

## 6. Referências bibliográficas

ALMEIDA, S. O.; MAZZON, J. A.; DHOLAKIA, U. Os efeitos da participação nas ecomunidades de marca virtuais no comportamento do consumidor: Um estudo comparativo entre comunidades gerenciadas pelas organizações e pelos consumidores. In: **III Encontro de Marketing da Anpad** (EMA), Curitiba, Brasil, 2008.

ARMSTRONG, A.; HANGEL, J. II. The real value of online communities. **Havard Business Review**, May-June, p.134-141, 1996.

ARNDT, J. Role of Product-Related Conversations in the Diffusion of a New Product. *Journal of Consumer Research* v. 4, p.291-295, August, 1967 apud SOLOMON, M. R.; **O Comportamento do Consumidor: comprando, possuindo e sendo**. Porto Alegre: Bookman, 2002

BA, S.; PAVLOU, P. A. Evidence of the Effect of Trust in Electronic Markets: Price Premiums and Buyers. **MIS Quart**; 26, v. 3, p.243-267, 2002

BALASUBRAMANIAN, S.; MAHAJAN, V. The economic leverage of the virtual community. **International Journal of Electronic Commerce**, 5 (3), 2001. Disponível em:  
[<http://cci.mccombs.utexas.edu/research/white/leveraging.pdf>](http://cci.mccombs.utexas.edu/research/white/leveraging.pdf).  
Acesso em: 06 de abril de 2009.

BLACKWELL, R. D.; MINIARD, P. W.; ENGEL, J. F. **Comportamento do Consumidor**. Cengage Learning, 2008

BLAKE, B. F.; NEUENDORF, K.; VALDISERRI, C. M. Tailoring new websites to appeal to those most likely to shop online. **Technovation**. v. 25, p.1205-1214, 2005.

BRADY, M. K.; CRONIN, J. J.; BRAND, R. R. Performance-only measurement of service quality: a replication and extension. **Journal of Business Research**, v. 55, p.17-31, 2002.

BROWN, J. J.; REINGEN, P. H.; Social Ties and Word-of-Mouth Referral Behavior. **Journal of Consumer Research**, v. 14, p. 350-362. December, 1987

BRUNER III, G.; POMAZAL, R. J. Problem Recognition: The Crucial First Stage of the Consumer Decision Process. *Journal of Consumer Marketing* v. 5, n. 1, p. 53-63, June, 1988 apud SOLOMON, M. R.; **O Comportamento do Consumidor: Comprando, possuindo e sendo.** Porto Alegre: Bookman, 2002

BRUYN, A. de; LILIEN, G. A multi-stage of word-of-mouth influence through viral marketing. **International Journal of Research in Marketing**, v. 25, p.151-163, agosto, 2008.

CHEVALIER, J. A.; MAYZLIN, D. The Effect of Word of Mouth on Sales: Online Book Reviews. **Journal of Marketing Research**, 43, v. 3, p. 345-354, 2006

CLEMONS, E. K.; GAO, G. G.; HITT, L. M.. When Online Reviews Meet Hyperdifferentiation: a Study of the Craft Beer Industry. **Journal of Management Information Systems**, 23, v. 2, p. 146-171, 2006.

CUNHA, I. F.; BARBOSA, M. de L. de A.; KOVACS, M. H. A Busca por Informações e os Grupos de Referência: um Estudo Netnográfico em uma Comunidade Virtual de Turismo. In: **III Encontro de Marketing da Anpad** (EMA), Curitiba, Brasil, 2008.

DELLAROCAS, C. The Digitalization of word of mouth: promise and challenges of online feedback mechanisms. **Management Science**, v. 49, n.10, p.1407-1424, 2003.

DE VALCK, K. **Virtual Communities of Consumption:** Networks of Consumer Knowledge and Companionship. 2005. Tese de doutorado. Erasmus Research Institute of Management (ERIM). Disponível em: <<http://ep.eur.nl/handle/1765/6663>>. Acesso em: 22 de setembro de 2008.

