



AESTHETICS & HEDONICS IN CONSUMER BEHAVIOR (MKTG 696A)

How Art, Design, and Luxury Shape Consumer Desire

Brief Course Description

Advanced seminar on aesthetics in consumer behavior, integrating classic and contemporary consumer research to build strong theory, sharpen methodological design, and develop publishable research ideas.

Expected learning

Upon successful course completion, you will be able to:

Explore foundational and cutting-edge scholarship in consumer aesthetics

Understand core theories and methods behind aesthetics in consumption, including psychological, physiological, and behavioral mechanisms

Build advanced insight into how consumers form judgments and make decisions in aesthetic contexts

Critically discuss, interpret, and synthesize research findings across classic and contemporary papers

Assess the theoretical contribution and methodological rigor of academic consumer aesthetics research

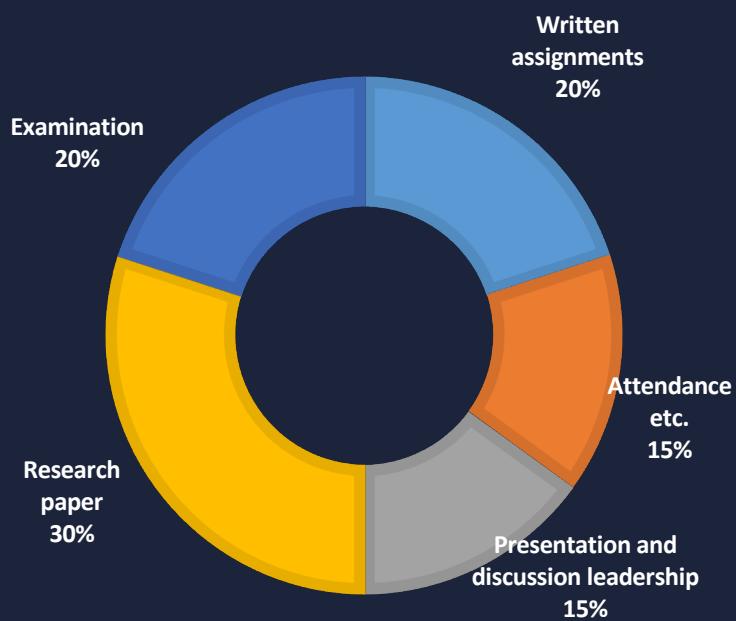
Develop and refine your own research proposal by identifying questions, crafting propositions, and designing studies tied to course themes

Course objectives:

This seminar introduces students to classic and contemporary research on aesthetics in consumer behavior, including hedonic and luxury consumption and the roles of art and design in marketplace experiences.

It emphasizes the psychological, physiological, and behavioral mechanisms behind aesthetic responses and trains students to identify research questions, develop propositions, and design rigorous empirical studies.

- Written assignments
- Attendance etc.
- Presentation and discussion leadership
- Research paper
- Examination



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