CONSUMER BEHAVIOR
READING LIST
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This reading list contains assigned and supplementary readings arranged by lecture topic. Assigned readings are in red. All other readings are supplemental, there for the student who is interested in a broader or more in-depth exposure to each topic. The readings here are arranged by lecture topic. In eReserve, they are arranged by title. Titles are in parentheses.

CONSUMER DIARY – Notes and Examples on Introspection in Consumer Research

This section of reading relates to the consumer diary assignment, not to any lecture topic listed in the class schedule section of the syllabus. It provides examples of marketers writing about themselves as consumer, and may provide you with useful examples of such writing, should you be looking for examples of how you might write your own journal entries.

Mick, Glen David (2005), “I like to Watch,” Newsletter of the Association for Consumer Research, Spring.


INTRODUCTION

What Is Consumer Behavior, and Its Role in Marketing Strategy?


Brief Marketing Review: The Marketing Concept/Consumer Orientation, Target Segmentation, the Marketing Mix


INDIVIDUAL DECISIONMAKING

Decisionmaking


Stages in the Consumer Choice Process Leading to Adoption


**(Ir)Rationality**


*Time Magazine*, “This Crazy Market is Tough to Beat,”


**The Deep Meaning of Possessions**


**Target Segmentation**


**Mass Customization**


**Relationship Marketing**


**NEEDS AND MOTIVATION**


**MEMORY, INFORMATION PROCESSING : SYSTEM 2**


**AUTOMATIC PROCESSING: SYSTEM 1**


Contrasting Systems 2 and 1


Borges, Jorge Luis (1964), “Funes, His Memory,” in labyrinths, NYC: New Directions, 131-137. (This essay hypothesizes how human memory could work differently.)


Haney, Daniel (1997), “Scientists Able to Plant Fake Memories,” Charlotte Observer, February 16, 10A.


CONSUMER NEUROSCIENCE


**LEARNING, INVOLVEMENT, LOYALTY**


**PERCEPTION**


**ATTITUDE CHANGE**


**PERSONALITY AND PSYCHOGRAPHICS**


Video: Millennials Decoded – Britta Schell, Director of Digital Strategic Insights, MTV: In class video also available at following URL: [http://vimeo.com/31819281](http://vimeo.com/31819281)


**COMMUNICATION**

This topic is currently not listed in the class schedule within the syllabus. We may address this topic if there is time. In the meantime, there are no assigned readings in this section.

**The Classical Communication Model**


**Diffusion**

Memetics


SOCIAL INFLUENCES/COMPUTER-MEDIATED SOCIABILITY

Culture


Brand Community


Computer-Mediated Sociability


**Social Class**


Rosolen, Deanna (2005), “We Are How We Eat,” *Food in Canada*, 65(4), 18.

Groups


Family


Particularly Influential Individuals


*NOTE: The above reading is part of the Assael chapter listed above in the section entitled “Communication.” It is to be found in eReserve under the title “Group Communications: Word-of-Mouth and Diffusion Processes.”


