**Department: : Marketing (MCD)**

**Course : PhD Program**

**Subject : Shopper Behaviour**

**Lecturer : Juracy Parente 1st semester /2017**

**Syllabus**

**A disciplina será conduzida em português.**

**(Course will be conducted in Portuguese)**

Course and Learning Objectives

1. To visit the major conceptual and theoretical framework related to the understanding of how and why shoppers respond to different stimulus offered by the retailers.
2. To understand major theoretical perspectives about retailing and shopper behavior
3. To help students understand the major objectives of knowledge and how theory building occurs
4. To show how good articles are crafted and how they demonstrate their contribution to knowledge
5. **Learning objectives**: We expect that the students will finish the course with:

* A deeper theoretical perspective about shopper behavior and retailing
* A better and more fluent understanding about some essential ingredients for crafting a good paper, such as:
  + How the article reinforces the importance of the paper topic.
  + How the relevant literature is reviewed
  + How gaps in existing knowledge are identified
  + How objetives are clearly stated
  + How analysis is connected to the paper objectives and paper contributions
  + How contributions are presented and highlighted

Topics

1. Theory building and contributions to knowledge
2. Shopper Experience and Behavior and new trends in technology
3. The new omnichannel shopper journey
4. Shopper Responses to price and promotions
5. Shopper Response to product mix and services.
6. Shopper response to multichannel and omnichannel.
7. Shopper response to store atmospherics, and online presentation.
8. Impact of economic, demographic and socio-cultural factors.
9. New trends in shopper behavior.

Methodology

The course will adopt a range of methodologies, mostly based on active student participation. An extensive reading material will be required for each class, mostly based on retailing and shopper behavior (in journals such as Journal of Retailing, Journal of Retailing and Consumer Services, Journal of Marketing Research, and Journal of Consumer Research.). Students will present in class their critical and insightful comments about the way the article was crafted and about the article contribution to knowledge.

The learning process will take place through the following activities:

1 – Previous students review of reading assignments

2- Students presentation and class assignments

3- Research Report - to be defined with the professor

In this context, the professor role is to be an inductor and facilitator of the learning process, by: coordinating class discussion, highlighting the process of knowledge building adopted in the various papers analyzed during the course, correcting and commenting on the student’s work and exercises, and evaluating the student’s progress. The Professor will be totally available to provide guidance, counseling to help students achieve the course learning. This service will occur during class and extra class, or by e-mail or skype.

The course requires intense extra class preparation, and class participation is crucial. The student is expected to come thoroughly prepared to discuss the reading assignments and offer his/her contributions to enrich the collective learning process of the group.

The Weekly reviews can be written in **Portuguese or in English**, and should be: three pages long, 1½ single-spaced, Times New Roman 12. The evaluation of the reviews should follow the guidelines offered by the professor and will consider the text quality, clarity and objectivity with which ideas are presented and the critical perceptions of the analyzed texts. Reviews must be handed in printed format in class, and also sent to the professor by email. They will be available in the course e-class files.

Assessment Criteria

Students will be assessed using the criteria displayed in the following table.

|  |  |
| --- | --- |
| Activity | Weight |
| Weekly reports on reading assignments | 40% |
| Presentations in class and participation in class | 30% |
| Final essay | 30% |

Topics and Readings

CLASS 1 – INTRODUCTION TO THE COURSE – THEORY BUILDING AND CONTRIBUTIONS TO KNOWLEDGE

1. John Summers, Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization through the Review Process, Journal of the Academy of Marketing Science, Fall 2001 29: 405-415.
2. James R. Brown e Rajiv P. Dant, On what makes a significant contribution to the retailing literature , [Journal of Retailing](http://www.sciencedirect.com/science/journal/00224359) – [Vol.84, Issue 2](http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=%23TOC%236568%232008%23999159997%23692670%23FLA%23&_cdi=6568&_pubType=J&view=c&_auth=y&_acct=C000050221&_version=1&_urlVersion=0&_userid=10&md5=406f4d4848363dee234af572b9dc00ee), June 2008, Pages 131-135
3. Brown, J. R., & Dant, R. P. (2009). The theoretical domains of retailing research: A retrospective. *Journal of Retailing*, *85*(2), 113-128.
4. Brown, J. R., & Dant, R. P. (2008). Scientific method and retailing research: A retrospective. *Journal of Retailing*, *84*(1), 1-13.

