



EDEN DOCTORAL SEMINAR ON CONSUMER RESEARCH

Brussels, Nov 21-Nov 25, 2022

PROGRAM



EDEN DOCTORAL SEMINAR ON CONSUMER RESEARCH Brussels, Nov. 21 – Nov. 25, 2022

Faculty:

SB: Simona Botti, London Business School

OS: Ozlem Sandikci, University of Glasgow

LW: Luk Warlop, BI Norwegian Business School, Oslo.

This course is an introduction in how to do consumer behavior research, rather than providing exhaustive coverage of the field. It will focus on preparing research ideas and developing them into research projects.

All three of us are active consumer researchers, in different subareas. We hope to be able to share with you why we are fascinated by consumer behavior, how we formulate research questions, and how we try to answer them and communicate about them. We hope to contaminate you with our fascination.

The course asks for quite some active involvement: you will work in research teams for assignments. With your team, you will develop research ideas, receive feedback and advice from us about the do's and don'ts, and you will get acquainted with research strategies for both qualitative and experimental consumer research. The faculty will provide guidance, comments, and will introduce each of the topics in the classroom. Throughout the seminar each of us will reserve some time to address your questions about conducting and publishing your research.

Preparation

We will assume that you have read all the papers beforehand. The readings are made available in a Dropbox folder. You will receive a mail from Cristina Setyar explaining how you can get access. Also look for specific individual and group assignments in the text below.

Participants (to be added)

Participant	Affiliation
To be added	

Group assignments*:

Group1: to be added

Group2:

Group3:

Group4:

* these are mostly alphabetic with some corrections to avoid that people from the same school are in the same group. **4 or 5 per group max**



Monday Nov 21

09:30 – 10:00: Welcome – Intro to the seminar (LW).

10:00 – 12:00: History and identity of consumer research (LW)

Readings: To be read in advance by everybody. Try to grasp the main ideas, at least.

- Wang, Bendle, Mai, Cotte (2015), Journal of Consumer Research at 40: a historical analysis. *Journal of Consumer Research*, 42, 5-18.
- Pham (2013). The seven sins of consumer psychology. *Journal of Consumer Psychology*, 23(4), 411-423.

13:00 – 14:30: Relevant & interesting consumer research (LW)

Readings: To be read in advance by everybody. Try to grasp the main ideas, at least

- Davis, M. S. (1971). That's interesting! Towards a phenomenology of sociology and a sociology of phenomenology. *Philosophy of the Social Sciences*, 1(2), 309-344: read part 1 – skim the rest.
- Janiszewski, & van Osselaer, S. M. J. (2022). Abductive Theory Construction. *Journal of Consumer Psychology*, 32(1), 175-193.
<https://doi.org/10.1002/jcpy.1280>

15:00 - 16:30: Your own PhD project and why it is interesting (LW)

We will use this time block to let each of you introduce your work (or your plans, or your initial ideas) to your fellow students. You will have five minutes each (including the time for questions from the others) for your 'elevator pitch'. Try to explain to us what you want to do: 'what is your 'proposition'', but also why your proposition is interesting.

Tuesday, Nov 22

09:30 - 12:30: Consumer research for a better world (LW)

- Mick, D. G. (2006). Meaning and mattering through transformative consumer research. *Advances in consumer research*, 33(1), 1-4.
- Griskevicius, V., Cantú, S. M., & Van Vugt, M. (2012). The evolutionary bases for sustainable behavior: Implications for marketing, policy, and social entrepreneurship. *Journal of Public Policy & Marketing*, 31(1), 115-128.
- Sun, J. J., Bellezza, S., & Paharia, N. (2021). Buy less, buy luxury: Understanding and overcoming product durability neglect for sustainable consumption. *Journal of Marketing*, 85(3), 28-43.
- Goenka, S., & Van Osselaer, S. M. (2022). Why Is It Wrong to Sell Your Body? Understanding Liberals' Versus Conservatives' Moral Objections to Bodily Markets. *Journal of Marketing*, 00222429211046936.
- Sparkman, G., & Walton, G. M. (2017). Dynamic norms promote sustainable behavior, even if it is counternormative. *Psychological Science*, 28(11), 1663-1674



13:30-16:30: Project work in break out rooms, getting started (LW).

Each of the student groups will create a research proposal, in break out rooms.. The proposal will (ultimately) feature three testable research hypotheses. Presentations in group and a final plenary presentation will follow later in the week. Today we will iterate between groups to help you get started. Each group will do an intermediate 10 minute presentation at 15:30

Wednesday Nov 23

9:30-12:30: An introduction to the design of experiments (SB)

Readings:

- Zhao, X., Lynch, J.G. Jr., & Chen Q. (2010), "Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis," *Journal of Consumer Research*, 37, 197-206.
- Spiller, S. A., Fitzsimons, G. J., Lynch, J. G., Jr., & McClelland G. H. (2013), "Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression," *Journal of Marketing Research* 50, 277-88.
- Simmons, Nelson, Simonsohn (2011) "False-Positive Psychology: Undisclosed Flexibility in Data Collection and Analysis Allow Presenting Anything as Significant", *Psychological Science*, 22(11), 1359-1366.
- Meyvis, T., & Van Osselaer, S. M. J. (2018), "Increasing the Power of Your Study by Increasing the Effect Size," *Journal of Consumer Research*, 44 (5), 1157–1173.

13:30-14:30: Design of experiments part 2 (SB).

15:00-16:30: Project work in break out groups (SB, LW)



Thursday, Nov 24

09:30-12:30. Socio-cultural approaches to the study of consumption and markets (OS)

Readings:

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

13:30-16:30: Conducting CCT research (OS)

Readings:

- Sandikci, O. and Ger. G. (2010), "Veiling in Style: How Does a Stigmatized Practice Become Fashionable?" *Journal of Consumer Research*, 37 (1), 15-36.
- Scaraboto, D., & Figueiredo, B. (2022). How consumer orchestration work creates value in the sharing economy. *Journal of Marketing*, 86(2), 29-47.

Friday, Nov 25

09:30-11:00: Project work in break out groups (OS, LW)

11:30-12:30: Plenary presentations and feedback (OS, LW)

13:30-14:30: Plenary presentations and feedback (OS, LW)

15:00-16:00 Final Q&A (OS, LW)

Final Q&A session about the research process, writing, submitting, reviewing and being reviewed, career development, having a life, ... with the faculty members who are still present at that time .