

Prüfungsliteratur für die Klausur im Modul Konsumentenpsychologie (O1/O2; S2/S3), FSS 2023

Die Klausur besteht aus einem Block Einstellung & Einstellungsänderung und einem weiteren Block, der aus drei Blöcken frei gewählt werden kann. Diese drei Blöcke basieren auf den in den letzten zwei Jahren angebotenen Seminaren. Welcher der drei Blöcke gewählt wird ist völlig freigestellt.
Prüfungsrelevant sind für jeden Block die Inhalte des jeweiligen Seminars sowie die im Folgendem angegebene Literatur.

Einstellung & Einstellungsänderung

- Frieze, M., Hofmann, W. & Wänke, M. (2009). The impulsive consumer: Predicting consumer behavior with implicit reaction time measures. In M. Wänke (Ed.) *Frontiers in Social Psychology: The Social Psychology of Consumer Behavior*. Psychology Press. 335 pp.
- Schwarz, N. (1999). Self-reports: How the questions shape the answers. *American Psychologist*, 54, 93-105. <http://dx.doi.org/10.1037/0003-066X.54.2.93>
- Vogel, T., & Wänke, M. (2016). *Attitudes and attitude change.*, 2nd ed. New York, NY, US: Routledge/Taylor & Francis Group. (Kapitel 1, 4-5; 7-10, 12)
- Landwehr, J. R., Labroo, A. A., & Herrmann, A. (2011). Gut Liking for the Ordinary: Incorporating Design Fluency Improves Automobile Sales Forecasts. *Marketing Science*, 30(3), 416–429. <https://doi.org/10.1287/mksc.1110.0633>
- Sweldens, S., Van Osselaer, S. M. J., & Janiszewski, C. (2010). Evaluative Conditioning Procedures and the Resilience of Conditioned Brand Attitudes. *Journal of Consumer Research*, 37(3), 473–489. <https://doi.org/10.1086/653656>

Vertiefungsaspekte der Vorlesung (FSS 2022)

- Felser, G. (2015). *Werbe- und Konsumentenpsychologie* (4., erweiterte und vollständig überarbeitete Aufl.). Berlin: Springer.
Nur Kapitel 1.3; 2.6 & 2.7; 3.2. & 3.3.; 4; 5.2.1 – 5.2.2 & 5.3 & 5.5; 6; 7; 8.3.2 – 8.3.6; 9; 10; 11; 12.4.; 13; 14; 15.2; 16.2.2. & 16.3.4. – 16.3.5. & 16.5; 17.1 – 17.6 & 17.8; 18; 19.1-19.2; 20.4.2; 21.1 & 21.3.; 22
- Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research*, 35(3), 472-482.
- Lee, L., Frederick, S., & Ariely, D. (2006). Try it, you'll like it: The influence of expectation, consumption, and revelation on preferences for beer. *Psychological Science*, 17(12), 1054-1058.

North, A. C., Hargreaves, D. J., & Mc Kendrick, J. (1999). The influence of in-store music on wine selection. *Journal of Applied Psychology*, 2, 271-276.

Schwarz, N. (1999). Self-reports: how the questions shape the answers. *American Psychologist*, 54(2), 93-105.

Valenzuela, A., & Raghurir, P. (2009). Position-based beliefs: The center-stage effect. *Journal of Consumer Psychology*, 19 (2), 185–196.

Wänke, M. (2007). What is said and what is meant: Conversational implicatures in natural conversations, research settings, media and advertising. In K. Fiedler (Ed.) *Social Communiation* (pp. 223-255). New York: Psychology Press.

NUR SEITEN 223-226 & 241-248

Wänke, M., Bless, H., & Schwarz, N. (1998). Context effects in product line extensions: Context is not destiny. *Journal of Consumer Psychology*, 7, 299-322.

Wänke, M. & Reutner, L. (2010). Pragmatic persuasion: How communicative processes make information appear persuasive. In J. P. Forgas, J. Cooper & W. D. Crano (Eds.). *The Psychology of Attitudes & Attitude Change*. (pp. 183-197), Hove.

