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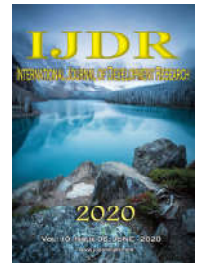
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IMPACTS ON PURCHASE AND CONSUMPTION HABITS: HOW THE GLOBAL PANDEMIC IS TRANSFORMING CONSUMER BEHAVIOR IN JUAZEIRENSE

***Maria Erilúcia Cruz Macêdo, Tatiane Betat Kohlrausch, Michel Oliveira Araújo, Josefa Costa Bezerra, Piedley Macedo Saraiva and Jerônimo Freire Santos Neto**

Secretaria de Desenvolvimento Econômico e Inovação de Juazeiro do Norte, Ceará

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*Corresponding author:

Maria Erilúcia Cruz Macêdo

ABSTRACT

The pandemic is global, generated by the so-called COVID19, the virus that put the whole world in isolation at home. Juazeiro do norte is an important city of the Brazilian cariri from Ceará. This research sought to understand, through a digital survey, carried out with 860 people, what were the impacts on purchasing and consumption habits in this new era. What is normal is that the majority of the population has stopped the acquisitions given not only the moment, but the uncertainties of how the market will deal with the resumption. This research presents itself as quite representative, not only for the population of Juazeiro do Norte, it serves as a parameter for analyzing the behavior of consumers in times of global pandemic.

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INTRODUCTION

Nothing resembling the spread of covid-19, the first to reach our global village, interconnected by new electronic technologies, had been tried around the world. This epidemiological crisis triggered other crises, such as the economic, social and psychological crisis. On December 31, 2019, the World Health Organization (WHO) was alerted to several cases of pneumonia in the city of Wuhan, Hubei province, in the People's Republic of China. It was a new strain (type) of coronavirus that had not been identified in humans before. A week later, on January 7, 2020, Chinese authorities confirmed that they had identified a new type of coronavirus. The coronaviruses are everywhere. They are the second leading cause of the common cold (after rhinovirus) and, until the last few decades, rarely caused more serious diseases in humans than the common cold. In all, seven human coronaviruses (HCoV) have already been identified: HCoV-229E, HCoV-OC43, HCoV-NL63, HCoV-HKU1, SARS-COV (which causes severe acute respiratory syndrome), MERS-COV (which causes respiratory Middle

East) and the most recent new coronavirus (which at first was temporarily named 2019-nCoV and, on February 11, 2020, received the name SARS-CoV-2). This new coronavirus is responsible for causing COVID-19 disease (WHO, 2020). Juazeiro do Norte is located in the south of Ceará, more precisely in the Caririmicroregion, 491 km from the capital - Fortaleza. A great competitive advantage is its geographical location, as it is equidistant from the main capitals of the Northeast, an average of 600km, being considered strategic for distribution and logistics centers. Due to its socioeconomic development, Juazeiro do Norte has a floating population estimated at 2 million people, according to an article published in the *Diário do Nordeste* in 2016, thus generating a large flow in local commerce, leveraging the economy and development. In addition to commercial heating, the municipality is a tourist, cultural, social and educational reference, with emphasis on religious tourism, which attracts approximately 2.5 million pilgrims throughout the year. Considering the change in consumer behavior on the pandemic, held -If a survey to identify current spending habits and what can be expected after the end of social isolation. 860 people were interviewed, using a digital form, from 4 to 10

May. This research presents a quantitative method. It presents descriptive and exploratory characteristics. Based on this information, this research aims to help businesses to think about new solutions for the economic development of the City. In order to face this moment of crisis, joint action is necessary between the various agents, public, private and academia, in addition to the fundamental participation of awareness of organized civil society.

