Georg-August-Universität Göttingen Universität **Modul 05.2019.135** ***English title: PHD course: Advanced Theories of Consumer Research"***	3 Credits

Learning goals:

Students are provided an overview on theory grounded consumer behavioral research. The course teaches an understanding of research questions embedded in theoretical frameworks and covers new development in the consumer behavior domain in the agricultural and food economics sector. After completion, students are capable to develop hypotheses based on advanced theories of consumer research and elaborate complex structural analysis to pursue their own research ideas.

Course Outline

1. *Approaches to consumer research*
    a. *Economics*
    b. *Psychology*
    c. *Sociology*
2. *Understanding theories in consumer behavior*
    a. *Usefulness*
    b. *Theory Development*
    c. *Discussing Examples: TRA, TPB, TAM,TTM, VBN, …*
        i. *Evaluation*
        ii. *Validity*
3. *Theory testing with structural equation modelling (PLS-SEM)*
    a. *Hypothesis development*
    b. *Structural Equation Modelling*
    c. *Basics of Partial Least Square Modelling*
    d. *Application*
4. *Theory building: exploring latent structures with latent class analysis (LCA)*
    a. *Latent class in cluster analysis*
    b. *Latent class methods*
    c. *Application*
5. *How to influence consumer behavior*
    a. *Nudging*
    b. *Boosting and Participation*

Teaching Methods

Lectures, PC-demonstrations, hands-on-exercises, presentations

Grading

Presentation (40%), Exercises (20%), Participation (40%)

Completed or not completed

Requirements

Basic knowledge of empirical research and statistics

Language:	**Staff:**
English	Dr. Dominic Lemken Dr. Antje Risius Prof. Dr. Achim Spiller

Organization The course takes one week. Advance sign-up is required. Typically it is held at University of Göttingen	**Software** (Software package for Latent class analysis and structural equation modelling are communicated before the course)
Maximum Participants: 18	

Recommended Literature:

Approaches to consumer research:

- Keller et al. 2016

Understanding theories in consumer behavior

- Bray 2008

Theory testing with structural equation modelling (PLS-SEM)

- Sarstedt et al. 2017

Theory building: exploring latent structures with latent class analysis (LCA)

- *Bacher et al. 2011 (in German)*

How to influence consumer behavior

- Mont et al. 2014
- *Langen et al. 2017 (in German)*

References

Bacher, Johann; Pöge, Andreas; Wenzig, Knut (2011): Clusteranalyse. Anwendungsorientierte Einführung in Klassifikationsverfahren: Oldenbourg Verlag.

Bray, Jeffery P. (2008): Consumer behaviour theory. Approaches and models. Bournemouth University.

Keller, Margit; Halkier, Bente; Wilska, Terhi-Anna (2016): Policy and Governance for Sustainable Consumption at the Crossroads of Theories and Concepts. In: *Environmental Policy and Governance* 26 (2), S. 75–88. DOI: 10.1002/eet.1702.

Mont, Oksana; Lehner, Matthias; Heiskanen, Eva (2014): Nudging. A tool for sustainable behaviour? Report 6643. Hg. v. Swedish Environmental Protection Agency.

Sarstedt, Marko; Ringle, Christian M.; Hair, Joseph F. (2017): Partial least squares structural equation modeling. In: Handbook of market research: Springer, S. 1–40.

Langen, N., Dubral, R., Ohlhausen, P., Bauske, E., Speck, M., Rohn, H., Teitscheid, P., 2017. Review von Interventionsstudien aus den Bereichen Nudging, Information und Partizipation und deren methodischer Fundierung sowie Ableitung von Stellschrauben zur Steigerung nachhaltigen Essverhaltens.