


Chapter 44

Brand experience: a study on the experiences that influence the decision of the consumer purchase of Conceiçãoense - BA between 2019 and 2020 - case Tambaú

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ABSTRACT

The Brand experience is a marketing strategy, arising from interactions between the customer and the brand that generate experiences, which directly influence their purchase decision. The brand, in its entirety,

needs to be focused on its consumers to provide meaningful experiences. Therefore, it is essential to understand consumer behavior, which undergoes constant transitions that end up making it more and more meticulous. As a result, the present study is based on bibliographical research, followed by a case study with a quantitative approach, which aimed to identify the experiences that influence the purchasing decision of the conceptual consumer. To obtain the data, questionnaires were applied using the theory of simple random sampling in two different periods, 2019 and 2020. The results claim that the experiences that positively influence the purchase decision are focused on traditional values such as quality and honesty, in addition to a culture focused on satisfying customer needs.

Keywords: Brand experience, Influence, Consumer behavior, Buying decision.

1 INTRODUCTION

The market is increasingly disputed and conquering the consumer becomes a gradually arduous task. In this sense, *brand experience marketing* has been gaining visibility to provide positive and striking experiences to consumers.

Although *the brand experience* is considered a marketing tool, it is much more complex than we imagine and can be conceptualized as a marketing strategy that promotes the interaction of brands with customers and partners, through experiences that add affective and emotional values, that is, a set of actions that occur with each contact of the consumer with the mark, and maybe before, during, after the purchase or even in the decision of the consumer. (NEUMEIER, 2008)

In general, experience marketing can and should be associated with concepts such as attracting, conquering, involvement, and customer loyalty. Thus, the theme of this study is based on the following

statement: *Brand experience*: A study on the experiences that influence the purchase decision of the consumer between 2019 and 2020, where the basis of this investigation was the company Tambaú. This company has around 40 years, starting its services as a fattening farm, but since the year 2019, the brand has intention to expand.

Currently, Tambaú has three companies in the city of Conceição da Feira - BA that carries with them the brand name, but its main goal is to sell the slaughtered chicken. The company is little activity in the local market, having only one supplier in the city, which already distributed tambaú chickens without their label and now, in 2020, began to market the chicken with the official brand name. However, the company's managers are already developing marketing strategies to bring consumers closer to consumers, providing them with a brand experience. Understanding what consumers want would help the company to make more assertive decisions and it is based on this assumption that the study aims to answer the following question: What experiences influence the purchasing decision of the consumer Conceiçãoense - BA between 2019 and 2020?

From this context, the main objective is to identify the experiences that influence the purchasing decision of the consumer Conceiçãoense - BA between 2019 and 2020, being the specific (1) shows the level of knowledge of the Tambaú brand among consumers; (2) verify the company's marketing actions that impact the community; (3) analyze the Brand Experience as a strategic tool, as well as (4) compare the demand of Tambaú products between 2019 and 2020.

The choice of the theme was based on the need to provide a better understanding of the *use of brand experience by organizations* that want greater consumer engagement with their brand, as well as to meet in an informative and advisory way the company under study, in which it is in the process of insertion, wishing a highlight in the market. In addition, our conclusions can serve to help other companies, regardless of their field of activity, informing managers of the perception of some actions that influence the purchasing decision of consumers, as well as serve as a theoretical and practical contribution to the realization of future research.

Thus, the article is divided into a theoretical framework: Consumer behavior; Social, cultural, personal, and psychological factors; Experience Marketing and *Brand Experience*. Next comes the case study: Tambaú, the methodology, and, finally, the analysis and discussion of the results obtained with the appropriate considerations.

2 THEORETICAL FRAMEWORK

2.1 CONSUMER BEHAVIOUR

Due to the constant change in the world, consumers have become increasingly demanding, also due to the great diversity of goods and services available for consumption. The challenges faced by organizations, in addition to innovating their products or adapting technologically, are in knowing their

consumers, their habits, and how they can involve and retain them to create strong and lasting relationships (BARBOSA, 2017).

In this case, the author Larentis (2009) states that, when it is a society in which consumption is fundamental, it is necessary to understand, managers, especially marketing, about consumer behavior.