DHOLAKIA, U. M.; BAGOZZI, R. P.; PEARO, L. K. A social influence model of consumer participation in network – and small-group-based virtual communities. **International Journal of Research in Marketing**. v. 21, n. 3, p. 241-263, 2004.

DUAN, W.; GU, B.; WHINSTON, A. B. Do online reviews matter? – An empirical investigation of panel data. **Decision Support Systems**, v. 45, i. 4, p. 1007-1016, novembro, 2008.

EAST, R.; LOMAX, W.; NARAIN, R. Customer tenure, recommentation and switching. **Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior**, v. 14, p. 46-54, 2001.

E.LIFE. **Blogueiros e Orkutianos – O perfil da blogosfera brasileira.** White Paper, v. I, Ed. 1, julho, 2007. Disponível em: <<http://www.elife.com.br>>.

\_\_\_\_\_. **Eu Quero Comprar – Desejos e intenções de compra da blogsfera brasileira.** White Paper , v. I, Ed. 2, novembro, 2007. Disponível em: <<http://www.elife.com.br>>.

FEICK, L.; PRICE, L. The Market Maven: A diffuser of marketplace information. *Journal of Marketing*, 51, p.83-87, Jan 1987 apud MOWEN, J.C.; MINOR, M. S. **Comportamento do Consumidor.** Pearson Prentice Hall, 2003.

FONG, J.; BURTON, S. A Cross-Cultural Comparison of Eletronic Word-of-Mouth and Country-of-Origin Effects. **Journal of Business Research**, 61, p. 233-242, 2008.

GERGEN, K. J.; GERGEN, M. **Social Psychology.** New York: Harcourt Brace Jovanich, 1981 apud SOLOMON, M. R.; **O Comportamento do Consumidor: Comprando, possuindo e sendo.** Porto Alegre: Bookman, 2002.

GILLY, M. C.; GELB, B. D. Post-Purchase Consumer Processes and the Complaining Consumer. *Journal of Consumer Research*, v. 9, p. 323-328, 1982. apud SOLOMON, M. R.; **O Comportamento do Consumidor: comprando, possuindo e sendo.** Porto Alegre: Bookman, 2002.

GRAHAM, J.; HAVLENA, W. Finding the “Missing Link” Advertising’s Impact on Word of Mouth, Web Searches, and Site Visits. **Journal of Advertising Research**, p. 427-435, Dec 2007.

GRANOVETTER, M. S. The Strength of Weak Ties. **The American Journal of Sociology**. v. 78, n. 6, May, p. 1360-1380, 1973.

HENNIG-THURAU, T. et al. Eletronic word-of-mouth via consumer opinion platforms: what motivates consumers to articulate themselves on the internet? **Journal of Interactive Marketing**, v. 18, n. 1, p. 38-52, 2004.

HSU, C.; LU, H. Consumer Behavior in Online Game Communities: A motivational factor perspective. **Computers in Human Behavior**. v. 23, n. 3, p. 1642-1659, 2007.

Internauta usa mídias sociais para avaliar atendimento ao cliente **IDG NOW!** 13 mai. 2008. Disponível em:  
<http://idgnow.uol.com.br/carreira/2008/04/29internauta-pesquisa-reputacao-de-atendimento-ao-cliente-de-empresa-na-web>. Acesso em: 24 de abril de 2008.

JACOBY, J.; BERNING, C. K.; DIETVORST, T. F. What about disposition? **Journal of Marketing**, v. 41, p. 22-28, Abril 1977.

KOO, D. The Fundamental reasons of e-consumers' loyalty to an online store. **Electronic Commerce Research and Applications**, v .5, p. 117-130, 2006.

KOZINETS, R. E-tribalized Marketing: The Strategy Implications of Virtual Communities. **European Management Journal**, v. 17, n. 3, p. 252-264, June, 1999.

KWON, O. B.; KIM, C.-R.; LEE, E. J. Impact of website information design factors on consumers ratings of web-based auction sites. **Behavior and Information Technology**, 21 (6), p. 387-402, 2002.

