

## Night Bars on the Coast of Paraná- Brazil: A Brief Overview on Consumption

<sup>1</sup>Adilson Anacleto, <sup>2</sup>Vanessa Cristina Avelino, <sup>3</sup>Juliana Sawada de Medeiros, <sup>4</sup>Andressa Henseler Luciani de Oliveira, <sup>5</sup>Bruno Henrique Araújo Silva

<sup>1</sup>Administration Department, Associate Professor, Paranaguá Campus/Professor from the Interdisciplinary Postgraduate Program - Society and Development – PPGSeD, Campo Mourão Campus, State University of Paraná, Paraná, Brazil.

<sup>2,3,4,5</sup>Administration Department, Scientific Initiation Researcher, State University of Paraná, Paranaguá, Paraná, Brazil.

**Correspondence Author:** Adilson Anacleto, State University of Paraná, Paraná, Brazil.

E-mail: [adilson.anacleto@unespar.edu.br](mailto:adilson.anacleto@unespar.edu.br)

**Received date:** 15 November 2018, **Accepted date:** 20 December 2018, **Online date:** 31 December 2018

**Copyright:** © 2018 Adilson Anacleto *et al.* This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

### Abstract

Paraná Coast is a region with tourist interest and it has hundreds of companies, and in this context, nightclubs have relevant economic importance. However, in the last decades several establishments have decreed bankruptcy. In addition, regarding to Paraná Coast in relation to nightclubs, there is a lack of studies on this segment, and in order to be able to find elements that explain this trend, it was carried out a study that sought to diagnose the nightclubs consumers' profile and behavior. A descriptive exploratory survey was conducted between July and August 2018, directed at 207 consumers, over 18 years old, who attend nightclubs from the Paraná Coast main city, Paranaguá. The results showed that nightclubs clients in Paraná Coast were mostly women (n=59%), and the average age group independent of the gender was 27 years old. The study concluded that the consumers' perceptions related to the competitive differentials that should be present in nightclubs, were: service quality (n= 71.98%), followed by the pleasant environment (n= 66.18%), and price (n= 60%). In addition, they pointed out the factors that caused the rejection to the establishment, being: places with a lot of people, delayed service. The main factors that affected consumption behavior in nightclubs along the Paraná Coast were: the civil status, income and age, and it was observed a lower presence of the public with greater spending power (class A and B), and in this case it could be adopted a relationship marketing processes as an alternative to increase the presence of this public in the region nightclubs.

**Key words:** Nightlife. Consumer Satisfaction. Socioeconomic Profile.

### INTRODUCTION

The contemporary society has strengthened habits and customs and created new forms of leisure, where relations with consumption and sociability merge in certain spaces and influence the construction or promote the reconstruction of new forms of identity and fun, where in this new scenery of leisure practice, stands out the nightclubs (Barral, 2014a).

According to Gimenes (2005), it is possible to perceive some nuances of the bars and nightclubs consumption, in which is emphasized the close relation between the fact and the symbolic consumption. In these spaces which are frequented in the free moments, people undressed of labor and family obligations, the bars and nightclubs have some peculiarities of consumption.

The practice of leisure, in the general context, has significant space in the daily life of the people and it can be understood as a social construction occurred and reinforced in the sociocultural traces where the individual is inserted (BARRAL, 2014b). According to Marcellino (2007), the bar can be classified as a space not built specifically for the function of leisure and sociability, but which satisfactorily performs this function, being in this situation more efficient than nightclubs.

According to Barral (2014b) this type of space motivates the person or group of people to move from the places where they live in their daily lives, and it transforms the night bars or nightclubs into a space chosen to have experience of feelings and pleasures different from the trivial. Then, it could be observed the cultural symbology in the relationships of groups and subgroups of people anchoring in the collective feeling, the search for moments of joy and fun.

Moreover, Gimenes (2005) points out that it is noticeable in Western societies, more than ever, that the forms and criteria for acquiring products and services transcend the mere satisfaction of utilitarian needs. Gimenes (2005) also states that unlike objects that can be evaluated at a point of sale, the consumption in bars and nightclubs takes place *in loco*, where this requires the individual to promote an immersion in the context of the bar or nightclub, including its ambiance, decoration and socialization with other consumers.