CLASS 2 – SHOPPER BEHAVIOR, EXPERIENCE AND LOYALTY

1. Dhruv Grewal, Anne L. Roggeveen, Jens Nordfält, The Future of Retailing. Journal of Retailing 93 (1, 2017) 1–6.
2. J. Jeffrey Inman, Hristina Nikolova, Shopper-Facing Retail Technology: A Retailer Adoption Decision Framework Incorporating Shopper Attitudes and Privacy Concerns. Journal of Retailing 93 (1, 2017) 7–28.
3. Eva Anderl, Jan Hendrik Schumann, Werner Kunz, Helping Firms Reduce Complexity in Multichannel Online Data. Journal of Retailing 92 (2, 2016) 185–203.
4. Venkatesh Shankar, J. Jeffrey Inman, Murali Mantrala, Eileen Kelley, Ross Rizley, *Innovations in Shopper Marketing: Current Insights and Future Research Issues.* Journal of Retailing 87S (1, 2011) S29–S42,
5. Kumar, V., Ilaria Dalla Pozza and Jaishankar Ganesh, Revisiting the Satisfaction–Loyalty Relationship: Empirical Generalizations and Directions for Future Research. Journal of Retailing 89 (3, 2013) 246–262.
6. Peter C. Verhoef, Katherine N. Lemon, A. Parasuraman, Anne Roggeveen, Michael Tsiros e Leonard A. Schlesinger, Customer Experience Creation: Determinants, Dynamics and Management Strategies. [Journal of Retailing](http://www.sciencedirect.com/science/journal/00224359) – [Vol. 85, Issue 1](http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=%23TOC%236568%232009%23999149998%23981065%23FLA%23&_cdi=6568&_pubType=J&view=c&_auth=y&_acct=C000050221&_version=1&_urlVersion=0&_userid=10&md5=ca8c3b50e7c58b03ba2cc6720fe89670), March 2009, pp 31-41.
7. Hui, Sam K.. Yanliu Huang, Jacob Suher and J. Jeffrey Inman, Deconstructing the “First Moment of Truth”: Understanding Unplanned Consideration and Purchase Conversion Using In-Store Video Tracking, *Journal of Marketing Research,* Vol. L (August 2013), 445–462
8. Wang, Rebecca Jen-Hui, Edward C. Malthouse and Lakshman Krishnamurthi, How Mobile Shopping Affects Customer Purchase Behavior. Journal of Retailing 91 (2, 2015) 217–234