For Hawkins (2019) consumer behavior is the field of study of individuals, groups, or organizations and the process used by them to select, use and obtain products, services, and experiences that meet their needs, in addition to understanding the impacts that these processes have on him and society. Generically, it establishes the most varied techniques and ways to study the customer's purchasing decision process, seeking to understand which factors, habits, influences, and stimuli intervene in this act, to help him briefly explore all stages and complete his purchase.

The purchase decision process is divided into stages, the first being the perception of a need, that is, the moment that the consumer recognizes that he needs something, the solution to a problem or supply of a need, then he seeks information on websites, advertisements or with friends/family, soon that consumer begins to evaluate the alternatives, processes the acquired data, judging the best options that can meet your needs and, finally, the purchase decision, which in turn has already been influenced by the environment in which the consumer is inserted. (PINHEIRO, 2011)

The needs to be met can vary from physiological to the desire for self-realization. Human beings are guided by the search for fulfillment of their longings, which alter according to their urgency. Maslow's theory classifies human needs into five categories, which are inserted in the pyramid so that survival needs are the basis, according to the following order: physiological, security, social, affection, and self-realization. To meet their anides, "consumer buying behavior is influenced by social, cultural, personal and psychological factors" (KOTLER, 2006, p.176).

2.1.1 Social Factors

Social factors are of great influence in this behavior, as it encompasses the social circles in which the consumer is inserted - reference groups, family, friends, social roles, etc. One of the most important variables of social factors is reference groups, which are subdivided into primary - family, friends, neighbors, and co-workers, secondary - religious groups and class professionals, aspiration - groups where the person expects to belong and dissociation - groups with values or behaviors that the person rejects. Kotler and Keller (2006) state that, among the reference groups, family members constitute the group with the greatest influence, due to the continuous interaction between their members.

2.1.2 Cultural factors

For Solomon (2002) culture can be understood as the accumulation of meanings made and valued by society, including abstract ideas such as values and ethics, rituals and norms shared among members of

society. Thus, cultural factors concern the personality of a society, in which groups with their modes of behavior and similar interests are found.

"Culture is the 'lens' through which people see products" (SOLOMON, 2002, p.371). Culture causes the consumer to determine which products and services can be part of his life, evaluating them according to the rules and cultural guidelines in which he is inserted.

Thus, an understanding of the various cultures of society helps marketers to predict the consumer's acceptance of their goods/services. If the products that were offered to the market combined with the values, rites, and traditions of the time, this will have a greater chance of acceptance by society.

2.1.3 Personal Factors

Personal influences are linked to financial conditions as well as the lifestyle of the consumer. "Lifestyle is how the individual represents self-image and is determined by innate experiences and current situation" (HAWKINS *et al.*, 2019, p.233), it involves the perception of all individuals about things and life, what he values and what he likes to do in his idle time. Although the consumer shares common characteristics such as race, gender, and age, it is their lifestyle that defines how this being lives, as well as establishes which products highlight their interests.

Self-image can be shared between what is real and what is desired, for example how the consumer sees himself and how he would like to be, or how others see him and how he would like to be seen, this is one of the factors that many experts and companies use in individual advertising campaigns, segmenting the market by the lifestyle of the consumer, although he often does not understand that his way of living influences his purchasing decision.

Hawkins *et al.* He cites that "people's attempts to achieve their ideal self-image or maintain their current self-image usually involve the purchase and consumption of products, services, and media" (2019, apud GRAEFF, 2004, p.231), although the financial condition may delimit their judgment before some products. The higher your financial condition, the greater your possibility of purchasing goods and services, and the consumer is inclined to purchase goods and services that are representative of their social class.

2.1.4 Psychological factors

Psychological factors have to do with motivation, perception, learning, and memory.

Sigmund Freud, quoted by Kotler and Keller (2006) concluded that the psychological forces that form the behavior of individuals are unconscious and that no one comes to fully understand their motivations, more specifically, we do not know our motivations. "When a person evaluates marks, they react not only to the stated possibilities of those marks but also other less conscious signs. Shape, size, weight, material, color, and name can stimulate certain sensations and emotions" (TEIXEIRA, 2010. p.28).

