

COURSE: The Behavior of Consumers and Markets
 DEPARTMENT: Marketing
 PROGRAM: CMCD AE
 SEMESTER AND YEAR: 2024
 CLASS-HOURS: 30 horas ou 15 horas
 PROFESSORS: Delane Botelho, Felipe Zambaldi, Tânia Veludo
 LANGUAGE: English

COURSE DESCRIPTION

The objective of the course is to promote understanding of the scholarly, research-based activity about the behavioral aspects of marketing. The course will enable participants: 1) to comprehend the structure of the area of marketing with focus on its behavioral aspects, therefore approaching the behavior of consumers and markets in terms of scientific inquiry and 2) to acknowledge conceptual and methodological contributions of consumer and market behavior from diverse perspectives, including the perspective of marketing, marketing models, psychology, anthropology, and society.

LEARNING GOALS

The course learning goals are presented in the table below. It also shows how the course contributes to the learning goals of the Ph.D. program (CMCDAE).

LEVEL OF CONTRIBUTION *			
High	Medium	Low	None
● ● ●	● ● ○	● ○ ○	○ ○ ○

CMCDAE Objectives	Course learning goals	Level of Contribution *
Qualitative research methods	To approach specific and relevant <u>qualitative</u> research methods for scholarly research in the behavioral aspects of marketing.	● ○ ○
Quantitative research methods	To approach specific and relevant <u>quantitative</u> research methods for scholarly research in the behavioral aspects of marketing.	● ○ ○
Knowledge of research themes and theory	To comprehend the structure of the area of marketing, specifically in relation to the behavior of individual consumers and markets, in terms of scientific inquiry.	● ● ●
Research Procedures	To discuss research procedures that are linked to the field of consumer behavior and the study of markets.	● ○ ○
Relevance and innovation in research	To acknowledge conceptual contributions in the behavioral aspects of marketing and generate research ideas that are meaningful to the field.	● ○ ○
Development of academic papers		
Other course learning goals:.....		

The full description of the CMCDAE objectives, and other related information, may be found at <https://rebrand.ly/cmae-eaesp> (masters) e <https://rebrand.ly/cdae-eaesp> (doctorate).

CONTENT/METHODOLOGY

The course covers the following topics:

- Scientific Structure of the Marketing Discipline
- Marketing Models Perspective: Modeling the Behavior of Consumers
- Marketing Models Perspective: Modeling the Behavior of Organizations & Markets
- Marketing Perspective: Buyer Behavior
- Psychological Perspective: Consumer Psychology
- Societal Perspective: Consumer Welfare
- Cultural Perspective: Consumer Culture Theory

The course is totally centred on the student. The students should prepare pro-actively for all their classes. They should read the recommended material (articles and book chapters) and seek additional bibliography that will help them to

understand the theories and methods presented in the reading material. It is expected that the students should be prepared to discuss the content of the recommended texts in class. We shall address various research methodologies during the course. These will be presented as part of the discussion of the conceptual themes addressed during the course.

ASSESSMENT

Grade	Activity	Weight
1.1	Individual summary essays	30%
1.2	Participation	30%
1.3	Research agenda and presentation	40%

1.1 Individual summary essays: In each class, students are assigned key readings (articles or book chapters). Prepare a text, chart, table, or map that organizes the key readings on the topic of the session in 1-2 pages.

1.2 Participation: students must participate constructively in the discussion in every class. The students shall hold responsible for leading the discussion of the assigned reading at the class.

1.3 Research agenda and presentation: The student must select a topic covered in the course and write a research agenda on that topic (in 5 – 8 pages, excluding references). S/he will present the agenda in the last class (10 min).

