

## **Hot and Cold Processes in Consumer Decision Making**

In consumer research, a long tradition of research has focused on cognitive processes that drive consumer decisions and behavior. However, in recent years a second line of research has studied affective states, motivations, emotions, and embodied mechanisms as important variables that influence consumer decisions and behavior. The goal of the course is to illustrate examples for “cold” cognitive processes and how they depend on “hot” bodily states.

We start with a broad introduction into the field of consumer research. Then, we discuss research that is based on the idea that preferences and cognitive judgments drive consumer behavior and compare this research with extended views on motivation and information processing. In particular, we put forward that not only attributes of a chosen product are responsible for the evaluation of the product, but also the strategy how the product was chosen. Furthermore, we will demonstrate that cognitive feelings affect judgments even when decisions are made deliberately. We will then go on to discuss whether the consideration of cognitive feelings is still a reduced view of how hot states can affect behavior. We will discuss how visceral states and basic motives can shape complex processes like activation of genes, physiological functioning, neuroendocrine regulation, feelings, attributions, direction of attention, mindsets, strategic orientations, and behavior. We will then consider a view of embodied cognition in which bodily processes and cognitions are connected.

The concept of the course is based on the comparison of traditional views with more recent views on consumer behavior and the identification of the many parallels, but also the strengths and weaknesses of the different approaches.

Furthermore, a key element of the course is the discussion of the link between theory and practical implication in marketing. In particular, we apply examples of brand management and marketing communication strategies to illustrate the practical relevance or pitfalls of the discussed theories. We also discuss how consumer research is related to “neuromarketing” in practice.

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Janiszewski, C., Kuo, A., & Tavassoli, N. T. (2013). The influence of selective attention and inattention to products on subsequent choice. *Journal of Consumer Research*, *39*, 1258–1274.

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