Urteilen & Entscheiden

Nedungadi, P. (1990). Recall and Consumer Consideration Sets: Influencing Choice without Altering Brand Evaluations. *Journal of Consumer Research*, 17(3), 263–276.
<https://doi.org/10.1086/208556>

Schwarz, N., Jalbert, M., Noah, T., & Zhang, L. (2021). Metacognitive experiences as information: Processing fluency in consumer judgment and decision making. *Consumer Psychology Review*, 4(1), 4-25.

Kahneman, D., & Tversky, A. (1984). Choices, values, and frames. *American Psychologist*, 39(4), 341pp.

Chernev, A., Böckenholt, U., & Goodman, J. (2015). Choice overload: A conceptual review and meta analysis. *Journal Of Consumer Psychology*, 25(2), 333-358.
[doi:10.1016/j.jcps.2014.08.002](https://doi.org/10.1016/j.jcps.2014.08.002)

Spektor, M. S., Bhatia, S., & Gluth, S. (2021). The elusiveness of context effects in decision making. *Trends in Cognitive Sciences*. <https://doi.org/10.1016/j.tics.2021.07.011>

Huber, J., Payne, J. W., & Puto, C. (1982). Adding Asymmetrically Dominated Alternatives: Violations of Regularity and the Similarity Hypothesis. *Journal of Consumer Research*, 9(1), 90-98.

Brunner, T., & Wänke, M. (2006). The reduced and enhanced impact of shared features on individual brand evaluations. *Journal of Consumer Psychology : JCP*, 16(2), 101-111. (Nur Studie 1 & 2)

Marktforschung

Handouts zu verschiedenen Instrumenten der Marktforschung
und

Allison, R. & Uhl, K. (1964). Influence of beer brand identification on taste perception. *Journal of Marketing Research*, 36-39.

Mantonakis, A., Roderio, P., Lesschaeve, I. & Hastie, R. (2009). Order in choice: Effects of serial position on preferences. *Psychological Science*, 20, 1309-1312.

Lee, L., Frederick, S., Ariely, D. (2006). Try it, you'll like it. The influence of expectation, consumption, and revelation on preferences for beer. *Psychological Science*, 17, 1054-1058

Schwarz, N. (1999). How the questions shape the answers. *American Psychologist*, 54, 93-105. (O)

Schul, Y. & Schiff, M. (1993). Measuring satisfaction with organizations predictions from information accessibility. *Public Opinion Quarterly*, 57, 536-551.

Weijters, B., Cabooter, E., & Schillewaert, N. (2010). The effect of rating scale format on response styles: The number of response categories and response category labels. *International Journal of Research in Marketing*, 27, 236-247.

Bartoshuk, L., Fast, K. & Snyder, D. (2005). Differences in our sensory worlds: Invalid comparisons with labeled scales. *Current Directions in Psychological Science*, 14, 122-125.)

Krosnick, J. & Presser, S. (2010). Question and questionnaire design. P. Marsden & J. Wright (eds.) *Handbook of Survey Research*. Bingley, UK: Emerald Group Publishing (263-313). Nur bis Unterkapitel 9.8 (inkl.)

Howitt, D. (2010). *Qualitative methods in psychology*. Harlow, UK: Pearson. NUR CHAPTER 3: Qualitative interviewing, 55-88

Oder jedes andere Mafo-Lehrbuch

Howitt, D. (2010). *Qualitative methods in psychology*. Harlow, UK: Pearson. NUR CHAPTER 4: Focus Groups, 89-110

Oder jedes andere Mafo-Lehrbuch

Matz, S. C., Kosinski, M., Nave, G., & Stillwell, D. (2017). Psychological Targeting as an effective approach to digital mass persuasion. *PNAS*, 114 (48) 12714-12719

<https://doi.org/10.1073/pnas.1710966114>

Russo, E. (2011). Eye fixations as a process trace. In M. Schulte-Mecklenbeck, A. Kühberger, & R. Ranyard (eds.). *A Handbook of Process Tracing Methods*. Psychology Press, 43-64.