



"Não estou mais sozinha!" - mudanças no processo de decisão de compra de consumidoras primíparas [

Universidade Federal de Santa Catarina (UFSC),
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Analítica

The lack of academic studies in management that focus on the behavior of women as consumers during the gestation period motivated the preparation of this search. Was established as object of research identifying the main changes in the process of making purchasing decisions of women during the first pregnancy, focusing on changes relating to the purchase of items for personal use of pregnant women. To achieve the objective of the research interviews were conducted semi-structured in-depth with 72 first-time pregnant women, with at least four months of pregnancy in places in the South Zone of Rio de Janeiro. The results show that there are many changes occurring in the process of decision making of women during pregnancy. As for what to buy, in general, the priority shall be what the baby needs. The concern with seeking a healthy diet grows, the physical activity is enhanced and the consumption of cosmetic creams. However, the use of clothing is reduced. The time and effort expended by pregnancies in the search for information and evaluation of alternatives are higher than before pregnancy. One of the interviewees was expecting a baby with disabilities and some points raised by it were peculiar

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