The close relationship between what consumers really want and what the establishment offers are described by Bezerra and Wronnski (2016) as questions related to the management of the knowledge practiced by the managers in relation to the service innovation and creativity. These factors may result in an increase

in the interaction between individuals and groups of individuals, as well as favoring the increase of the billing of these houses, with the stimulus of socialization that conjugates to provide pleasure to the individuals, supplying their social needs of status and esteem by fun and leisure.

The consumers in nightclubs reproduce their class habits in consumed services as an extension of their own personality. In this way, Gimenes (2005) points out that the consumer seeks to construct an intelligible universe, the consumption chosen by him/her, created by the exercise of his/her taste and limited by the economic possibilities of choices, as well as the preferences of consumption, which involves discriminating judgments, which identify the judgment of taste him/herself and at the same time make them susceptible of being recognized and classified by others.

The groups that self-identify according to consumer behavior defined by their choices can be categorized according to their profile and behavior as a result of their choices. Kotler and Keller (2006) argue that profile and behavioral studies are increasingly conceptualized as the starting point for understanding the choices of products and services of each person, as well as the influences of different factors, both internal and external, on consumption decision process.

It should be noted that the sector is responsible for generating 8% of direct jobs in Brazil, equivalent to six million job vacancies, with 780,000 bars in Brazil and representing 2.7% of Gross Domestic Product (GDP) (Abrasel, 2017).

However, in spite of the expressive number of the sector, in the last decade Brazil had 341 thousand companies closed in three years, which confirms the information that in a general scenario, on average, five years after being created, just over 60% of the companies close the doors, and this scenario also reflects in the companies from Paraná Coast (Ibge, 2018). According to the Junta Comercial do Paraná (Paraná Commercial Board, 2018), approximately 1.5% of Paraná companies in undergoing recovery or bankruptcy are located along the Paraná Coast, including night bars and nightclubs.

The reversal of unfavorable scenarios is more easily achieved with programmed actions and based on the consumer behavior and the processes involved when individuals or groups select, buy, use or discard products, services, ideas or experiences to satisfy their needs and desires (Salomon, 2011). Churchill and Peter (2000) emphasize that in unfavorable scenarios, such as the Brazilian case, to know these situational influences, as well as identify the reasons that lead people to choose a service and then create value on it, it is a viable way of generate competitive advantages in the organizations that offer this type of leisure service and, consequently, allow a longer life cycle.

The analysis of consumer behavior in nightclubs, according to Cobra (2009), is essential in the processes of business sustainability, and points out that knowing the consumers demands is irreversible tendency for an establishment to be successful, and even is necessary to be in sync with two or more trends simultaneously.

For Salomon (2011), 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. Then, the need to study these kinds of commercial establishments arises for Bezerra and Wronski (2016).

Still, according to Bezerra and Wronski (2016), the justification for these studies is based on two central issues, the first one being the economic importance of the segment in Brazil and the second one is regarding to the lack of studies that relate this segment to the economic and social impacts, and that, in this way, they can find elements that can also explain their competitive bases in the commercial scenario.

Specifically regarding to Paraná Coast, Negrelle *et al.* (2017) describe that the region has a population of more than 250,000 inhabitants, and annually it receives two million of vacation tourists with potential for consumption, as well as being the main of Paraná Coast, it holds the seventh largest financial collection of the State, and it is classified as a medium-sized city, with per capita conditions similar to other 160 municipalities in Brazil. It should be noted that Paraná Coast has characteristics that differ it from other regions of the State, such as language, habits and customs inherited from Portuguese culture, Indians and black people who constituted the region's colonization.

Thus, in the presence of the relevance of night bars and nightclubs segment in the regional economic and social context, and in view of the absence of studies related to the consumer's behavior in bars and nightclubs in Paraná Coast, this study was carried out in order to understand how the social configuration, as well as the elements of desire and the consumers' needs, change the decision of the consumer when choosing a place as nighttime entertainment.

