

## **Comportamento contraventor no e-commerce: Os antecedentes da intenção de retransmitir infoprodutos**

*Offensive behavior in e-commerce: The antecedents of the intention to relay infoproducts*

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### **Resumo**

Cada vez mais o consumo digital tem gerado receita nas organizações. Além dos produtos considerados convencionais os infoprodutos (e-books, músicas digitais, cursos, vídeos de tutoriais, streaming e assinaturas para conteúdos) tem sido considerados. Entretanto as novas práticas de consumo apontam para um comportamento contraventor na retransmissão do infoproduto.

**Palavras-chave:** Infoproduto, Consumo Digital, Intenção de Retransmissão, Comportamento Contraventor



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**Abstract**

Increasingly, digital consumption has generated revenue in organizations. In addition to the products considered conventional, infoproducts (e-books, digital music, courses, tutorial videos, streaming and subscriptions to content) have been considered. However, the new consumption practices point to a contraventive behavior in the retransmission of the infoproduct.

**Keywords:** Infoproduct, Digital Consumption, Relay Intent, Misbehavior



## **COMPORTAMENTO CONTRAVENTOR NO E-COMMERCE: OS ANTECEDENTES DA INTENÇÃO DE RETRANSMITIR INFOPRODUTOS**

### **Contextualização:**

Cada vez mais o consumo digital tem gerado receita nas organizações. Além dos produtos considerados convencionais os infoprodutos (*e-books*, músicas digitais, cursos, vídeos de tutoriais, streaming e assinaturas para conteúdos) tem sido considerados. Entretanto as novas práticas do consumo digital apontam para um comportamento peculiar e visualizado como contraventor já que tange na retransmissão do infoproduto adquirido para outros usuários ou consumidores que não adquiriram aquele material.

### **Objetivos:**

Este estudo tem como objetivo identificar antecedentes da intenção de retransmitir infoprodutos. Além dele, seus objetivos secundários são: apontar o papel mediador da intenção de compra entre antecedentes e retransmissão do infoproduto e identificar o papel moderador da desejabilidade social na relação entre a intenção de compra e a intenção de compartilhamento do infoproduto.

### **Fundamentação Teórica:**

A intenção de compra é a probabilidade de um indivíduo adquirir um produto com base em suas motivações ou estímulos (Napawut et al., 2022). A troca social ou retransmissão aponta a reciprocidade como conceito na ajuda colaborativa entre indivíduos (Shang et al., 2008). Já a ética do consumidor trás o princípio moral do comportamento dada por atitudes dos indivíduos ou grupos que compram, usam e possuem um determinado produto ou serviço (Arli & Pekerti, 2017).

### **Metodologia:**

Este estudo está sendo realizado através de Pesquisa Descritiva Quantitativa sob modelagem de Equação Estrutural – SEM, explicando as relações das múltiplas variáveis (Sarstedt et al., 2020). A coleta de dados será realizada através de survey, de forma estruturada com conteúdo disfarçado. As respostas serão dadas por escala de tipo Likert de cinco pontos quando indicadas o grau de concordância ou discordância do assunto tratado (Samara & Barros, 2007).

### **Resultados e Análises:**

Este estudo ainda está na fase da captação dos resultados mas já se nota através dos multigrupos verificados, on-line e off-line, que há ligeira crescente na intenção da retransmissão dos infoprodutos quando no ambiente on-line, confirmando a literatura quando aponta um maior estímulo quando indivíduo que não podem ser identificados são mais propensos as ações contraventoras na internet (Wang & McClung, 2011).

### **Considerações Finais:**

Ainda há muito a ser verificado por este estudo e a ser confirmado. Além do comportamento contraventor moderado pela desejabilidade social ainda é estudado a moderação através da religiosidade do indivíduo. Este estudo verifica a retransmissão do

infoproduto: arquivo PDF, aquele considerado livro ou item de estudo. Deixa como sugestão para futuros estudos o aprofundamento na retransmissão de infoprodutos, tais como: streamings ou cursos digitais (acesso com a mesma conta por múltiplos usuários).

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**Palavras-chave:**

Comportamento Contraventor, Infoproduto, Consumo Digital, Intenção de Retransmissão.