For this, there is a technique that is used by *marketers*, *laddering*, which allows one to trace the motivations of a person from the reasons declared to the deepest, making it possible to decide at what level they should develop the message and appeal of the product. (KOTLER, KELLER, 2006).

Another theory of motivation would be Herzberg's theory which presents two factors: the dissatisfaction factors (factors causing dissatisfaction), and the satisfaction factors (factors causing satisfaction). The product may not only have the absence of "insatisfatores", but must also count on the presence of "satisfactory factors" to motivate the purchase (HERZBERG, 1966 *apud* KOTLER, KELLER, 2006).

Regarding the psychological factor, we can affirm that a motivated person is ready to act. The way the motivated person acts is influenced by their perception of a situation. Perception is the process by which someone selects, organizes, and interprets the information received to create a significant image of the world (BERELSON E STEINER, 1964 *apud* KOTLER, KELLER, 2006).

Another psychological factor that influences consumer behavior is learning. When people act, they learn. Learning consists of changes in a person's behavior resulting from experience. Much of human behavior is learned. Learning theorists believe that it is born from the interaction between impulses, stimuli, signals, responses, and efforts (KOTLER, KELLER, 2006).

Memory, on the other hand, plays a major role in consumer buying behavior. All the information and experiences accumulated by people over the long term of life may end up stored in their long-term memory (TEIXEIRA, 2010).

Thus, studying consumer behavior as well as the factors that influence it in purchasing decisions is essential for strategies to be successfully elaborated and implemented.

2.2 EXPERIENCE MARKETING

The constant transitions in consumer behavior have increasingly required marketers and companies in the search to win over and retain customers. In this sense, experience marketing becomes an excellent alternative, because it understands that the consumer is formed by reason and emotion, based on the consumer experience through the most diverse methods and strategies, one of which is the management of the customer experience.

For Schmitt (2004), customer experience management is not a simple philosophy, but a practical management tool, which demonstrates in detail how to provide experiential value to customers and, in return, extract from this financial value. Customer experience management (GEC) should be understood as the activity that strategically manages, in an integrative way, all customer experiences with a particular company or product, being internal or external, always focused on the client as the main element of each action. However, it is not something that can be done overnight, it is a long and lasting process that aims to convey to the customer the best possible experience and create a solid relationship.

The marketing of the experience involves the emotions and feelings of its consumers, Kotler, Kartajaya, and Setiawan state that "the value of the brand must appeal to the needs and emotional desires of consumers, thus surpassing the features and characteristics of the product" (KOTLER, KARTAJAYA, and SETIAWAN, 2010, p 42). To achieve its goal, the management of the customer experience is divided into phases that seek to cover the human being in its entirety.

Schmitt (2004), organizes the steps of the GEC, in five: analyzing the experiential world of the client; building the experiential platform; designing the brand experience; structuring the customer interface, and committing to continuous innovation.

Analyzing the experiential world of the client: this stage involves the sociocultural context of the client, needs, and aspirations, experiences such as lifestyle, from this analysis companies can develop or improve services and products aimed at the client, using feedback and current situations of customers for this analysis.

Building the experiential platform is the link between strategy and implementation, where a multisensory and multidimensional representation of the experiential positioning to be adopted is constructed, translating everything that the company aims to deliver to the client in the sense of experience.

Designing the brand experience happens through the translation of experimental elements in the aesthetics of products and services, making them visible and attractive to the customer.

Structuring the customer interface refers to the customer's forms of contact with the brand. For Schmitt (2004, p. 115) "The customer interface is the second most important domain for the implementation of the experiential platform" because this goes beyond the relationship management with it, is the dynamics of information exchange between the client and the company, which can consolidate fidelity or degrade this relationship.

At the stage of Commitment to continuous innovation, the customer is a human being that constantly evolves and the company needs to follow this evolution when it wants to generate significant experiences for the consumer, generating value for the customer. According to Sheth and Sobel (2001), it is much more than satisfying the client, it is doing a good job to create lasting loyalty and a cooperative relationship that allows a great influence on customers and decisions.