In order to meet this objective, it was sought to answer the following questions, specifically:

- i). Identify the socioeconomic profile of nightclubs clients in Paraná Coast.
- ii). Diagnose what were the factors that altered the nightclubs consumers' behavior in Paraná Coast.
- iii). Investigate, in the perception of the consumers, what were the competitive differentials, as well as the factors of clients' rejection in the choice of night bars or nightclubs.

## MATERIALS AND METHODS

During the months of July and August 2018, a descriptive exploratory research was conducted, as proposed by Barros and Lehfeld (2007), and the study was directed to consumers over 18 years old who attended night bars and nightclubs in the main city of Paraná Coast.

### Study Area

The city of Paranaguá was selected because, according to the Brazilian Institute of Geography and Statistics (IBGE, 2017), the population of Paranaguá is superior to 52% of the regional population, besides the GDP (Gross Domestic Product) per capita represents US\$ 12,670.75, where the average salary for formal workers is three minimum salaries and the local HDI (Human Development Index, 2010) is 0.750.

### Statistical analysis

To define the profile of these consumers, information such as gender, age, marital status, education, and economic status was collected, it was adopted the age distribution according to IBGE and the classification of the economic condition according to critério Brasil proposed by Muraro *et al.* (2017).

In total, 224 semi-structured questionnaires were applied randomly, regardless of gender and social class, as proposed by Anacleto *et al.* (2017), however, only 207 could be validated.

The evaluation of gender influence in relation to the average spend per night was performed according to the non-parametric Mann-Whitney test at a significance level of 5% ( $p < 0.05$ ).

The evaluation of marital status influence in relation to the average spent per night was performed according to the Kruskal-Wallis test, at a significance level of 5% ( $p < 0.05$ ).

The evaluation of civil income influence in relation to the average spend per night was made using Spearman's correlation coefficient (Hair *et al.*, 2009). The results were evaluated using the program SPSS (version 16)

### Impact matrix analysis

The opinions expressed by the interviewees were evaluated as to their influence and the influence suffered in comparison with other opinions, and a cross impact matrix was organized, which result generated the relevance index obtained by the equation. The impact matrix according to Curvelo *et al.* (2012), assigns percentage values from 0 to 100 to each opinion expressed by the interviewees, first of all individually and, later, the information was crossed collectively, comparing as to the respective influence exerted and the influence suffered, being that the greater the index, the greater the relevance of the factor.

The impact matrix generates an index of relevance that can be obtained by the equation:

$$IR = \frac{InRn * InPn * 100}{\sum SIs_p}$$

IR= Relevance index of the evaluated situation;

InRn = Indexes of received influence;

InPn = Indexes of induced influence;

Slsp= Sum of indexes (InRn\* InPn) of all questions analyzed by the participants.

## RESULTS AND DISCUSSION

The majority of consumers registered in the nightclubs evaluated were women (n=59%), however, regarding to the average nightly spent of this gender, they consume less than the male audience (Table 1) statically, being the differences in relation to the male consumption statistically significant. However, related to the average age of consumers in the nightclubs from Paraná Coast, the study revealed that there were no significant differences among the classes evaluated (Table 1).

**Table 1:** Comparison between genders, average consumption per night and age of consumers in nightclubs in Paraná Coast (n = 207).

Gender	n	Average nightly spent USD	Age
Female	122	22,39 <sup>a</sup>	26,74 <sup>a</sup>
Male	85	25,43 <sup>b</sup>	28,04 <sup>a</sup>
Mann-Whitney Test	207	p = 0,322	< 0,001

p - significance value of Mann-Whitney Test.

Averages followed by the same letter do not differ statistically from one another.

The presence of the largest number of women consumers in nightclubs in Paraná Coast reveals the need for a deeper analysis, since according to the Ibge (2018) it shows that in the population estimate in 2018, the number of women in the region is similar to the amount of men.

Brazilian women have been being protagonists of a process of emancipation observed in several aspects. According to Ibge (2010), the woman seen as the main provider of household needs, grew 37.3% over the previous decade. Ibge (2010) still argue that women rise in Brazil can also be observed in higher public education, it currently represents 57.1% of the students, in addition to the number of children per woman, where there was observed a decrease of 50%.

