

Lee Business School
University of Nevada, Las Vegas
MKT 761 – Seminar in Consumer Research Topics
Fall 2028

Tentative Syllabus, to be Revised

Dr. John A. Schibrowsky

Class time: Thursdays 2:30 pm - 5:30 pm

Course Description

Contemporary topics in consumer research. Conceptualizing, operationalizing, and developing research ideas. Focus on theoretical and methodological approaches to consumer behavior in developing testable hypotheses and theoretical perspectives.

Course Objectives

The purpose of this course is to provide you with a strong foundation for critical thinking and research across a variety of emerging and enduring topics in consumer behavior. Each week, we will focus on a different special topic. The seminar is designed to expose you to a diverse set of theoretical perspectives, substantive domains, and methodological approaches that define the evolving landscape of consumer research.

This seminar complements other required doctoral seminars in marketing. This course emphasizes exploration and synthesis across the spectrum of consumer behavior topics of inquiry and is designed to help students to build depth in selected areas while also cultivating breadth in your understanding of the consumer behavior field.

We will select topics to include based on their recent focus in leading academic journals and conferences. Some topics may be linked to speaker visits and some may be selected based on the interests of the enrolled students. Possible topics include—but are not limited to—Behavioral pricing; Consumer responses to threats and crises; Digital and technological impacts on consumer behavior; Health and medical decision making; Morality; Materialism, Status signaling, and well-being; Self-identify and consumption, and Sustainability. While each topic stands on its own, the cumulative goal is to help you think in an integrative way across research streams and disciplines.

The goals of the seminar are threefold:

1. To foster a critical appreciation of current and classic research across a range of consumer behavior topics.
2. To explore and refine promising research opportunities in these areas.
3. To strengthen your fluency in behavioral research methodology, including study design, construct measurement, and theory development.

Throughout the course, we will read articles not just for their conceptual contributions, but also as exemplars of the research process. You should pay close attention to methodological decisions, theoretical clarity, and the ways in which authors position their contributions within the broader literature. This course is designed to help prepare you for a research career in marketing. Whether or not your primary focus lies in the areas we cover, the course aims to expand your “cultural literacy” in consumer research, sharpen your ability to critically evaluate work outside your comfort zone, and help you identify opportunities to contribute meaningfully to ongoing conversations in the field.

The course will be conducted as a research seminar. You are expected to take an active role in leading and

participating in discussions. Each week we will read a small set of articles—typically a mix of foundational and cutting-edge work—that serve as a launching point for our conversations.

Grading Scale

Percent Grade	Letter Grade
93% and over	A
90%	A-
88%	B+
82%	B
80%	B-
78%	C+
72%	C
Below 72%	F

Grading

1. *Class participation (40%).*

For each class session, we expect you to carefully read and be prepared to discuss *all* the assigned articles. In addition, during most class sessions you will be responsible for preparing a one-page (one-side) handout and providing a brief presentation of one of the assigned papers. Your presentation should take no more than 10 minutes and should focus on:

- (a) summarizing the main ideas conveyed in the paper,
- (b) describing the paper's implications for the substantive domain we are focusing on that week
- (c) suggesting how you would extend the paper's ideas (e.g., new hypotheses), and
- (d) if applicable, how you would improve the theorizing and/or the methodology.

Your class participation grade will be determined by your active role in discussing all of the papers, as well as the quality of your presentations of your assigned papers.

2. *Research ideas (20%)*

For each topic we discuss, everyone should submit one research idea related to that topic. It can be an extension of one of the assigned papers on that topic or a brand-new idea related to that topic. You should submit on Canvas and be ready to provide a 1-minute description of your research idea. You should be prepared in discussion to articulate what would be the contribution of that work, how it would extend prior work, and have some initial thoughts on how you would start to test your ideas.

3. *Major class project (40%).*

The major project in this class is to develop a full-length research proposal and to give an approximately 20-minute presentation of your idea (exact length to be determined later based on enrollment). Your proposal should describe a new research study of any topic related to those we discussed. With permission, you can also propose a new topic not directly related to one we discussed. You may select one of your weekly research ideas, or explore a new area with this proposal. While we expect most students to propose experimental research, you may also propose empirical or theoretic models. You are required to go beyond reviewing the literature by proposing *original* hypotheses and designing research to test these hypotheses. Specifically, you will need to provide an in-depth review of your selected area (beyond the papers discussed), develop constructs and measures, define the analyses, and outline the expected results. Note that if you propose empirical research, you do not need to gather and analyze data. In other words, this proposal should resemble a published paper, with the results section omitted. Although you are not required to conduct any empirical data collection or analyses, you are required to develop a proposal that is detailed enough in terms of hypotheses to be tested, experimental design if you propose experiments, secondary data if proposing an empirical model, or basic tensions if proposing a theory model, method and procedure, so that we can assess the proposal carefully and give you constructive comments. You will present your proposal on the last day of class and your proposal will be

due one week later. Your proposal should be no more than 30 double-spaced pages.

