**Syllabus – PhD in Management**

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| Anno Offerta / Academic Year | 2024-2025 |
| Corso di Studio / PhD | PhD in Management |
| Insegnamento/Modulo | Consumer Behavior |
| Periodo Didattico /Term | 2 |
| Anno Corso / Year of the course | 2025 |
| Settore  |  |
| CFU | 3 |
| Ore Attività Frontali / Total Hrs | 15 |

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| **Tipo Testo** | **Inglese** |
| OBIETTIVI/LEARNING GOALS | This course introduces PhD students to the methods and metrics used to study consumer behavior. In this course, we will examine consumer preferences and reactions to marketing actions by using insights from marketing, consumer psychology and neuroscience. In doing so, we will mainly focus on individual consumer responses, but we will also explore how social context, and other social factors shape consumer behavior. The basic idea of the course is that purchase behavior is largely driven by processes that occur outside a consumer's conscious awareness. By understanding these unconscious processes, marketers can predict consumer behavior more accurately.  |
| RISULTATI DI APPRENDIMENTO ATTESI/ INTENDED LEARNING OUTCOMES | Learn the basic principles and theories of consumer psychology and consumer neuroscience |
| Apply traditional and neuromarketing methods and metrics to improve their understanding of consumer behavior  |
| Make decisions regarding collecting, analyzing and reporting consumer behavior data  |
| Understand the psychological and neurological drivers underlying consumer decision making and consumer reactions to marketing actions (i.e., advertising, branding, pricing etc.) |
| Learning how to read scientific papers, build theories evaluating research designs |
| PREREQUISITI / ENTRY REQUIREMENTS | N.A. |
| CONTENUTI DEL CORSO / COURSE CONTENTS | **Session 1: April 17, 2pm-5pm, Prof. Pozharliev*** Course Introduction
* Consumer-Decision Making Framework:
1. (Plassmann, H., Ramsøy, T. Z., & Milosavljevic, M. (2012). Branding the brain: A critical review and outlook. *Journal of Consumer Psychology*, *22*(1), 18-36.
* Traditional and Neurophysiological Methods for Studying Consumer Behavior:
1. Venkatraman, V., Dimoka, A., Pavlou, P. A., Vo, K., Hampton, W., Bollinger, B., ... & Winer, R. S. (2015). Predicting advertising success beyond traditional measures: New insights from neurophysiological methods and market response modeling. *Journal of Marketing Research*, *52*(4), 436-452.
2. Pozharliev, R., Verbeke, W. J., Van Strien, J. W., & Bagozzi, R. P. (2015). Merely being with you increases my attention to luxury products: Using EEG to understand consumers’ emotional experience with luxury branded products. *Journal of Marketing Research*, *52*(4), 546-558.

**Session 2: April 22, 10am-1pm, Prof. De Angelis*** Contextual factors, personality traits, perceptions and emotions shaping sharing behavior
1. Cascio Rizzo, G. L., Berger, J., De Angelis, M., & Pozharliev, R. (2023). How sensory language shapes influencer’s impact. *Journal of Consumer Research*, *50*(4), 810-825.
2. Consiglio, I., De Angelis, M., and Costabile, M. (2018), “The Effect of Social Density on Word of Mouth,” *Journal of Consumer Research*, 45 (3), 511–528.
3. Amatulli, C., De Angelis, M., Pino, Giovanni, and Guido, G. (2020), “An Investigation of Unsustainable Luxury: How Guilt Drives Negative Word-of-Mouth”, *International Journal of Research in Marketing*, 37(4), 821-836.
4. De Angelis, M., Bonezzi, A, Peluso, A.M., Rucker, D.D., and Costabile, M. (2012), “On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission,” *Journal of Marketing Research*, 49 (4), 551-563.

**Session 3: 24 April, 2pm-5pm, Prof. Pozharliev*** Factors Shaping Sustainable Consumer Behavior:
1. White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of marketing*, *83*(3), 22-49.
2. Pozharliev, R., De Angelis, M., Rossi, D., Bagozzi, R., & Amatulli, C. (2023). I might try it: Marketing actions to reduce consumer disgust toward insect-based food. *Journal of Retailing*, *99*(1), 149-167.
* How Scarcity Shapes Consumer Behavior:
1. Hamilton, R. W., Mittal, C., Shah, A., Thompson, D. V., & Griskevicius, V. (2019). How financial constraints influence consumer behavior: An integrative framework. *Journal of Consumer Psychology*, *29*(2), 285-305.
2. Goldsmith, K., Griskevicius, V., & Hamilton, R. (2020). Scarcity and consumer decision making: Is scarcity a mindset, a threat, a reference point, or a journey?. *Journal of the Association for Consumer Research*, *5*(4), 358-364.

**Session 4: April 28, 10am-1pm, Prof. Pozharliev*** Social Media and Consumer Behavior
1. Rizzo, G. C., Ordenes, F. V., Pozharliev, R., De Angelis, M., & Costabile, M. (2024). How high-arousal language shapes micro-versus macro-influencers’ impact. *Journal of Marketing*, *88*(4), 107-128.
2. Zhou, X., Yan, X., & Jiang, Y. (2024). Making sense? The sensory-specific nature of virtual influencer effectiveness. *Journal of Marketing*, *88*(4), 84-106.

**Session 5: April 30, 2pm-5pm, Prof. De Angelis*** Consumers and AI
1. Hermann, Erik, Julian De Freitas, and Stefano Puntoni. "Reducing prejudice with counter‐stereotypical AI." Consumer Psychology Review (2025).
2. Hermann, Erik, and Stefano Puntoni. "Artificial intelligence and consumer behavior: From predictive to generative AI." Journal of Business Research 180 (2024): 114720.
3. De Freitas, J., Uguralp, A., Uguralp, P., and Puntoni S. (2025), “AI Companions Reduce Loneliness”, working paper
4. Valenzuela, Ana, et al. "How artificial intelligence constrains the human experience." Journal of the Association for Consumer Research 9.3 (2024).
5. Baccelloni, A., De Angelis, M., Mazzù, M.F.M, and Ricotta, F. (2025), “When the Fit is Too Tight: Unveiling the Effects of Recommendation Agents’ Specialization on Users’ Choice Outcomes”, working paper.
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| TESTI DI RIFERIMENTO / REFERENCE BOOKS | Scientific papers (see course content) |
| METODOLOGIE DIDATTICHE/ TEACHING METHODS | The students will read papers and other materials before class and discuss/present them in class under the guidance of the instructor |
| MODALITÀ DI VERIFICA E DI ACCERTAMENTO DELL’APPRENDIMENTO/ DETAILED DESCRIPTION OF ASSESSMENT METHOD | * Participation in class discussion (30%)
* Final assignment (70%): Prepare a first draft of your research proposal, including: research problem and research questions, relevant theories and a first version of research design (choice and justification of a quantitative/qualitative research design, potential methods, data availability)

**Evaluation criteria of assignment –** The Academic Grading System valid in US is used for the evaluation of the students: an ‘A’ grade requires deep reflections, critical insights, and effective analysis; a ‘B’ grade requires understanding of course materials, clear and logical thinking. Lower grades mean that students lack these requirements. **Late assignment policy –** Students must appreciate assignment due dates as proper deadlines. Barring serious problems, late assignments will be marked down.**Final Grades Releasing–** Final grades with specific feedback on attendance/participation and performance will be release to each student via email within one month from the due date of the Final Assignment. |