LEE, B.; ANG, L.; DUBELAAR, C. Lemons on the web: A signalling approach to the problem of trust in Internet commerce. **Journal of Economic Psychology**. v. 26, p. 607-623, 2005

LIAW, S. S.; HUANG, H. H. An investigation of user attitude toward search engines as an information retrieval tool. **Computers in Human Behavior**, 19, p. 751-762, 2003.

LIKERT, R. A Technique for the Measurement of Attitudes. **Archives Of Psychology**, 140, p.1-55, 1932

LUCA, L. de. Conheça o novo profissional da internet, o mediador de mídias sociais. **IDG NOW!**, 22 abr. 2008. Disponível em: <<http://idgnow.uol.com.br/carreira/2008/04/18conheca-o-novo-profissional-da-internet-o-mediador-de-mídias-sociais>>. Acesso em: 24 de abril de 2008.

MCKENNA, K. Y. A.; BARGH, J. A. Causes and Consequences of social interaction on the internet: A conceptual framework. **Media Psychology**, v. 1, p. 249-269, 1999. apud DHOLAKIA, U. M.; BAGOZZI, R. P.; PEARO, L. K. A social Influence model of consumer participation in network – and small-group-based virtual communities. **International Journal of Research in Marketing**. v. 21, n. 3, p. 241-263, 2004.

MALHOTRA, N. K.; **Pesquisa de Marketing: Uma orientação aplicada**. Porto Alegre: Bookman, 2006

MARTILLA, J. A. Word-of-Mouth communication in the industrial adoption process, **Journal of Marketing Research**, v. 8, p. 173-178, maio, 1971.

MITTAL, B. et. al. **Consumer Behavior: How Humans Think, Feel and Act in the Marketplace**. Open Mentis, 2008.

MOWEN, J. C.; MINOR, M. S. **Comportamento do Consumidor**. Pearson Prentice Hall, 2003

NARDI, B. A. et. al. Why We Blog. **Communications of the ACM**. v. 47, n. 12, 2004.

O'REILLY, T. What is Web 2.0. **O'REILLY NET**, 30 set. 2005. Disponível em: < <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>>. Acesso em: 07 de agosto de 2008.

PARK, C.; LEE, T. M. Information direction, website reputation and eWOM effect: A moderation role of product type. **Journal of Business Research**, v. 62, p. 61-67, 2009.

\_\_\_\_\_.; LESSIG, V. P. Students and Housewives: Differences in Susceptibility to Reference Group Influence. **Journal of Consumer Research**, v. 4, p. 102-110, September, 1977.

PARK, D.; LEE, J. eWOM overload and its effect on consumer behavioral intention depending on consumer involvement. **Electronic Commerce Research and Applications**, v1. 7 (4), p. 386-398, Janeiro, 2009

\_\_\_\_\_.; \_\_\_\_\_.; HAN, I.. The Effects of Online Consumers Reviews on Consumer Purchasing Intention: The Moderation role of Involvement. **International Journal of Electronic Commerce**, 11, vol.4, p.125-148, 2007.

PREECE, J. Sociability and usability in online communities: determining and measuring success. **Behavior and Information Technology**, 20 (5), p.347-356, 2001.

RESNICK, P.; ZECKHAUSER R. Trust among strangers in Internet transactions: Empirical analysis of eBay's reputation system. M. R. Baye, Ed. **The Economics of the Internet and E-commerce**. Advance in Applied Microeconomics, v. 11. JAI Press, Greenwich, CT, 2002.

RHEINGOLD, H. **The virtual community. Homesteading on the Eletronic Frontier**, Reading, MA: Addison – Wesley, 1993. Disponível em: <<http://www.rheingold.com/vc/book/>>. Diversos acessos.

RICHARD, M.; CHANDRA, R. A model of consumer web navigational behavior: conceptual development and application. **Journal of Business Research**, v. 58, p. 1019-1029, 2005.