CLASS 3 – PRICES AND PROMOTIONS IMPACT ON SHOPPER

1. V. Kumar, Ankit Anand, Hyunseok Song, Future of Retailer Profitability: An Organizing Framework. Journal of Retailing 93 (1, 2017) 96–119.
2. Jun Yao, Harmen Oppewal, “Unit Pricing Increases Price Sensitivity Even When Products are of Identical Size”, Journal of Retailing 92 (1, 2016) 109–121
3. James Carver, James R., Daniel T. Padgett, “Product Category Pricing and Future Price Attractiveness: 99-Ending Pricing in a Memory-Based Context”. Journal of Retailing 88, 4, 2012, 497–511.
4. Onur Bodura, Noreen M. Klein, and Neeraj Arora, “Online Price Search: Impact of Price Comparison Sites on Offline Price Evaluations”. Journal of Retailing 91 (1, 2015) 125–139.
5. Jeffrey Meyer, Venkatesh Shankar, *“Pricing Strategies for Hybrid Bundles: Analytical Model and Insights”* ∗ Journal of Retailing 92 (2, 2016) 133–146.
6. E. Delgado-Ballester, E., M. Hernandez-Espallardo, and A. Rodriguez-Orejuela, (2014). Store image influences in consumers’ perceptions of store brands: the moderating role of value consciousness. *European Journal of Marketing*, *48*(9/10), 1850-1869.
7. Kailawdi Kusum, J.P. Beauchamp, Naveen Donthu, Dinesh K. Gauri, and Venkatesh Shankar, Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research. [Journal of Retailing](http://www.sciencedirect.com/science/journal/00224359) – [Vol. 85, Issue 1](http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=%23TOC%236568%232009%23999149998%23981065%23FLA%23&_cdi=6568&_pubType=J&view=c&_auth=y&_acct=C000050221&_version=1&_urlVersion=0&_userid=10&md5=ca8c3b50e7c58b03ba2cc6720fe89670), March 2009, pp 42-55.
8. Kopalle Praveen, Dipayan Biswas, Pradeep K. Chintagunta, Jia Fan, Koen Pauwels, Brian T. Ratchford, and James A. Sills, Retailer Pricing and Competitive Effects. [Journal of Retailing](http://www.sciencedirect.com/science/journal/00224359) – [Vol. 85, Issue 1](http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=%23TOC%236568%232009%23999149998%23981065%23FLA%23&_cdi=6568&_pubType=J&view=c&_auth=y&_acct=C000050221&_version=1&_urlVersion=0&_userid=10&md5=ca8c3b50e7c58b03ba2cc6720fe89670), March 2009, pp 56-70.

**CLASS 4 – PRODUCT MIX AND SERVICES IMPACT ON SHOPPERS**

1. Murali K. Mantrala, Michael Levy, Barbara E. Kahn, Edward J. Fox, Peter Gaidarev, Bill Dankworth e Denish Shah, Why is Assortment Planning so Difficult for Retailers? A Framework and Research Agenda, [Journal of Retailing](http://www.sciencedirect.com/science/journal/00224359)- [Vol. 85, Issue 1](http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=%23TOC%236568%232009%23999149998%23981065%23FLA%23&_cdi=6568&_pubType=J&view=c&_auth=y&_acct=C000050221&_version=1&_urlVersion=0&_userid=10&md5=ca8c3b50e7c58b03ba2cc6720fe89670), March 2009, Pages 71-83
2. Yunhui Huang, Y. Charles Zhang, The Out-of-Stock (OOS) Effect on Choice Shares of Available Options. Journal of Retailing 92 (1, 2016) 13–24.
3. Satheesh Seenivasan, Debabrata Talukdar, Competitive Effects of Wal-Mart Supercenter Entry: Moderating Roles of Category and Brand Characteristics. Journal of Retailing 92 (2, 2016) 218–225.
4. Efua Obeng, Ryan Luchs, J. Jeffrey Inman, John Hulland, Survival of The Fittest: How Competitive Service Overlap and Retail Format Impact Incumbents’ Vulnerability to New Entrants. Journal of Retailing 92 (4, 2016) 383–396
5. Ipek, Ilayada , Nilay Askin, and Burcu Ilter,” Private label Usage and Store Loyalty: the moderating impact of Shopping Value”. Journal of Retailing and Consumer Services, 31 (2016) 72-79.
6. Blut, Markus, Nivriti Chowdhry, Vikas Mittal, Christian Brock, “E-Service Quality: A Meta-Analytic Review”. Journal of Retailing 91 (4, 2015) 679–700.
7. Dhruv Grewal*,* Praveen Kopalle, Howard Marmorstein, Anne L. Roggeveen, Does Travel Time to Stores Matter? The Role of Merchandise Availability, Journal of Retailing 88 (3, 2012) 437–444.