The struggle for women's rights, which has been taking place in Brazil for decades, may be one of the factors of influence observed in the greater presence of the female audience in nightclubs.

The greater space of women in the labor market, the better and more pleasant conditions of social life and the enjoyment of leisure in the same way that men enjoy, has been observed as part of this process of country modernization in the search of genders equality.

Thus, financial independence coupled with the evolution of the times has shown that, in the current conjuncture of struggle, women have abandoned the limitations of the patriarchal culture, showing a woman who allows herself to satisfactorily explore her moments of entertainment.

However, even with the women's emancipation in relation to the greater presence in nightclubs in Paraná Coast, the study revealed that women still have lower financial spent per night than men (Table 1), reason why this situation may be linked to two considerations, the first one being related to the culture developed in Brazil throughout history, in which man must always pay the bill. In this sense, Alves et al. (2011) describes that gender is understood as a social construction of sexual difference and has a relational sense, where the values that go back to the experiences in daily life are constructed throughout history and end up often assuming unconscious behaviors and attitudes, that understand be more consistent with what is expected socially about what becomes a man or a woman. Still in this respect, there is a significant number of men who still understand that men should pay the bill as a sign of virility and leadership in the gender relationship, but not all men take this model as their own and advance in the direction of equality, in the same way that one seeks equity to entertainment consumption.

The second issue is related to lower consumption in the comparison between genders it may lie on the fact that despite the rise of gender in Brazil, women still earn less than men. Cavallini (2018) argues that the salary gap between genders in relation to the same formation in higher education is almost 53%, and women are still a minority in management positions. Thus, the lower wage gain may be reflecting in lower consumption.

The marital status can be classified as a decisive factor in consumption in nightclubs in Paraná Coast. Although single people were more frequent in nightclubs (n= 65.22%), it was observed significant differences in the average spent per night, with a higher consumption by divorced people, who also had a higher average age, being the values statistically different from the other classes evaluated (Table 2).

**Table 2:** Comparison between marital status, average consumption per night and the age of consumers in nightclubs in Paraná Coast (n = 207).

Marital Status	n	Average nightly spent USD	Average age
Single	135	21,58 <sup>a</sup>	24,9 <sup>a</sup>
Stable Union	33	26,30 <sup>b</sup>	28,4 <sup>a</sup>
Married	31	27,92 <sup>cb</sup>	33,8 <sup>b</sup>
Divorced	8	29,84 <sup>c</sup>	42,2 <sup>d</sup>
Kruskal-Wallis Test	207	p = 0,022	p = 0,035

p - significance value of Kruskal-Wallis Test.

Averages followed by the same letter do not differ statistically from one another.

Referring to frequency in number of days of the consumers in nightclubs in Paraná Coast, there were no statistical differences between genders, age, income, or marital status. It was observed that the highest frequency in nightclubs occurred once a week (n = 65.7%) in all social classes evaluated, followed by frequency in establishments twice a week (n = 20.8). Similarly to the frequency, in simultaneous responses, the preferred days of the week to go to nightclubs were mainly on Saturdays (86.5%), Friday (74.9%) and Sunday (20.8%), what emphasized the priority choice of the weekend as the leisure moment, being these issues similar to other studies carried out in Brazil.

The monthly family income can be classified as a decisive factor in nightclubs consumption in Paraná Coast, since it was observed a strong trend of consumption growth as economic class progresses, with significant statistical differences in consumption among the classes evaluated (Table 3).

**Table 3:** Comparison between financial income and average consumption per night in nightclubs in Paraná Coast (n = 207).

