

Prüfungsliteratur Modul N, FSS 2020

Prüfungsrelevant sind der Stoff der Vorlesung und des Vertiefungsseminars N2, sowie die nachfolgend angegebene Literatur.

Allgemeine Literatur:

- 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

Vertiefende Literatur:

- Coelho do Vale, R., Pieters, R., & Zeelenberg, M. (2008). Flying under the radar: Perverse package size effects on consumption self-regulation. *Journal of Consumer Research*, 35(3), 380-390.
- 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.
- Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of Marketing*, 74(4), 15–30.
- Krishnan, H. S., & Chakravarti, D. (2003). A process analysis of the effects of humorous advertising executions on brand claims memory. *Journal of consumer psychology*, 13(3), 230-245.
- 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. doi:10.1111/j.1467-9280.2006.01829.x
- 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.
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- 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.