**CLASS 5 - ATMOSPHERICS E BRANDING**

1. Charles Spence, Nancy M. Puccinelli, Dhruv Grewal and Anne L. Roggeveen, Store Atmospherics: A Multisensory Perspective. Psychology and Marketing, Vol. 31(7): 472–488 (July 2014).
2. Barbara E. Kahn, Using Visual Design to Improve Customer Perceptions of Online Assortments. Journal of Retailing 93 (1, 2017) 29–42.
3. René A. de Wijk, Anna M. Maaskant, Stefanie Kremer, Nancy T.E. Holthuysen, Daniella A.J.M. Stijnen, Supermarket shopper movements versus sales and the effects of scent, light, and sound. [Food Quality and Preference](http://www.sciencedirect.com/science/journal/09503293) **-** Available online 24 March 2017
4. Richard G.Netemeyer, Carrie M. Heilman,James G. Maxham III, The Impact of a New Retail Brand In-Store Boutique and its Perceived Fit with the Parent Retail Brand on Store Performance and Customer Spending. Journal of Retailing 88 (4, 2012) 462–475.
5. Katchleva, Velitchka D.; WEITZ, Barton A., [When Should a Retailer Create an Exciting Store Environment?](http://web.ebscohost.com/ehost/viewarticle?data=dGJyMPPp44rp2%2fdV0%2bnjisfk5Ie46bRQsKewSrek63nn5Kx95uXxjOTd9IvutrJHr6WwSK6tnlG4p7RSsa6eaMuc8orf5PF54ernh%2bzf4lWrp7ZKsqywSrKntj7q1%2bx%2fu%2bbyReDopHzgs%2bCN5pzyeeWzv2ak1%2bxVr6%2byTa%2butE2k3O2K69fyVeTr6oTS2%2faM&hid=21). ***Journal of Marketing***, Jan 2006, Vol. 70 Issue 1, p107-118.
6. Stefania Borghini, Nina Diamond, Robert V. Kozinets, Mary Ann McGrath, Albert M. Muñiz Jr. e John F. Sherry Jr., Why Are Themed Brandstores So Powerful? Retail Brand Ideology at *American Girl Place .* [Journal of Retailing](http://www.sciencedirect.com/science/journal/00224359), [Volume 85, Issue 3](http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=%23TOC%236568%232009%23999149996%231484250%23FLA%23&_cdi=6568&_pubType=J&view=c&_auth=y&_acct=C000050221&_version=1&_urlVersion=0&_userid=10&md5=9f9a3c9efe703d0c00792410e855f182), September 2009, Pages 363-375.
7. Marcelo Moll Brandão, Juracy Parente, *“Brasileiro gosta de “muvuca”? impacto da densidade humana no comportamento de compra”*, *RAE*  São Paulo v. 52 n. 6 nov. /dez. 2012 613-627.

CLASS 6 – LOCATION, STORE FORMAT, ON-LINE AND OMNICHANNEL SHOPPING

1. Peter C Verhoef, P. K. Kannan, J. Jeffrey Inman, From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing, ***Journal*** of ***Retailing*** June 2015, Pages 174–181 Vol. 91 Issue 2, p174-181.
2. Omid Kamran-Disfania, Murali K. Mantralab , Alicia Izquierdo-Yustac , María Pilar Martínez-Ruiz, The impact of retail store format on the satisfaction-loyalty link: An empirical investigation. Journal of Business Research 77 (2017) 14–22.
3. Kusum L. Ailawadi, Paul W. Farris, Managing Multi- and Omni-Channel Distribution: Metrics and Research Directions. Journal of Retailing 93 (1, 2017) 120–135.
4. Rose, S., Clark, M., Samouel, P. & Hair, N. (2012). Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes. *Journal of Retailing*, *88*(2), 308–322.
5. Jaishankar Ganesh, Kristy E. Reynolds, Michael Luckett e Nadia Pomirleanu, Online Shopper Motivations, and e-Store Attributes: An Examination of Online Patronage of Behavior and Shopper Typologies. [Journal of Retailing](http://www.sciencedirect.com/science/journal/00224359) – [Vol. 86, Issue 1](http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=%23TOC%236568%232010%23999139998%231802685%23FLA%23&_cdi=6568&_pubType=J&view=c&_auth=y&_acct=C000050221&_version=1&_urlVersion=0&_userid=10&md5=19d49f246700c123afc22465795a9ea9), March 2010, Pages 106-115.
6. Kristina Melis, Katia Campo, Lien Lamey, Els Breugelmans, A Bigger Slice of the Multichannel Grocery Pie: When Does Consumers’ Online Channel Use Expand Retailers’ Share of Wallet?. Journal of Retailing 92 (3, 2016) 268–286.
7. Juracy Parente, Marcelo Moll Brandão, Ana Paula Miotto Flávia Plutarco, Polos varejistas de rua ou shopping centers? Comparando as preferências da baixa renda. BBR-Brazilian Business Review, 2012.
8. Anselmsson, Johan, “Effects of shopping center re-investments and improvements on sales and visit growth”, Journal of Retailing and Consumer Services 32 (2016) 139–150.
9. Raji Srinivasan*,*Shrihari Sridhar, Sriram Narayanan*,* Debika Sihi*, “*Effects of opening and closing stores on chain retailer performance” Journal of Retailing 89 (2, 2013) 126–139.