Class	Financial Income USD	%	Average nightly spent USD
A	Acima de \$ 6297,11	0,97	56,65 <sup>c</sup>
B1	\$ 2801,66 até \$ 6297,11	1,93	32,37 <sup>dc</sup>
B2	\$ 1446,67 até \$ 2801,66	7,25	29,67 <sup>c</sup>
C1	\$ 799,97 até \$ 1446,67	19,80	34,51 <sup>d</sup>
C2	\$ 456,25 até \$ 799,97	31,40	20,87 <sup>ab</sup>
D	\$ 191,03 até \$ 456,25	29,95	19,48 <sup>a</sup>
E	Até \$ 191,03	8,69	18,39 <sup>a</sup>
<b>Total</b>		<b>100</b>	

Averages followed by the same letter do not differ statistically from one another

Despite the fact that the study showed a trend towards higher consumption, as consumers' income increased in nightclubs, the results pointed that the public most present in the establishments were in class C. It is observed that the low presence of people from classes A and B who have greater purchasing power, may be acting as a constraint the consolidation of nightclubs in Paraná Coast. One of the factors that deserves careful attention is the proximity of Paraná Coast to two major entertainment and leisure centers: Curitiba, capital of Paraná State, and Joinville, the largest city in the neighboring state (Santa Catarina), both distant on an average of 100 kilometers from the coast, with great population density and great offer of night bars and nightclubs.

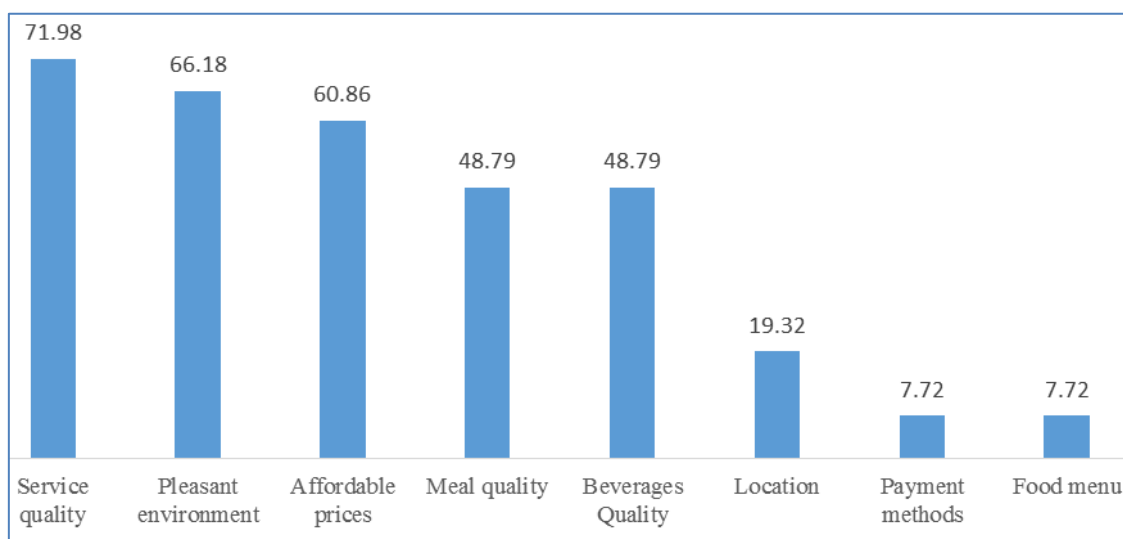
According to Kotler (2000), the exploration of market segments may be an alternative to the consolidation of the nightclubs market in Paraná Coast in terms of defense by geographical competition.

The consumer's behavior is determined by several factors, besides the geographic question and that influence in the decision making, among which are the cultural question, the place appearance, product, the quality of products offered and social issues. In this case, the consumer will be influenced by reference groups, family members, work groups and friends.

Considering that the consumer's behavior will be defined by what will leave him in a satisfactory position related to his/her desires and needs, as well as by the influence of the social groups, other considerations must be analyzed by night bars and nightclubs managers, especially the correct application of the marketing into the several factors that are denoted by the consumers as essential in choosing a place to go out.

The study showed that the main factors that motivate the choice of a night bar or nightclub and that would lead the consumer to have a higher frequency were highlighted in relation to the quality of the service, followed by a pleasant environment, and only after these issues, price-related issues (Figure 1).

**Figure 1:** Main motivating factors in the choice of the night bar or nightclub by consumers in Paraná Coast (N = 207).



Question with multiple answers

The correct adaptation of nightclubs along the Paraná Coast, in relation to other nearby regions, is necessary as an alternative to avoid rejection and in order to increase the presence and promote the client loyalty with higher purchasing power (Table 4).