Economic Context of Juazeiro Do Norte: Juazeiro do Norte is ranked fifth in the state GDP ranking, in total volume. According to IBGE data, the sectors responsible for the GDP (2017) of Juazeiro do Norte are distributed in trade and services (91.2%), industry (8.36%) and agriculture (0.44%). Despite political and economic instability, Juazeiro do Norte contradicts the national scenario and maintains its level of growth and development. In 2019, the consumption share of the population of Juazeiro do Norte is 0.10529, which means that for every R \$ 100.00 spent by Brazilians in 2019, R \$ 0.10529 was the responsibility of the Juazeirense people. The population of Juazeiro do Norte moved R \$ 4.9 billion in consumption in 2019, growing 9% over the previous year (SEDECI, 2020). Another important local highlight, also responsible for the development of Juazeiro do Norte, and of the Cariri Region is the Orlando Bezerra de Menezes Regional Airport, which presents a large flow of people and directly connects this municipality to the big centers, Fortaleza, São Paulo and Recife. According to information issued by the National Civil Aviation Agency - Anac, the airport of Juazeiro do Norte / CE handled 465,713 thousand passengers until November 2019, adding the number of departures and arrivals (SEDECI, 2020). According to ISDEL (2019), Juazeiro do Norte occupies the second best position in the State of Ceará, behind only the capital - Fortaleza. When comparing the indicators of this municipality with the Ceará average, it exceeds 4 of the 5 dimensions presented, with emphasis on the dimensions, Governance for Development with the highest score - 0.605 and second the Entrepreneurial Capital - 0.556. In 2018, Juazeiro do Norte was featured in the "Ranking of the Best Cities to Do Business" published by Urban Systems19, in which case it was ranked 89th and 93rd, considering the quality of human capital and infrastructure, respectively. In the following year, in 2019, this municipality won 4 positions in the human capital ranking and 7 positions in the infrastructure category, thus occupying the 85th and 86th place in the ranking, respectively. When evaluating only the cities in the Northeast region, Juazeiro do Norte found it in the 10th position considering human capital, and in the 7th place in the ranking related to infrastructure.

Consumer Behavior

Marketing is in our day to day, it leads to satisfy human and, or, social needs (KOTLER; KELLER, 2006). It can also be an exchange between organizations and customers, transactions that seek to satisfy the benefits of both, aiming or not at profit. There are two types of customers: organizational buyers, these buy products for the operation of companies, and consumers, these are individuals who purchase goods or services to satisfy wants and needs (CHURCHILL, 2000). This work has as object of study consumer behavior. For Solomon (2011, p. 33) consumer behavior "is the study of the processes involved when individuals or groups select, buy, use or discard products, services, ideas or experiences to satisfy needs and desires". Or, still, it comprises the decision-

making process that precedes the purchase and the activities that follow the consumption of goods and services, including physical, mental and emotional efforts (ENGEL; BLACKWELL; MINIARD, 2000). Such definitions lead to understand the definition of marketing according to Kotler and Keller (2006, p. 186) as the "process that guarantees consumers to have the appropriate product and service experience, so that the right brand structures are created and maintained in their memory". The field of consumer behavior is important for consumers and companies, through the study of the consumer it is possible to recognize how and why he makes such a purchase decision, helping, for example, in marketing strategies (SCHIFFMAN; KATZ, 1997). The development of management plans happens with the understanding of consumer behavior and elements of management strategy, it is a process of gathering, identifying problems and, or, opportunities; determine how important concepts of consumer behavior will be treated (MOWEN; MINOR, 2003).

Decision-Making Processes: Several authors have five main steps for making a purchase decision: recognizing the problem; search for information; evaluation of alternatives; purchase decision, post-purchase behavior:

- a) Recognition of the problem: the problem is found between the state of the consumer and what he wants (KARSAKLIAN, 2011), or even seen as the search for the recognition of a need. Internal needs, basic needs that become impulses, such as, for example, hunger and thirst, or external needs, stimuli that lead the consumer to seek the product or service (KOTLER; KELLER, 2006);
- b) Search for information: associated with the environment in which the consumer seeks data for the decision making of purchases, it does not always need to be an external research, in the midst of today's society, of exacerbated consumption, many consumers seek information in their memory for the decision making. We seek information in situations already lived, from previous experiences, using learning (SOLOMON, 2011). The sources of information search can be: personal, commercial, public or experimental (KOTLER; KELLER, 2006);
- c) Evaluation of alternatives: the consumer will be taken to his preferences when he has enough information to confront his personal criteria (KARSAKLIAN, 2011). The attributes are characteristics, alternatives, characteristic variables presented to consumers, which will be analyzed according to their interests, being considered a cognitively oriented process, where the consumer has rational and conscience as the basis for his judgment (KOTLER; KELLER, 2006). In the evaluation of alternatives, there is the perception of perceived risk, according to Kotler and Keller (2006, p. 196) "the degree of perceived risk varies according to the amount of money involved, the level of uncertainty regarding the attributes and the level consumer confidence";
- d) Purchase decision : decision making is the moment when the consumer decides if he will buy what he is going to buy, where, when and how he will pay (CHURCHILL; PETER, 2000). Decision making unites psychological, cultural and social fields. Not limiting the purchase decision as an act of purchase, it includes experiences related to the use and consumption of products, including

the sense of pleasure and satisfaction when owning (SCHIFFMAN; KANUK, 1997).

Decision-making does not always go through all processes, products with basic needs and daily use usually do not depend on consumer effort (KOTLER; KELLER, 2006). Three types of decision-making are presented: routine: low consumer involvement with little information search, normally the searches are internal; limited: moderate consumer involvement, little time invested in the purchase; extensive: high consumer involvement, usually higher value products, invests a lot of time in the purchase (CHURCHILL; PETTER, 2000). It is important to understand the roles that people play in the purchase decision, which can be: initiator, who launches the purchase idea; influencer, where opinion influences the decision; decision maker, who makes the decision; buyer, who makes the purchase; user, who consumes or uses the product (KOTLER; ARMSTRONG, 1998). It is important to highlight the child's influence role in the problem recognition phase and in the search for information, reduced to nothing in the product choice phase, effectively influencing the decision in relation to the place and time of purchase, but it loses strength when related to the amount to be spent (KARSAKLIAN, 2011). Post-purchase behavior: it happens after the consumer purchases the product, when he experiences some level of satisfaction or dissatisfaction, which will influence the subsequent behavior (KOTLER; KELLER, 2006). The author also says that satisfied consumers tend to repeat the purchase and advertise the products, dissatisfied consumers, besides not coming back, tend to take actions, often public, for complaints.

Influencing Buying Behavior: The four main factors influencing consumers' purchasing behavior are divided into four levels: cultural, social, personal and psychological factors (KOTLER; KELLER, 2006).

Cultural Factors: For Churchill (p. 154, 2000) "people express their culture by saying that they value certain things and, indirectly, in customs and practices that reflect those values." How to think about the personality of society, the rituals, norms, meanings and traditions that permeate among the members of an organization or society (SOLOMON, 2011). Culture is a determining factor in consumer behavior and desires. Since childhood, values, perceptions and preferences come from our families and institutions. Culture is composed of subcultures, which identify and socialize its members in a more specific way. (KOTLER; KELLER, 2006). Marketers need to be able to discern changes in a society's values and customs in order to remain in the market. For example, the formality of dressing has become less and less necessary. The market needs to keep up with and offer more comfortable, casual clothes, which meet an informal dressing culture (SCHIFFMAN; KANUK, 1997).

Social Factors: Consumer behavior is influenced by social groups of reference, family, social roles and *status*. For Churchill and Petter (2000, p. 160) groups of references are "people who influence consumers' thoughts, feelings and behaviors." They can directly influence the consumer, called affinity groups, which can be primary. These groups participate: family, friends, neighbors and colleagues, or secondary, as religious and professional groups or associations. There are also aspiration groups, groups that the consumer does not participate in, but expects to belong to, or