CLASS 7 – SHOPPER AFFECTED BY SOCIAL, ECONOMICAL AND SOCIAL FACTORS

1. Anne L. Roggeveen a, Rajendra Sisodia a, Jens Nordfält b, Enhancing Customer Engagement Through Consciousness, Journal of Retailing 93 (1, 2017) 55–64.
2. Katherine Taken Smith, Longitudinal study of digital marketing strategies targeting Millennials. Journal of Consumer Marketing, Vol. 29 Issue: 2, pp.86-92.
3. Edgard Barki and Juracy Parente, Consumer Behaviour of the Base of the Pyramid Market in Brazil. *Greener Management International,*  56, May, 2010, pp 11-23.
4. Ana Paula Miotto & Juracy Parente (2015), "Retail Evolution Model in Emerging Markets: Apparel Store Formats in Brazil", International Journal of Retail & Distribution, Vol. 43 Iss 3 pp. 242 – 260.
5. Eric T. Bradlowa, Manish Gangwar, Praveen Kopalle, Sudhir Volet, The Role of Big Data and Predictive Analytics in Retailing Journal of Retailing 93 (1, 2017) 79–95.
6. Anne M. Brumbaugh e José Antonio Rosa, Perceived Discrimination, Cashier Metaperceptions, Embarrassment, and Confidence as Influencers of Coupon Use: An Ethnoracial–Socioeconomic Analysis. [Journal of Retailing](http://www.sciencedirect.com/science/journal/00224359), [Vol. Issue 3](http://www.sciencedirect.com/science?_ob=PublicationURL&_tockey=%23TOC%236568%232009%23999149996%231484250%23FLA%23&_cdi=6568&_pubType=J&view=c&_auth=y&_acct=C000050221&_version=1&_urlVersion=0&_userid=10&md5=9f9a3c9efe703d0c00792410e855f182), September 2009, pp 347-362.
7. Roland Gau, Haeran Jae, Madhubalan Viswanathan, Studying low-literate consumers through experimental methods: Implications for subsistence marketplaces, Journal of Business Research 65 (2012) 1683-1691.
8. Juracy Parente, Marina Henriques Viotto, Propósitos e valores: muito além do lucro. GV-executivo, vol. 16, n. 1, janeiro-fevereiro 2017, 28-31.

CLASS 8 – STUDENTS ESSAY PRESENTATIONS

To be decided until the 2nd class

# LECTURER´S BIO -

**JURACY PARENTE, Ph.D.**

At FGV-EAESP, he is professor of Marketing and Retailing, and is also the founder of GVcev, Center for Excellence in Retail. Professor Parente holds an MBA from Cornell University and a Ph.D. from the University of London. He was a visiting professor for Cornell University´s food marketing program and during the last four years at the Warrington Business School at the University of Florida. His research interests are in the areas of Low Income Consumer Behavior, Store Location and Retailing. Dr. Parente is the author and co-organizer of 5 books about marketing, corporate responsibility and retailing, including one about low income retailing (“Varejo para Baixa Renda”) and dozens of chapters and research papers in books, in academic journals and in conferences. Dr. Parente spent 15 years with the Pão de Açucar Group, the largest Brazilian retailer, as an executive in the areas of buying, marketing and market research. He has also been a consultant for dozens of companies in the areas of marketing strategy, category management, store location, market studies, and in-company training programs