**Table 4:** Matrix of cross-impact among the main factors that influence the rejection in the choice of a night bar or nightclub by the consumers in Paraná Coast (N = 207).

Ranking	Rejection Factors	Relevance Index
1°	Very crowded place	57,15
2°	Slow service	21,43
3°	Poor menu variety	10,71
4°	Lack of smoking area	3,57
5°	Bad quality products	3,57
6°	Other miscellaneous factors	3,57

Source: Prepared by the authors (2018).

Some issues reported by the interviewees should be classified by the managers of the establishments as an essential condition demanded by the consumers, such as the service quality, a pleasant environment, the place to have adequate stocking, menu variety and drinks at the correct temperature. In this context, Kotler and Keller (2006) describe that the evolution of concepts and marketing in companies must design plans of relationship, giving benefits to customers so that they may wish to visit that place, and from that point on, the managers must abandon the simple connotation of just serving, and start to develop other functions that are much more complex, which in fact provide satisfaction to customers, then the subject can return and the loyalty process may begin.

In addition, according to Kotler and Keller (2006), there is a very fast evolution in business, where the marketing ideas cannot keep up with this evolution, and also many managers cannot keep up with the changes. Mattar (2001), and Muraro (2017) reaffirms this issue and describes that organizations are not always able to achieve all the objectives and still make the necessary investments, since every organization has its capacity necessarily limited and usually cannot cover the full range of clients. And the same author says that if companies attempt dual-purpose actions without structure and planning, they may be more vulnerable to competitors, resulting in reduced profits. Therefore, it is crucial to analyze the business scenario and plan the strategies to be implemented.

Kotler and Keller (2006) argue that the current reality demands that all sectors have changes. The managers need to make decisions that leave their business at the level of what the competitors and consumers want, in other words, the adoption of this leveling could be essential to a good performance of organizations and could provide the capacity for changes in order to bring success and better market participation.

The organizations should realize the importance of maintaining their customers because many relationship plans end up bringing the customer to the company so he/she would hardly seek services from competitor companies. However, in order to achieve this goal, a financial effort is necessary, offering the attributes desired by the consumers and later establish relationship marketing actions. In this way, organizations can through consistent action plans, attract and retain customers.

The relationship marketing actions point to a fairly viable way of getting new customers, as well as pointing out to organizations the advantages of keeping their current customers. In view of this situation, Mattar (2001) emphasizes that the retention of current customers should be prioritized and, in parallel, start to attract new customers, which is always more expensive.

Changing consumer behavior is not an easy task for companies, but the managers must be aware of competitors' changes and effectiveness, and launch services to serve their customers so that consumers can identify their needs in these services.

## FINAL CONSIDERATIONS

The results showed that nightclubs and night bars costumers in Paraná Coast were mostly women (n=59%), and the age group, regardless the gender, was on average 27 years old.

The study revealed that the competitive advantages that should be present in nightclubs were the quality of service (n = 71.98%), followed by the pleasant environment (n= 66.18%) and price (n = 60%), and the main factors that caused the rejection to the establishment were very crowded places and very slow service. The main factors that affect consumption behavior at night bars and nightclubs in Paraná Coast were the marital status, income and age, and a lower presence of the public with greater spending power (class A and B) was observed. Then the adoption of the relationship marketing processes could be a viable alternative to increase the presence of this public in these places in Paraná Coast.

