

CONSUMER BEHAVIOR: SCIENCE AND PRACTICE

Course Load: 80 hours

Course Description:

Cognitive biases. Influence by peers. Commercials. Government. Customer and consumer behavior. Consumers' decisions. Cognitive and emotional decision-making. High-involvement and low-involvement decision-making. Compensatory and no compensatory decision-making. Psychology, social psychology, academic marketing, and behavioral economics.

Objective:

You will:

- Learn key theories and research from the behavioral sciences that help us understand consumer behavior;
- Develop an understanding of consumer's value and limitations and apply these concepts and theories in developing and evaluating marketing strategies;
- Develop your skills in managing and implementing a multi-step group project and practice oral and written communication skills;
- Analyze a case study to identify how the featured organization used insights about the consumer decision-making process to design a marketing campaign for a new product;
- Examine how social media, co-creation and customer involvement, and "conscience" marketing are reshaping consumers' decision-making process, and analyze these developments' implications for marketers.
- be able to conduct marketing research, which will include developing research designs in order to build and analyze an experiments.
- be able to communicate market research results effectively.

Program Content:

This course is divided in three main groups of contents:

- 1) Consumer Focused Strategy
Consumer Evaluation and Choice
Consumer Segmentation and Positioning
High-involvement versus low-involvement
Overview of Consumer Decision Making
Risk and Consumer Decision Making
The importance of studying consumer behavior
- 2) How consumer Process Information
Affect and Motivation
Automatic Information Processing
Learning and Memory
Perception and Attention
Personality and Self-Concept
Persuasion Through Social Influence
Persuasion: Attitude and Judgment
- 3) Contemporary Strategies for Marketers
Co-creation involvement
Cultural Differences
On Line Consumer Behavior
Social Media
Word of Mouth Strategy
- 4) Marketing Research Techniques
One on one Interview and Projective Techniques
Quasi-Experimental and Field Experiment Design

Basic Bibliography:

Books:

MALHOTRA, N. K., **Marketing Research: An Applied Orientation**, 6ª ed., Pearson, 2010
SOLOMON, M. R.; BAMOSSY, G.J.; ASKEGAARD S. , **Consumer Behavior: A European Perspective**, 1ª ed., Prentice-Hall, 2009
BLACKWELL, D. R.; MINIARD, P. W.; ENGEL, J. F. , **Consumer Behavior**, 10ª ed., Thomson/South-Western, 2006

Article:

PUCCINELLI, N. M. et al.. Customer experience management in retailing: understanding the buying process. **Journal of retailing**. , v. 85 , n. 1 , p. 15-30 , 2009. ; Available at: <https://www.sciencedirect.com/science/article/pii/S0022435908000869?via%3Dihub>. Access in: 23 may 2019.

Complementary Bibliography:

Books:

ARIELY, D.; SIMON J. , **The Upside of Irrationality: The Unexpected Benefits of Defying Logic at Work and at Home**, 1ª ed., Harper, 2011
KENRICK, D. T.; NEUBERG, S. L.; CIALDINI, R. B, **Social Psychology: Goals In Interactions ALC and REVEL Social Psychology Package**, 6ª ed., Pearson Education , 2014
FEINBERG F. T; KINNEAR T. ; TAYLOR J. ,, **Modern Marketing Research: Concepts, Methods and Cases**, 2ª ed., South-Western College Pub, 2012
HOYER, W. D.; MACINNIS, D. J.; PIETERS, R., **Consumer Behavior**, 6ª ed., Cengage Learning, 2013
KARDES, F.; CLINE T.; CRONEY M. L., **Consumer Behavior Science and Practice.**, 1ª ed., Cengage Learning, 2011

Articles:

REYNOLDS, T. J.; GUTMAN, J.. Laddering theory, method, analysis, and interpretation. **Journal of advertising research**. , v. 28 , n. 1 , p. 11-31 , 1988. ; Available at: <http://eds.b.ebscohost.com/eds/pdfviewer/pdfviewer?vid=3&sid=1e22c265-76cf-4828-83ca-274a04b39c47%40sessionmgr102>. Access in: 23 may 2019.
DIBB, S.; SIMKIN, L.. Targeting, segments and positioning. **International journal of Retail and distribution management**. , v. 19 , n. 3 , p. 4-10 , 1991. ; Available at: <https://www.emeraldinsight.com/doi/pdfplus/10.1108/09590559110143800>. Access in: 23 may 2019.