

**PLANO DE ENSINO**

<b>CARGA HORÁRIA</b>	<b>CRÉDITOS</b>	<b>CÓDIGO</b>	<b>SEM./ANO</b>
60 H/A	04	DAD4105	1/2021

**DISCIPLINA:** Comportamento do Consumidor

**Linha de Pesquisa:** Marketing e Cadeias Produtivas

**PROFESSOR:** Juliano Domingues da Silva

**EMENTA:**

Estudo do comportamento do consumidor organizacional e/ou individual; das influências culturais, subculturais, individuais, familiares e de grupos; do processo de decisão de compra (reconhecimento do problema, compra, uso e descarte); das emoções (positivas e negativas); dos processos que guiam o comportamento individual (memória, aprendizagem, percepção, atitude).

**CONTEÚDO PROGRAMÁTICO:**

**1. Comportamento do consumidor**

1.1 Comprar, ter e ser

**2 Consumidor como indivíduo**

2.1 Percepção

2.2 Memória

2.3 Motivação e valores

2.4 Self

2.5 Personalidade

**3 Consumidor como tomador de decisão**

3.1 Atitudes e persuasão

3.2 Tomada de decisão

3.3 Comprar e descartar

3.4 Tomada de decisão individual e organizacional

**4 Consumidor e subculturas**

4.1 Grupos e mídias sociais

4.2 Classe social e estilo de vida

4.3 Subculturas

4.4 Culturas

**CRITÉRIO DE AVALIAÇÃO:**

Componente do curso	Peso
- Seminários/Participação em classe	30%
- Análise de artigos	30%
- <i>Short paper</i>	40%

**BIBLIOGRAFIA**

- Boeuf, B. (2020). Boys do not cry: the negative effects of brand masculinity on brand emotions. *Marketing Letters*, 31(2), 247-264.
- Dash, G., Kiefer, K., & Paul, J. (2020). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122, 608-620.
- Feinberg, F., Bruch, E., Braun, M., Falk, B. H., Fefferman, N., Feit, E. M., ... & Small, M. L. (2020). Choices in networks: a research framework. *Marketing Letters*, 31(4), 349-359.
- Garcia-Rada, X., Anik, L., & Ariely, D. (2019). Consuming together (versus separately) makes the heart grow fonder. *Marketing Letters*, 30(1), 27-43.
- Husemann, K. C., & Eckhardt, G. M. (2019). Consumer deceleration. *Journal of Consumer Research*, 45(6), 1142-1163.
- Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology*, 22(3), 332-351.
- Landis, B., & Gladstone, J. J. (2017). Personality, income, and compensatory consumption: Low-income extraverts spend more on status. *Psychological Science*, 28(10), 1518-1520.
- Lee, C. K., & Beatty, S. E. (2002). Family structure and influence in family decision making. *Journal of Consumer Marketing*, 19(1), 24-41
- Malter, M. S., Holbrook, M. B., Kahn, B. E., Parker, J. R., & Lehmann, D. R. (2020). The past, present, and future of consumer research. *Marketing Letters*, 31(2), 137-149.
- May, F., & Irmak, C. (2014). Licensing indulgence in the present by distorting memories of past behavior. *Journal of Consumer Research*, 41(3), 624-641.
- Minton, E. A., & Cabano, F. G. (2020). Religiosity's influence on stability-seeking consumption during times of great uncertainty: the case of the coronavirus pandemic. *Marketing Letters*, 1-14.
- Roe, D., & Bruwer, J. (2017). Self-concept, product involvement and consumption occasions. *British Food Journal*, 119(6), 1362-1377.
- Shavitt, S., Jiang, D., & Cho, H. (2016). Stratification and segmentation: Social class in consumer behavior. *Journal of Consumer Psychology*, 26(4), 583-593.
- Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die?. *Journal of Business Research*, 117, 280-283.
- Solomon, M. R. (2013). *Consumer Behavior: Buying, Having, and Being*. 10<sup>th</sup> ed. Pearson.
- Suarez, M., Dias Campos, R., Moreira Casotti, L., & Velloso, L. (2016). So hard to say goodbye? An investigation into the symbolic aspects of unintended disposition practices. *Journal of Consumer Behaviour*, 15(5), 420-429.
- Terblanche, N. S. (2018). Revisiting the supermarket in-store customer shopping experience. *Journal of Retailing and Consumer Services*, 40, 48-59.
- Weaver, K., Hock, S. J., & Garcia, S. M. (2016). "Top 10" reasons: When adding persuasive arguments reduces persuasion. *Marketing Letters*, 27(1), 27-38.
- Zervas, G., Proserpio, D., & Byers, J. W. (2021). A first look at online reputation on Airbnb, where every stay is above average. *Marketing Letters*, 32(1), 1-16.