

Consumer behavior

Summer term 2025

Institute:	Institute for Marketing
Lecturer:	Prof. Dr. Dr. h.c. Marko Sarstedt Email: sarstedt@lmu.de
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Weekly Hours:	2 (2 seminar & 2 advanced seminar)
Credits:	6 ECTS (Master)
Examination:	Seminar paper and presentation
Prerequisites:	No specific requirements for attending the course. Student must apply for a place via an online form that will be provided on the course website.
Course Material:	Course materials can be found on LSF and Moodle

Course Description & Main Objectives

Discussions on false-positive findings and replicability have transformed the psychological sciences (e.g., Miller and Ulrich 2022; Open Science Collaboration 2015) and are also highly relevant for consumer research, as the field is embedded in a similar academic system and often refers to psychological concepts and theories. Hence, calling seminal psychological findings into question also affects consumer research (e.g., Maier et al., 2022).

In the seminar, students will engage in this highly relevant research field and work in groups on a replication study in a predefined topic area (tba). Specifically, students will learn how to conduct a replication study that includes reviewing and assessing prior literature, setting up and conducting the experiment as well as analyzing and discussing its results.

To equip students with the theoretical knowledge to conduct the study, input sessions will provide basics in empirical research and reproducibility.

The course language is English.

References and recommended reading

Brandt, M. J., Ijzerman, H., Dijksterhuis, A., Farach, F. J., Geller, J., Giner-Sorolla, R., Grange, J. A., Perugini, M., Spies, J. R., & van't Veer, A. E. (2014). The replication recipe:

What makes for a convincing replication? *Journal of Experimental Social Psychology*, 50, 217–224. <https://doi.org/10.1016/j.jesp.2013.10.005>

Maier, M., Bartoš, F., Stanley, T. D., Shanks, D. R., Harris, A. J. L., & Wagenmakers, E.-J. (2022). No evidence for nudging after adjusting for publication bias. *Proceedings of the National Academy of Sciences*, 119(31), Article e2200300119. <https://doi.org/10.1073/pnas.2200300119>

Miller, J., & Ulrich, R. (2022). Optimizing research output: How can psychological research methods be improved? *Annual Review of Psychology*, 73, 691–718. <https://doi.org/10.1146/annurev-psych-020821-094927>

Open Science Collaboration (2015). Estimating the reproducibility of psychological science. *Science*, 349(6251), Article aac4716. <https://doi.org/10.1126/science.aac4716>
