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| **CURSO:** | **Mestrado em Administração** |
| **DISCIPLINA:** | Comportamento do Consumidor e Pesquisa de Mercado |
| **CARGA HORÁRIA:** | 30 horas |
| **DOCENTE:** |  |
| **EMENTA:** | |
| Comportamento do consumidor: histórico, correntes e tendências. Métodos e técnicas para a pesquisa do consumidor. Aspectos culturais, sociais, experienciais e simbólicos do comportamento de consumo. Heurísticas e Viéses. Influências não conscientes na decisão do consumidor. Modelos explicativos e matemáticos do processo de compra. | |
| **BIBLIOGRAFIA:** | |
| **Bibliografia Básica:**   1. DONTHU, N., KUMAR, S., & PATTNAIK, D. The Journal of Consumer Marketing at age 35: A retrospective overview. **Journal of Consumer Marketing***, 38*, 178-190, 2021. 2. EAST, R., WRIGHT, M., VANHUELE, M., & SINGH, J. **Consumer behaviour: Applications in marketing***.* Sage Publications, 2017. 3. ENGEL, J. F., BLACKWELL, R. D., & MINIARD, P. W. **Comportamento do consumidor***.* Cengage, 2005. 4. MURPHY, W. W. **Consumer culture and society***.* Sage Publications, 2017. 5. SOLOMON, M. R. **Consumer Behavior: Buying, Having, and Being**. (3ª ed.)Pearson, 2019.   **Bibliografia Complementar:**   1. ARNOULD, E. J., & THOMPSON, C. J. Consumer culture theory (CCT): Twenty years of research. **Journal of Consumer Research***,* 31, 2005. 2. ADERALDO, C. V. L., AQUINO, C. A. B., & SEVERIANO, M. F. V. Aceleração, tempo social e cultura do consumo: Notas sobre as (im)possibilidades no campo das experiências humanas. **Cadernos EBAPE.BR***,* 18(2), 2020. 3. BORGES, J. V., CAMPOS, A. C., REZENDE, D. C., & ANTONIALLI, L. M. You’ve got a match! The characteristics of user profiles on dating applications. **Revista Alcance**, 29(1), 70-85, 2022. 4. CAMPOS, A. C., REZENDE, D. C., BACELAR, A. S., & CAPELLE, M. C. A. Consumo de iPhone e identidade de classe: Um estudo com indivíduos de baixa renda. **Marketing & Tourism Review**, 6(1), 1-32, 2021. 5. CAMPOS, A. C., CAMPOS, R. C. L., MACIEL, G. N., & REZENDE, D. C. "This is music!”: Cultural elitism in Brazil. **Revista Pensamento Contemporâneo em Administração***,* 15(3), 33-49, 2021. 6. CARRINGTON, M., CHATZIDAKIS, A., & GOWOREK, H. Consumption ethics: A review and analysis of future directions for interdisciplinary research. **Journal of Business Research**, 2021. 7. Fernandes, R. D., & Isabella, G. Investigando as estratégias de respostas quanto ao boca a boca negativo on-line. **RAE-Revista de Administração de Empresas**, 60(1), 33-46, 2020. 8. GARCÍA-DE-FRUTOS, N., ORTEGA-EGEA, J. M. L., & MARTÍNEZ-DEL-RÍO, J. Anti-consumption for environmental sustainability: Conceptualization, review, and multilevel research directions. **Journal of Business Ethics,** 148(2), 2018. 9. HARRIS, J. M., CIORCIARI, J., & GOUNTAS, J. Consumer neuroscience for marketing researchers. **Journal of Consumer Behaviour**, 17(3), 2018. 10. HIRSCHMAN, E. C., & HOLBROOK, M. B. Hedonic consumption: Emerging concepts, methods, and propositions. **Journal of Marketing**, 46, 1982. 11. MCCORMICK, K. Celebrity endorsements: Influence of a product-endorser match on Millennials' attitudes and purchase intentions. **Journal of Retailing and Consumer Services**, 32, 39-45, 2016. 12. MOTHERSBAUGH, D. L., & HAWKINS, D. I. **Consumer behavior: Building marketing strategy** (30ª ed.). McGraw-Hill Education, 2016. 13. PORTO, R. B. Consumer-based brand equity: Benchmarking the perceived performance of brands. **Revista Brasileira de Marketing**, 18(4), 51-74, 2019. 14. PUNTONi, S., RECZEK, R. W., HIESLER, M., & BOTTI, S. Consumers and artificial intelligence: An experiential perspective. **Journal of Marketing**, 1-21, 2021. 15. SHARMA, V. M., & KLEIN, A. Consumer perceived value, involvement, trust, susceptibility to interpersonal influence, and intention to participate in online group buying. **Journal of Retailing and Consumer Services**, 52, 1-11, 2020. 16. WONGKITRUNGRUENG, A., DEHOUCHE, N., & ASSARUT, N. Live streaming commerce from the sellers’ perspective: Implications for online relationship marketing. **Journal of Marketing Management**, 36(5-6), 488-518, 2020. 17. LIM, W., KUMAR, S., PANDEY, N., VERMA, D., & KUMAR, D. Evolution and trends in consumer behaviour: *Insights from* **Journal of Consumer Behaviour**, 2022. 18. SHAW, N. A study of the factors influencing consumer behaviour. **Global Research Journal of Social Sciences and Management**, 2024. 19. THEODORAKOPOULOS, L., & THEODOROPOULOU, A. Leveraging big data analytics for understanding consumer behavior in digital marketing: A systematic review. **Human Behavior and Emerging Technologies**, 2024. | |