2.3 BRAND EXPERIENCE

Providing a remarkable and meaningful experience for consumers has been the focus of the vast majority of companies. According to Costa, (2004, *apud* REICHELT and BOLLER, 2016, p.610), mass media gradually lose strength and new forms of communication begin to emerge. Marketing, which was previously limited to the sale of products and profitability, could not continue to follow this same bias, since the habits of consumers forced it to reinvent itself (LIGUORI *et al.*, 2017). This fact opened gaps for a new form of marketing, the consumer experience with the brand.

As Vieira, Santos and Garcia (2019) explains:

Maintaining only a good relationship with the customer is not enough to have a lasting relationship, it is necessary to make an impact on the consumer with the product or service so that he never forgets such a company. It is at this moment that the marketing experience enters, knowing well the consumer it is possible to promote remarkable experiences that will awaken in him the desire to be faithful, feeling belonging to a particular company or brand [...] (VIEIRA; SAINTS; GARCIA, 2019, p.16).

The consumer's experience with a particular brand goes far beyond the offer of goods or services, it is related to treatment, communication, environmental air conditioning, and social responsibility. It is to make the brand present in everyday life, whether in the sponsorship of an event, a cultural project, or through sustainable actions, which, consequently, end up impacting the lives of consumers. For this reason, for a brand to become strong and recognized in the market, a strategy is used that facilitates this connection, which provides feelings, and sensations, that enable greater adeptness to the brand, that is, the spread of *branding*.

Because of this, many companies have used the most diverse strategies to provide a greater connection with customers, being present in things from their day to day, that provide you with good feelings, that make them feel part of something bigger. A good example is the jbs¹ the company, its actions, and its services serve much more than the needs of its consumers, it is present in the struggles for an egalitarian Brazil against racism thus creating possible emotional ties with 54% of the Brazilian population that is black and with supporters of the cause. And it does not stop there, in addition to making contributions in the fight against COVID-19, JBS promotes many campaigns focused on social responsibility. The most recent was entitled Net Zero² committing to the future of the planet, the campaign consists of year after year until 2040 sustainably improving its production techniques and that harms the planet less and less. Thus, in addition to promoting good actions, the company *promotes brand experience* and is gradually more connected with consumers and impacting them positively.

According to Gentile, Spiller, and Noci (2007, apud BRITO et al., 2016, p.216), it is understood as *Brand Experience* "[...] the consumer experience, originated from a set of interactions between a consumer and a product, a company, or part of the organization, that provokes a reaction." The process of interaction and reaction is very simple because every action generates a reaction, but its effects and results are complex, being able to cultivate or expel future consumers.

According to the authors Brakus, Schmitt, and Zarantonello (2009, apud GASPARETTO et al., 2019, p.30), the consumer's experience with a brand does not appear only after consumption, it can be verified whenever there is an interaction, whether direct or indirect, with the brand.

¹ Available in: <https://jbs.com.br/>

² Available in: <https://jbs.com.br/netzero/>

Direct interaction occurs from the moment the consumer purchases or purchases a particular product or service. On the other hand, indirect interaction is nothing more than any contact with the brand, such as the report of an acquaintance about his experience with a particular company, where this narrative can generate a positive response arousing even the desire to purchase the product, or even with an advertisement that arouses curiosity about the brand, leading the consumer to research and thus have more contact and experience with it.

Companies need to be aware of the power that these interactions provide, because even if the ad has been very well produced, for the consumer, what differentiates is the opinion of another consumer, so *the brand experience* involves much more than advertising, it encompasses all the actions of the company and its employees, everything within the brand needs to be working to provide a good experience to its customers. However, although it is an effort that involves the perception of the consumer, this is a constant and gradual work, effective with each interaction with the customer, since the consumer is attentive to every detail that ensnares his experience with the brand.

A *well-executed brand experience* directly influences the consumer's purchasing decision-making, as it aims to make the brand always present in people's lives and provide them with memorable experiences, attracting them even more to the brand. Strategies like this make consumers remember the brand every moment of their daily life. A company that has a vast portfolio of activities will constantly be mentioned in wheels of conversations, and advertising on social networks, regardless of where that consumer is, brands that sponsor events, sports or aggregate their name in some festival, every time it is mentioned, unconsciously the consumer will remember.

