

Prüfungsliteratur für die Klausur im Modul Konsumentenpsychologie (O1/O2; S2/S3), FSS 2024

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

Friese, 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>

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. (ohne den Abschnitt "Transaction and Trades", Seite 347 - 348 Spalte 1)

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

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)

Sustainability

(Not all topics from the syllabus are relevant for the exam. The relevant topics are listed here. The Boosting topic has 1 paper added here, which is not on the syllabus (Grüne-Yanoff & Hertwig, 2017). Please also go through the slides and the notes in them.)

Thaler, R. H., & Sunstein, C. R. (2009). *Nudge: Improving decisions about health, wealth, and happiness*. Penguin. "Introduction" chapter.

Allcott, H. (2011). Social norms and energy conservation. *Journal of public Economics*, 95(9-10), 1082-1095.

Bonan, J., Cattaneo, C., d'Adda, G., & Tavoni, M. (2020). The interaction of descriptive and injunctive social norms in promoting energy conservation. *Nature Energy*, 5(11), 900-909.

Paunov, Y., Wänke, M., & Vogel, T. (2019). Ethical defaults: which transparency components can increase the effectiveness of default nudges? *Social Influence*, 14(3-4), 104-116.

Grüne-Yanoff, T., & Hertwig, R. (2016). Nudge versus boost: How coherent are policy and theory? *Minds and Machines*, 26(1), 149-183

Hertwig, R., & Grüne-Yanoff, T. (2017). Nudging and boosting: Steering or empowering good decisions. *Perspectives on Psychological Science*, 12(6), 973-986.

Lazaric, N., & Toumi, M. (2022). Reducing consumption of electricity: A field experiment in Monaco with boosts and goal setting. *Ecological Economics*, 191, 107231.

Paunov, Y., & Grüne-Yanoff, T. (2023). Boosting vs. nudging sustainable energy consumption: a long-term comparative field test in a residential context. *Behavioural Public Policy*, 1-26.

Paunov, Y., & Grüne-Yanoff, T. (2023). Boost vs Nudges: perceived effectiveness and criticism shape preferences for sustainable behavioral policies. (in press).

Aydin, E., Brounen, D., & Kok, N. (2018). Information provision and energy consumption: Evidence from a field experiment. *Energy Economics*, 71, 403-410.

Fischer, C. (2008). Feedback on household electricity consumption: a tool for saving energy?. *Energy efficiency*, 1(1), 79-104.

Karlin, B., Zinger, J. F., & Ford, R. (2015). The effects of feedback on energy conservation: A metaanalysis. *Psychological bulletin*, 141(6), 1205.

Allgemeine Themen der Konsumentenpsychologie (Seminar FSS 2023)

- 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 Communication* (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.

Marktforschung (Seminar FS 2023)

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., Rodero, 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.