



PROGRAMA DE DISCIPLINA

DISCIPLINA: COMPORTAMENTO DO CONSUMIDOR

CÓDIGO: PCDS 7303

NÍVEL: Mestrado Acadêmico

AREA DE CONCENTRAÇÃO: ECONOMIA DOMÉSTICA

CARGA HORÁRIA: 60

CRÉDITO: 04

OBRIGATÓRIA: Não

EMENTA

Introdução ao campo de estudo do comportamento dos consumidores. Processo de tomada de decisão de compra e de consumo. Modelos de comportamento dos consumidores. Influências individuais e ambientais no comportamento de compra e de consumo. Os processos psicológicos. Estratégias relacionadas ao comportamento dos consumidores. Tópicos atuais no estudo do comportamento dos consumidores.

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PRÓ-REITORIA DE PESQUISA E PÓS-GRADUAÇÃO
DEPARTAMENTO DE CIÊNCIAS DOMÉSTICAS
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