Soon, at the time of decision making, he will be influenced to choose the brand that accompanied him daily, however, it will be much more than that, because this was bombarded by several brands, so in addition to the brand that was present in his daily life, he will be suggestive to the one that added emotional value and provided him with remarkable experiences.

The power of a brand, therefore, can be perceived through its meaning and its relevance to individuals in their daily lives. The more present in daily situations, in relationships involving emotions and conflicts, that is, in human experiences, the stronger it is. Sales and profits are vital to the perpetuation of a company, but for the brand to survive it has to go beyond, it has to reach hearts and minds clearly and strikingly. (MELO, 2008, p.15)

Based on the above interpretation that many companies are present in people's daily lives, through broadcast vehicles, social networks, events, and even entertainment venues that bear the brand name "Mercato Sadia", an initiative of BRF³ (Brazil foods) that offers the best experiences to its consumers through an innovative environment, with personalized service and menus with exclusive snacks to be enjoyed in the space itself, which makes the purchase more enjoyable.

³ Available in: <https://www.doisamaisalimentos.com.br/noticias/brf-oferece-as-melhores-expelaughs-to-o-rcato-sadia/>

Other companies go beyond and diversify the business, as was the case with the Virgin⁴, a group founded by Sir Richard Charles Nicholas Branson that launched the first company in 1970 (a record store), and almost four years after virgin's founding, dedicated itself to diversifying the brand's portfolio, being present in most everyday consumers. The brand went beyond the diversification of branches. Virgin sought innovation and quality in its products and services, always aiming to provide the experience of a remarkable experience, as well as to build a positive and affectionate image for consumers. However, the success of the Virgin group would not be at such an intensity if the company did not seek to know and understand the needs of consumers who, for Tarigo et al. (2016, p.1) "Every day the study of customer needs and desires is considered more important so that companies can perform effective and efficient actions".

In this case, identifying the needs and desires of customers allows companies to elaborate in more detail and specific way on how their actions will reach the consumer, and thus be a factor of great influence on the purchasing decision. But how can new brands or brands that have not yet achieved prominence in the market do to consolidate? How to attract customers? Investing in a brand that adds more emotional values and stimulates the human senses can be an alternative.

3 CASE STUDY: TAMBAÚ

According to the official website of Granja Tambaú, it is a company of family origin, founded in 1997. Its head site is located in Fazenda Tambaú, Povoado da Jaqueira, a Rural Area of Conceição da Feira - BA. Currently directed by president Crispim Pereira de Souza and his managers, Anderson dos Santos Souza, Kesley Jordana da Silva and Kleyton dos Santos Souza.

Granja Tambaú produces thousands of chickens of various lines annually, which makes it the market leader, both in terms of production and in quality and technology, maintaining the good origin of its products with a large structure of fattening farms, feed factories, and carriers.

Mission: To produce chickens with quality and responsibility, meeting the expectations of its customers.

Vision: To be recognized as a quality producer, with excellence in its products and services, and effectiveness in its processes, maintaining respect and ethics in the conduct of all activities.

Values: Reliability, quality, ethics, respect, and simplicity.

The company has consolidated operations in the foreign market, but little action in the local market, having only one customer who sells its product. Because it is a live chicken, which will still go through the slaughter process, does not carry the brand name "Tambaú" and this makes the company does not have as much prestige as the others already working in the market of the city of Conceição da Feira - BA. This fact has become an obstacle to overcome. In 2019, the company decided to expand the business (construction of a cold camera), to sell local frozen chickens.

⁴ Available in: <https://mundodasmarcas.blogspot.com/2006/10/virgin-estilo-nico.html?m=1>

Tambaú managers developed a marketing action to make the brand better known in the city, through the opening of an innovative gallery, "Tambaú", located at a strategic point in the city to arouse the interest of potential customers and promote a brand experience. The Tambaú Gallery was inaugurated on August 18, 2019, and the space has coffee shops and shops of various sectors through this action, it is intended to win over consumers in the city of Conceição da Feira - BA.