RIEGLER, C. Word of Mouth on the Web: The Impact of Web 2.0 on Consumer Purchase Decisions. **Journal of Advertising Research**, p. 436-447, Dec 2007

ROGERS, E. M. Diffusion of Innovations. New York: Free Press. 1983 apud BROWN, J. J.; REIGEN, P. H. Social Ties and Word-of-Mouth. **Journal of Consumer Research**. v. 14. December, p. 350-362, 1987.

SAVOLAINEN, R. Living encyclopedia or idle talk? Seeking and providing consumer information in an Internet newsgroup. **Library & Information Science Research** Vol. 23 p.67-90, 2001.

SCARABOTO, D. Comunidades on-line como fonte de informação em marketing: reflexões sobre possibilidades e práticas. **Revista de Economia Política de las Tecnologías de la Información y Comunicación**. v. 8, n. 3, 2006.

\_\_\_\_\_. **Comunidades Virtuais Como Grupos de Referência nos Processos Decisórios do Consumidor**. Mestrado PPGA - UFRGS, Rio Grande do Sul. 2006.

SCHIFFMAN, L. G.; KANUK, L. L. **Comportamento do Consumidor**. LTC Editora, 2000.

SOLOMON, M. R.; **O Comportamento do Consumidor: comprando, possuindo e sendo**. Porto Alegre: Bookman, 2002

STAFFORD, M. R.; STERN, B. Consumer bidding behavior on internet auctions sites. **International Journal of Electronic Commerce** 7 (1), p. 135-150, 2002.

ST-ONGE, A.; NANTEL, J. Are You Connected? Portrait of the Virtual Connector in Online Cultural Communities. In: **Proceedings of the Conference of the European Association for Consumer Research** (EACR), Milão, Itália, 2007.

STUART, K. MUD, PLATO and the dawn of MMORPGs. [Guardian.co.uk](http://www.guardian.co.uk/technology/gamesblog/2007/jul/19/mudvsplato_wh). 19 jul 2007. Disponível em:  
[http://www.guardian.co.uk/technology/gamesblog/2007/jul/19/mudvsplato\\_wh](http://www.guardian.co.uk/technology/gamesblog/2007/jul/19/mudvsplato_wh). Acesso em: 24 de setembro de 2008.

TWENGE, J. M. **Generation Me – Why Today's Americans Are More Confident, Assertive, Entitled – and More Miserable Than Ever Before**. Free Press, 2006.

WALSH, G.; GWINNER, K.; SWANSON, S. R. What makes mavens tick? Exploring the motives of market mavens' initiation of information diffusion. **Journal of Consumer Marketing**, v. 21, n. 2, p. 109-122, 2004.

\_\_\_\_\_. et. al. German emavens on internet music sites; Kehoe, W. J.; Lindgren, J. H. (Eds), 2002. In: **Proceedings: Enhancing Knowledge Development in Marketing**, SUMMER EDUCATORS' CONFERENCE, AMERICAN MARKETING ASSOCIATION, Chicago, IL, v.. 13, p. 435-6, 2002.

WANGENHEIM, F.; BAYÓN, T. Satisfaction, loyalty and word of mouth within the customer base of a utility provider: Differences between stayers, switchers and referral switchers. **Journal of Consumer Behavior**. v. 3, n. 3, p. 211-220, 2004.

WASKO, M. M.; Faraj, S. It is what one does: Why people participate and help others in electronic communities of practice. **Journal os Strategic Information Systems**, 9, p.155-173, 2000.

WELLMAN, B.; BOASE, J.; CHEN, W. The Networked Nature of Community: Online and Offline. **IT&Society**, v. 1, n. 1, 2002. Disponível em:  
[<http://www.stanford.edu/group/siqss/itandsociety/v01i01/v01i01a10.pdf>](http://www.stanford.edu/group/siqss/itandsociety/v01i01/v01i01a10.pdf).

## Sites acessados

[www.orkut.com](http://www.orkut.com)

Acesso em: 4 de abril de 2009.

[www.e-commerce.org.br/stats.php](http://www.e-commerce.org.br/stats.php)

Acesso em: 28 de junho de 2009.