dissociation groups, groups where behaviors or values are rejected (KOTLER; KELLER, 2006). Family is the most influential primary reference group in consumer behavior (KOTLER; KELLER, 2006). According to Churchill and Petter (2000, p. 161) "family members often influence purchasing decisions and make purchases for each other or for the family as a whole". The family has a strong influence on the child's learning process in relation to consumption. Solomon (2011) talks about the beginning of consumer socialization, in the first two years, when the child starts asking for desired objects. At the age of five, parents and grandparents assist in shopping and at the age of eight, most children shop alone. Kotler and Keller (2006, p. 179) define role and status in "the expected activities that each person must perform. Each role carries a status.". Considering social status as the relative position of members of certain social classes (SCHIFFMAN; KANUK, 1997). Thus, the choice of products and consumer behavior will be based on the context in which people are inserted, they will consume in order to communicate their role and status, real or desired for society (KOTLER; KELLER 2006). Not always because they appreciate the products or services purchased, but show people that they are able to buy them (SOLOMON, 2011).

Personal Factors: The consumer has a purchasing decision based largely on personal characteristics such as: age and stage in the life cycle, personality, lifestyle, among others (KOTLER; KELLER, 2006). The author highlights the importance of considering life changes and transitions such as: marriage, children, divorce, illness, among others (KOTLER; KELLER, 2006). The needs and preferences are changing, as we age they change, it is these changes that characterize the life cycle stages. According to Solomon (2011, p. 543) "the young consumer has a series of needs, including experimentation, association, independence, responsibility and approval from others". Personality is closely linked to consumer characteristics that relate to self-confidence, submission, sociability and dominance, for example. Consumers search for brands that have a personality close to their own, often they may not have a personality similar to their own, but there is one that they design or desire (KOTLER; KELLER 2006). Lifestyle is in the person's inner self and everything around him, activities, interests, together designate a standard of living (KOTLER; KELLER 2006). The lifestyle starts from the interaction between: the person's values and personality, attitudes and activities and effective consumption behaviors (KARSAKLIAN, 2011). Products can be well accepted or not depending on the degree of need and importance linked to the consumer's lifestyle (ENGEL; BLACKWELL; MINARD, 2000).

Psychological Factors: Four are the psychological factors that influence the consumer's reaction to marketing stimuli: motivation, perception, learning and memory (KOTLER; KELLER, 2006). Solomon (2011, p. 154) says that motivation is "the processes that make people behave the way they do.", Caused by stimuli that drive them to create needs. A need leads people to seek their satisfaction, driven to act on impulse (DIAS, 2004). According to Karsaklian (2011) the motivations are not explicit, they cannot be directly observed, so it is inferred the existence of motivations through the observation of consumer behavior. Among the various definitions for perception Mowen and Minor (2003, p. 45) say that it is "the process by which individuals are exposed to information, pay attention to it and understand it". We still find perception as

one of the brain functions that, from a history of lived situations, assigns meanings to sensory stimuli, according to the individual's values and beliefs, given by the culture and situation of the moment lived (PINHEIRO, 2011). Daily people are exposed to stimuli, some end up reacting and others do not (DIAS, 2004). Perception is the relationship between physical stimuli with the environment and the person's internal conditions, thus generating different perceptions and the same object for several people (KOTLER; KELLER, 2006). Schiffman and Kanuk (1997, p. 137) say, "that learning results from acquired knowledge and / or experience. This qualification distinguishes learning from instinctual behavior." The learning process is continuous and reviewed whenever a person suffers a stimulus, receiving feedbacks that allow his behavior to be modified in the face of similar situations already experienced (SOLOMON, 2011). Memory are processes that acquire and store information in order to have it available when necessary (SOLOMON, 2011). The storage presents three types of memories in the form of a system: sensory memory, short term or temporary and long term or definitive. Sensory memory are stimuli that activate the nerve fibers of the sensory organs, because they are short stimuli it works in the condition of repetition or will be forgotten. If relevant, the information will be monitored in the temporary memory. Temporary memory is the time that information is stored while it is being processed, and it must be repetitive to become permanent. If you do not insist on repetition, substitution can happen, which leads us to understand that temporary memory has limited capacity. (MOWEN; MINOR, 2003). Long-term or permanent memory in order to become, effectively, long-term requires an elaboration test, a process where the meaning of a stimulus sends the consumer to information that is in the memory (SOLOMON, 2011).

