

PLANO DE ENSINO

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. DONTU, 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: 6. ARNOULD, E. J., & THOMPSON, C. J. Consumer culture theory (CCT): Twenty years of research. Journal of Consumer Research, 31, 2005. 7. 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. 8. 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. 9. 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.

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