Consumer Behavior Sample Course Outline		
Actual Topics to be determined		
<i>Date</i>	<i>Topic</i>	
August 28	Class 1	Organizational & Introduction to the PhD seminar in Consumer behavior
September 4	Class 2	Digital and technological impacts on consumer behavior
September 11	Class 3	Sustainable and unsustainable consumer behaviors research
September 18	Class 4	Identity and diversity in the marketplace
September 25	Class 5	Research on status signaling and conspicuous consumption
October 2	Class 6	Attention and Perception research
October 9	Class 7	Applications of attention and perception research
October 16	Class 8	Decision Processes I
October 23	Class 9	Decision Processes II
October 30	Class 10:	Persuasion and attitude change research
November 6	Class 11:	Guest speaker – Judgement and choice topics
November 13	Class 12	Interpretive approaches and other topics
November 20	Class 13	Presentation workshop
November 27	Class 14	Thanksgiving
December 4	Class 15	Presentation of Research Proposals
December 11	Class 16	Final research proposals

Sample Course Readings

SEPTEMBER 4: DIGITAL AND TECHNOLOGICAL IMPACTS ON CONSUMER BEHAVIOR

1. Yang, Haiyang. "The genesis effect: digital goods in the metaverse." *Journal of Consumer Research* 51, no. 1 (2024): 129-139.
2. Castelo, Noah, Johannes Boegershausen, Christian Hildebrand, and Alexander P. Henkel. "Understanding and improving consumer reactions to service bots." *Journal of Consumer Research* 50, no. 4 (2023), 848-863.
3. Hofstetter, Reto, Martin P. Fritze, and Cait Lamberton. "Beyond scarcity: A social value-based lens for NFT pricing." *Journal of Consumer Research* 51, no. 1 (2024), 140-150.
4. Melumad, Shiri, and Michel Tuan Pham. "The smartphone as a pacifying technology." *Journal of Consumer Research* 47.2 (2020): 237-255.
5. Park, Eric, Kristen Lane, and Silvia Bellezza, "Guardians of Luxury: How NFTs Safeguard Conspicuous Consumption." 2025, working paper

SEPTEMBER 11: SUSTAINABLE AND UNSUSTAINABLE CONSUMER BEHAVIORS

1. Iman Paul, Smaraki Mohanty, Jeffrey R Parker, "The Impact of Green Energy Production on Healthiness Perceptions and Preferences," *Journal of Consumer Research*, 2025
2. Ali Tezer, H Onur Bodur, "The Green Consumption Effect: How Using Green Products Improves Consumption Experience," *Journal of Consumer Research*, Volume 47, Issue 1, June 2020, 25–39
3. Yunhui Huang, Ke Zhang, Xiaoyan Deng, Qiang Zhang, "Fast Fashion Consumption Signals Low Self-Control," *Journal of Consumer Research*, 2025
4. Fanny Reniou, Elisa Robert-Monnot, Cristel Antonia Russell, "How to Sustain Sustainable Practices? The Journey Toward Zero Waste Lifestyle," *Journal of Consumer Research*, 2025

5. Mende, Martin, Abhishek Borah, Maura L. Scott, Lisa E. Bolton, Leonard Lee (2024) “People, Peace,
6. Prosperity, and the Planet: A Journey toward Sustainable Development in Consumer Research,” *Journal of Consumer Research*

SEPTEMBER 18: IDENTITY AND DIVERSITY IN THE MARKETPLACE

1. Hoff, Maren and Silvia Bellezza, “The Uneven Fluidity of Gender-Fluid Trends.” 2025 Working paper
2. Yin, Yunlu, Ruouo Li, and Yi Su. “The Effect of Gender-Neutral Marketing on Consumer Attribute Preference.” *Journal of Marketing Research* (2025)
3. Uduehi, E., Saint Clair, J. K., & Crabbe, R. (2024). “Intersectionality in Marketing: A Paradigm for Understanding Understudied Consumers.” *Journal of Marketing*
4. Lin, Jason, Nicole Kim, Esther Uduehi, and Anat Keinan (2024), “Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation.” *Journal of Consumer Research*, 51(3), October, 571–594
5. Uduehi, E., & Barnes, A. J. (2024). “The Minority Ownership Awareness Effect: When Promoting Minority Ownership Increases Brand Evaluations.” *Journal of Marketing*, 89(3), 60-77.

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