Purchase Status

Shopping situations must be taken into account when studying consumer behavior. Researchers often forget that measuring the buying situation is a bias that can distort the results (KARSAKLIAN, 2011). The situation in which the consumption of the product occurs can exert important influences on the consumer's behavior, being able to change the purchasing patterns depending on the usage situation (MEIRA; OLIVEIRA, 2005). We adapt our purchases to specific occasions and our feeling at a given time affects what we want to buy (SOLOMON, 2011). Karsaklian (2011, p.224), defines a situation as an "association of elements limited in space and time". The author brings two types of situations: the objective situation, says that to modify the situation in which the consumer is, we need to measure with factors independent of perception; and the perceived situation, which says it is impossible to limit oneself to observations that exclude the individual's psychological state, to explain the influence mechanism.

RESULTS AND DISCUSSIONS

The 860 respondents are aged 18 to over 50 and live in cities in Cariri, predominantly in Juazeiro do Norte (62%). 75% of them have higher education, 22% high school and 3% elementary school. Of the total, 57% are women and 43% are men. As for social class, 82% are in the CDE and 18% in the AB. It is noteworthy that 10% had their employment contract suspended and are receiving government assistance, 10% have

reduced hours and wages and another 10% found a new source of income.

Food, medicines and more reading: Regarding food consumption, 66.2% of respondents said they are paying more money. The purchase of medicines, on the other hand, only increased to 31.7% of people from Cariri, while 64.1% maintained the same expenditure. The majority, 75.3%, are also not spending more on courses or paid content to read. This is believed to be due to the fact that many sites are making materials available in different areas of knowledge free of charge. However, 14.5% of the people interviewed are investing more in this type of service, probably seeking to exchange idleness for training.

Increment In Home Office: In terms of home appliances, 25.8% of respondents revealed that they are buying more. The highlights are air conditioning units and TVs. However, 20.3% decreased the consumption of products. Equipment, furniture and stationery items are being sought by 26.4% of Cariri residents. They want to increase the home office and entertain themselves more. In the beauty and cosmetics segment, 24.2% of respondents continue to buy, while 75.8% left these expenses aside. In the field of sporting goods, the fall was greater. 91.5% stopped buying.

Supermarkets: Also according to the survey, 62.3% of consumers have preferred to buy from supermarkets, although small businesses in neighborhoods are gaining more space. They were chosen by 24.4% of the people, ahead of large networks.

Internet shopping: When it came to buying over the internet, 38% of respondents stated that they have not yet signed up and 62% are buying digitally. Mostly, purchases are made at local companies, where physical purchases already existed. Asked which digital medium they are using to buy, 42.4% mentioned WhatsApp, 38.6%, Instagram, and 19%, applications and websites. After confinement, 64% of respondents have no intention of spending on superfluous. The priority will be the essential. Others will invest in travel, parties, cinema and sports events, focusing on leisure and entertainment. In commerce, most purchases tend to be clothing and shoes. Electronics and household items are still options.

Final Considerations

After this research, it is considered that there is a negative impact on the income of society in Juazeirense during social isolation. Despite the impact, people are trying to meet their debts and financing. Digital purchasing can still be better explored; there is a suppressed demand, or suspicious and unattractive behavior for consumers to decide to buy online. The demand for food products has increased for most people, this practice is relevant in a period of home isolation, people increase food consumption. People spend more time in their homes, many people purchased products as APPLIANCES them and / or housewares; so on the in home office, some people included in your purchases; electronic equipment, items of stationery and furniture, seeking to adapt in their new home as a multidisciplinary space (home, school, company). Beauty or sporting goods were left in the background. There is an insecurity in the future, reducing the intention of spending. These, when demonstrated, are in basic needs products and / or services. This research presents itself

as quite representative, not only for the population of Juazeiro do Norte, it serves as a parameter for analyzing the behavior of consumers in times of global pandemic. That the information contained herein as a basis for the municipality of business s and Region s can reinvent, rethink its format, its products and processes to meet the new habit the consumption of their customers.

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