

Prüfungsliteratur Modul N, FS2018

Prüfungsrelevant sind der Stoff der Vorlesung und des Vertiefungsseminars N2, sowie die nachfolgend angegebene Literatur.

Allgemeine Literatur:

- Felsler, G. (2015). *Werbe- und Konsumentenpsychologie* (4., erweiterte und vollständig überarbeitete Aufl.). Berlin: Springer.
 - Nur Kapitel 1.3 & 1.5; 2.6 & 2.7; 3.2. & 3.3.; 4; 5; 6; 7; 8.1 & 8.3; 9; 10; 11; 12.4.; 13; 14; 15; 16.2.2. & 16.3.4. & 16.3.5.; 17.1 – 17.6 & 17.8; 18; 19.2; 21.1 & 21.3.; 22

Vertiefende Literatur:

- Chernev, A., & Blair, S. (2015). Doing Well by Doing Good: The Benevolent Halo of Corporate Social Responsibility. *Journal of Consumer Research*, 41(6), 1412-1425.
- Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of consumer Research*, 35(3), 472-482.
- Han, Y. J., Nunes, J. C., & Dreze, X. (2010), "Signaling Status with Luxury Goods: The Role of Brand Prominence," *Journal of Marketing*, 74 (July), 15-30.2010-13693-0210.1509/jmkg.74.4.15. <http://dx.doi.org/10.1509/jmkg.74.4.15> .
- Krishnan, H. S., & Chakravarti, D. (2003). A process analysis of the effects of humorous advertising executions on brand claims memory. *Journal of consumer psychology*, 13(3), 230-245.
- Lee, L., Frederick, S., & Ariely, D. (2006). Try It, You'll Like It: The Influence of Expectation, Consumption, and Revelation on Preferences for Beer. *Psychological Science*, 17(12), 1054-1058. doi:10.1111/j.1467-9280.2006.01829.x
- North, A. C., Hargreaves, D. J., & Mc Kendrick, J. (1999). The influence of in-store music on wine selection. *Journal of Applied Psychology*, 2, 271-276.
- Schwarz, N. (1999). How the questions shape the answers. *American Psychologist*, 54, 93-105.
- Sivanathan, N., & Pettit, N. C. (2010). Protecting the self through consumption: Status goods as affirmational commodities. *Journal of Experimental Social Psychology*, 46, 564-570.
- Valenzuela, A. & Raghurir, P. (2009). Position-based beliefs: The center-stage effect. *Journal of Consumer Psychology*, 19 (2), 185–196.
- Wänke, M. & Reutner, L. (2010). Pragmatic persuasion: How communicative processes make information appear persuasive. In J. P. Forgas, J. Cooper & W. D. Crano (Eds.). *The Psychology of Attitudes & Attitude Change*. (pp. 183-197), Hove.
- Wansink, B. (1996). Can package size accelerate usage volume? *Journal of Marketing*, 60, 1-14.
- Zhang, Y. C., & Schwarz, N. (2012). How and why 1 year differs from 365 days: A conversational logic analysis of inferences from the granularity of quantitative expressions. *Journal of Consumer Research*, 39(2), 248-259. doi:10.1086/662612