1058

Kolar, T., & Čater, B. (2018). Managing group flow experiences in escape rooms. *International Journal of Contemporary Hospitality Management*, 30(7), 2637-2661.

Kolar, T., & Wattanacharoensil, W. (2023). Functions and types of travel-related dark humour created during pandemics. *Journal of Hospitality and Tourism Management*, 57, 112-116.