

LMU Munich
Summer 2010
Experiments in Marketing and E-Commerce
Course Syllabus

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Seminar Times: June 16th, 2010; 9:00am - 5:30pm; Ludwigstr. 28 (VG): Room 211b

Readings: Readings (available electronically from the Institute of Electronic Commerce and Digital Markets)

References

- Popkowski Leszczyc, P.; Häubl, G. (2010): To Bundle or Not to Bundle: Determinants of the Profitability of Multi-Item Auctions. *Journal of Marketing*, forthcoming.
- Häubl, G.; Dellaert, B.; Donkers, B. (2010): Tunnel Vision: Local Behavioral Influences on Consumer Decisions in Product Search. *Marketing Science*, forthcoming.
- Murray, K.; Häubl, G. (2007): Explaining Cognitive Lock-In: The Role of Skill-Based Habits of Use in Consumer Choice. *Journal of Consumer Research*, 34, 1, 77-88.

Description

The seminar focuses on experiments in behavioral science as it applies to consumer behavior, marketing, and e-commerce.

The primary topic areas covered are consumer search and choice behavior, the construction of valuations and preferences, consumer behavior in connection with (computer-based) decision assistance, and bidding behavior in auctions.

The seminar will try to impart an appreciation of how experiments can help to capture different facets of consumer behavior. Prior knowledge of quantitative methods and statistics would be helpful, though not a pre-requisite. One of the best ways for doctoral candidates to understand a research area is to critically evaluate examples of research in that area. The approach provides a deeper understanding of specific issues, a better appreciation of the research process, and stronger training in research skills than the textbook approach. The seminar will consist primarily (though not exclusively) of a discussion of key articles on each topic.

Goals

The seminar seeks to:

- 1) Expose students to important problems in marketing and e-commerce.
- 2) Help students understand how various experiments address these problems.
- 3) Familiarize students with findings in the area.

Registration

If you are interested to participate in the seminar, please send an e-mail to pescher@bwl.lmu.de until June 14th 2010.

Schedule

No	Date	Topic	Papers
1	9:00 to 10:30	Consumer Search and Choice	<ul style="list-style-type: none"> ▪ The Ironic Effect of Product-Specific Search Cost on Consumer Choice ▪ Tunnel Vision: Local Behavioral Influences on Consumer Decisions in Product Search ▪ Consumer Product Search with Personalized Recommendations
2	10:45 to 12:15	Goals, Motivation, and Control	<ul style="list-style-type: none"> ▪ When Public Optimism Enhances Performance: Personal Predictions in a Social Context ▪ The Big Cost of Small Problems: Ironic Effects of Product Malfunction Severity on Consumption Experiences ▪ Self-Regulatory Strength and Consumers' Relinquishment of Decision Control: When Less Effortful Decisions Are More Resource Depleting
3	2:00 to 3:45	Construction of Valuations and Preferences	<ul style="list-style-type: none"> ▪ Aspects of Endowment: A Query Theory of Value Construction ▪ Competing Consumers and the Valuation of Products ▪ What to Say When: Influencing Consumer Choice by Delaying the Presentation of Favorable Information ▪ The Signature Effect: How Signing One's Name Influences Consumption-Related Behavior
4	4:00 to 5:30	Bidding Behavior in Auctions	<ul style="list-style-type: none"> ▪ Bidding Frenzy: Speed of Competitor Reaction and Bidders' Product Valuations in Auctions (<i>seminar talk</i>)