## REFERENCES

- Anacleto, A., P.N.F. Jesus and R.A.S. Ramos, 2017. Profile and behaviour of orchids consumer in Paraná coast - Brazil. Australian Journal of Basic And Applied Sciences, 11(1):32-40.
- Alves, R.F., R.P., Silva and M.V., Ernesto, 2011. Gênero e saúde: o cuidar do homem em debate. Psicologia teórica e pratica, São Paulo, 13(3): 152-166.
- Abrasel - Associação Brasileira de Bares e Restaurantes 2016. Pesquisa de Conjuntura Econômica do Setor de Alimentação Fora do Lar. Disponível em: <http://www.abrasel.com.br> Acesso em: 20 set. 2018.
- Barral, G.L.L. 2014a. Mulheres no bar: personagens, performances e sociabilidade. In: II Colóquio de Estudos Feministas e de Gênero, 2014, Brasília. Colóquio Estudos Feministas e de Gênero. Brasília: Editora UnB.
- Barral, G.L.L. 2014b. Brigas de bar em Brasília: sociabilidade e socialização. Revista Brasileira de Sociologia da Emoção, 13(1):12- 19.
- Barros, A.J.S. and N.A.S. Leheld, 2007. Fundamentos de Metodologia Científica. 3.ed. São Paulo: Pearson Prentice Hall.
- Bezerra, C.A. and J.L.M. Wronski, 2016. Inovatividade, criatividade e gestão do conhecimento em bares, restaurantes e casas noturnas: um estudo em estabelecimentos de Curitiba – PR. Rev. Bras. Pesq. Tur., São Paulo, 10(1):18-43.
- Cavallini, M. Mulheres ganham menos que os homens em todos os cargos e áreas. Disponível em: Economia <https://g1.globo.com/economia/concursos-e-emprego/noticia/mulheres-ganham-menos-que-os-homens-em-todos-os-cargos-e-areas-diz-pesquisa.ghtml>, acesso em 15 de outubro de 2018.
- Churchill, G.A. and J.P. Peter, 2000. Marketing: criando valor para o cliente. São Paulo: Saraiva.
- Cobra, M. 2009. Administração de marketing no Brasil. 3ed. Rio de Janeiro: Elsevier.
- Curvelo, E.B.C., A. Anacleto and A.P. Coelho, 2016. As mulheres empreendedoras e as feiras livres no litoral do Paraná. Revista Faz Ciência, 18(27):112-118.
- Gimenes, M.H. and G. Sperandio, 2005. Olhares contemporâneos sobre consumo em bares e casas noturnas. Administração de Empresas em Revista, 4(4):55-75.
- Hair Jr, J.F., R.E. Anderson., R.L. Tatham and W.C. Black, 2009. Análise multivariada de dados. 6. ed. Porto Alegre: Bookman.
- Ibge. Estatísticas de Gênero relativo ao ano de 2010. Disponível em: <http://seriesestatisticas.ibge.gov.br>, acesso em 12 de outubro de 2018.
- Ibge. Índice de Desenvolvimento Humano Municipal de 2010. Disponível em: <https://cidades.ibge.gov.br/brasil/pr/paranagua/panorama>, acesso em 12 de outubro de 2018.
- Ibge. País registrou o fechamento de 341,6 mil unidades empresariais em três anos. Disponível em: <https://g1.globo.com/economia/noticia/em-tres-anos-3416-mil-empresas-foram-fechadas-no-brasil-aponta-ibge.ghtml>. Acesso em acesso em 12 de outubro de 2018.
- Junta Comercial Do Paraná. Empresas em falência ou recuperação judicial no Paraná. Disponível em: <http://www.juntacomercial.pr.gov.br/modules/conteudo/conteudo.php?conteudo=20>. Acesso em acesso em 12 de outubro de 2018.
- Kotler, P. 2000. Administração de Marketing: Análise, Planejamento, Implementação e Controle. 10. ed. São Paulo: Atlas.
- Kotler, P., and K.L. Keller, 2006. Administração de marketing. 12. ed. São Paulo: Pearson Prentice Hall.
- Marcellino, N. 2007. Algumas aproximações entre lazer e sociedade. Animador Sociocultural: Revista Iberoamericana, 1(2):1-20.
- Mattar, F.N. 2001. Pesquisa de marketing. 3.ed. São Paulo: Atlas.
- Muraro, D., R.R.B. Negrelle, and A. Anacleto, 2017. Profile and behavior of flower consumer: subsidies for marketing actions. Revista Ceres, 64(6): 557-566.
- Negrelle, R.R.B., A. Anacleto., F.L. Cuquel and Muraro, D. 2017. Profile and behavior of flower consumer: subsidies for marketing actions. Revista Ceres, 64(6), 557-566.
- Solomon, M.R.O. 2011. Comportamento do consumidor: comprando, possuindo e sendo. 9. ed. Porto Alegre: Bookman,