BIBLIOGRAPHICAL REFERENCES

- Andreasen, A. R.; Goldberg, M. E.; Sirgy, M. J. (2012). Foundational research on consumer welfare: Opportunities for a Transformative Consumer Research agenda. In: Mick, D. G.; Pettigrew, S.; Pechmann, C. *Transformative Consumer Research for Personal and Collective Well-Being*. New York: Routledge (p. 25-36).
- Arnould, E. & Thompson, C. (2005). Consumer Culture Theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(4), 868–882.
- Arnould, E., Crockett, D., & Eckhardt, G. (2021). Informing marketing theory through consumer culture theoretics. *AMS Review*, 11(1), 1-8.
- Belk, R. (2014). The labors of the Odysseans and the legacy of the Odyssey. *Journal of Historical Research in Marketing*, 6(3), 379-404.
- Belk, R., & Sobh, R. (2019). No assemblage required: On pursuing original consumer culture theory. *Marketing Theory*, 19(4), 489-507.
- Campbell, M. C., & Winterich, K. P. (2018). A Framework for the consumer psychology of morality in the marketplace. *Journal of Consumer Psychology*, 28(2), 167-179.
- Cohen, J. B., & Wilkie, W. L. (2022). Consumer psychology: Evolving goals and research orientations. In L. R. Kahle, T. M. Lowrey, & J. Huber, *APA Handbook of Consumer Psychology* (pp. 3–45). American Psychological Association.
- Colicev, A., Malshe, A., Pauwels, K., & O'Connor, P. (2018). Improving consumer mindset metrics and shareholder value through social media: The different roles of owned and earned media. *Journal of Marketing*, 82(1), 37–56.
- De Haan, E., Wiesel, T., & Pauwels, K. (2016). The effectiveness of different forms of online advertising for purchase conversion in a multiple-channel attribution framework. *International Journal of Research in Marketing*, 33(3), 491–507.
- Esteban-Bravo, M., Vidal-Sanz, J. M., & Yildirim, G. (2017). Can retail sales volatility be curbed through marketing actions? *Marketing Science*, 36(2), 232–253.
- Fischer, M., Shin, H. S., & Hanssens, D. M. (2016). Brand performance volatility from marketing spending. *Management Science*, 62(1), 197–215.
- Firat, A. F., & Dholakia, N. (2017). The consumer culture theory movement: Critique and renewal. In *Contemporary consumer culture theory*. Routledge, 195-214.
- Giesler, M. & Thompson, C. (2016). A tutorial in consumer research: process theorization in cultural consumer research, *Journal of Consumer Research*, 43(4), 497–508.
- Gilly, M. C., & Gelb, B. D. (1982). Post-purchase consumer processes and the complaining consumer. *Journal of Consumer Research*, 9(3), 323-328.
- Goldfarb, A., Tucker, C., & Wang, Y. (2022). EXPRESS: Conducting Research in Marketing with Quasi-Experiments. *Journal of Marketing*, 00222429221082977.
- Hamilton, R., Thompson, D., Bone, S., Chaplin, L. N., Griskevicius, V., Goldsmith, K., ... & Zhu, M. (2019). The effects of scarcity on consumer decision journeys. *Journal of the Academy of Marketing Science*, 47(3), 532-550.
- Hill, R. P.; Sharma, E. (2020). Consumer vulnerability. *Journal of Consumer Psychology*, v. 30, n. 3, p. 551-570.
- Krishna, A., & Schwarz, N. (2014). Sensory marketing, embodiment, and grounded cognition: A review and introduction. *Journal of Consumer Psychology*, 24(2), 159-168.
- Liberali, G., & Ferecatu, A. (2022). Morphing for Consumer Dynamics: Bandits Meet Hidden Markov Models. *Marketing Science*.
- MacInnis, D. J., & Folkes, V. S. (2010). The disciplinary status of consumer behavior: A sociology of science perspective on key controversies. *Journal of Consumer Research*, 36(6), 899-914.
- MacInnis, D. J., & Folkes, V. S. (2010). The disciplinary status of consumer behavior: A sociology of science perspective on key controversies. *Journal of Consumer Research*, 36(6), 899-914.
- MacInnis, D. J., Morwitz, V. G., Botti, S., Hoffman, D. L., Kozinets, R. V., Lehmann, D. R., ... & Pechmann, C. (2020). Creating boundary-breaking, marketing-relevant consumer research. *Journal of Marketing*, 84(2), 1-23.
- Mick, D. G.; Pettigrew, S.; Pechmann, C.; Ozanne, J. (2012). Origins, qualities and envisionments of Transformative Consumer Research. In: Mick, D. G.; Pettigrew, S.; Pechmann, C. *Transformative Consumer Research for Personal and Collective Well-Being*. New York: Routledge (p. 3-24).
- Pham, M. T. (2013). The seven sins of consumer psychology. *Journal of Consumer Psychology*, 23(4), 411-423.
- Rokka, J. (2021). Consumer culture theory's future in marketing. *Journal of Marketing Theory and Practice*, 29(1), 114–124.

- Rokka, J. (2021). Consumer Culture Theory's future in marketing. *Journal of Marketing Theory and Practice*, 29(1), 114-124.
- Rutz, O. J., & Watson, G. F. (2019). Endogeneity and marketing strategy research: An overview. *Journal of the Academy of Marketing Science*, 47(3), 479-498.
- Saad, G. (2021). Addressing the sins of consumer psychology via the evolutionary lens. *Psychology & Marketing*, 38(2), 371-380.
- Schmitt, B. H., Cotte, J., Giesler, M., Stephen, A. T., & Wood, S. (2022). Relevance—reloaded and recoded. *Journal of Consumer Research*, 48(5), 753-755.
- Srinivasan, S., Rutz, O. J., & Pauwels, K. (2016). Paths to and off purchase: Quantifying the impact of traditional marketing and online consumer activity. *Journal of the Academy of Marketing Science*, 44(4), 440–453.
- Stremersch, S. (2021). The study of important marketing issues: Reflections. *International Journal of Research in Marketing*, 38(1), 12-17.
- Yadav, M. S. (2020). Reimagining marketing doctoral programs. *AMS Review*, 10(1), 56-64.
- Wilkie, W. L.; Moore, E. S. (2003). Scholarly research in marketing: Exploring the “4 eras” of thought development. *Journal of Public Policy & Marketing*, 22(2), 116–146.