In 2020, already with the construction of the cold camera almost finished, the company began to distribute its product, chicken slaughtered Tambaú, in neighboring cities (Feira de Santana and Salvador) and Conceição da Feira to the same customer who already distributed his product in previous years without carrying the brand name.

Tambaú goes beyond the sale of chickens, the company is always investing in the training of its employees through training in the improvement of management, processes, technological updating, administrative consultancies, and production processes, understanding that these actions influence the best result among the team and the relationship of employees with the company. Moreover, the brand has been increasingly seeking to build a relationship with the population of Conceiçãoense, so it is very common for the name "Tambaú" and that of its administrators to be linked to social actions and projects because the company believes that all involved will be impacted constructively and positively. Based on this social awareness that the Tambaú brand is the official sponsor of the football team of Conceição da Feira, as well as one of the sponsors of mma fighter Fredson de Jesus Moreira during a tournament that took place on October 28, 2018.

Through these actions, tambaú seeks to contribute to the development of the city and the population, because the brand is establishing itself and the participation of the population in it would be of paramount importance.

4 METHODOLOGY

This research is based on a case study with a quantitative approach that, according to Malhotra (2011, p.121.), "seeks conclusive evidence based on large and representative samples and usually involves some statistical analysis", in which the study population was identified.

Because it is declared a very large population, the simple random sampling theory was chosen for the selection of individuals, because, according to Creswell (2010), a random sample allows each individual in the population to have an equal probability of being selected. Thus, through the pre-test (application of 15 questionnaires in its preliminary version), together with the help of *wipeppi* software, the size of 96 samples was defined among 23024 inhabitants.

The questionnaires were applied in two different years, in 2019 their application in the field and in 2020 *remotely*, due to the limitations faced by the Covid-19 pandemic. The first questionnaire was applied on November 9, 2019, containing two sections, to identify whether the Conceiçãoense population intended to buy Tambaú brand products, in which only 8 of the 12 questions answered for comparison purposes were

used. The second was applied through *the google forms platform*, served on the social network *Whatsapp* and by e-mail, being available for a response from 14 to December 31, 2020, dividing between 3 sections, totaling 12 questions.

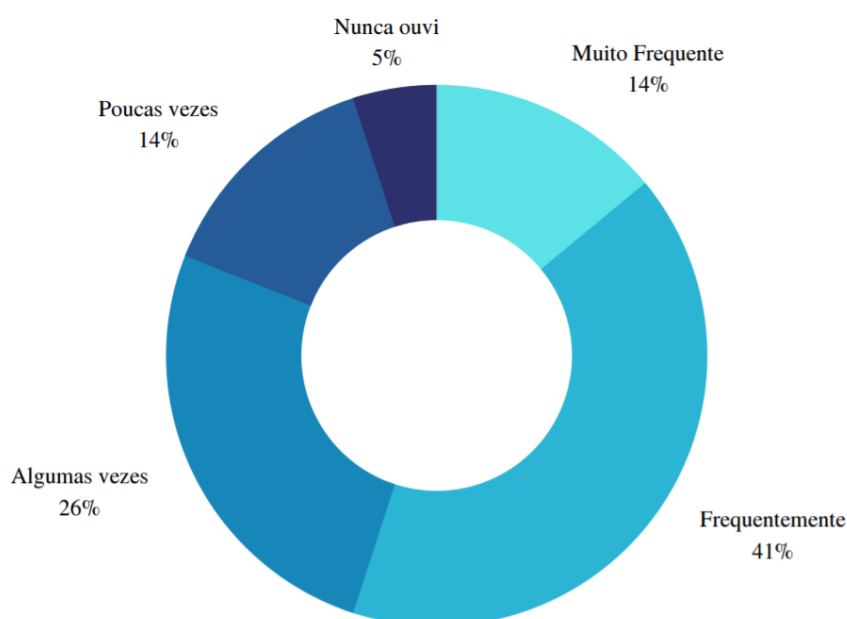
Excel *software was used* to analyze the results, in addition to the confidence interval calculation formula to produce the margin of error. Therefore, the authors seek a statistical analysis of the results obtained thus generating accurate metrics through data collection. The questions contained in the questionnaires were constituted and chosen by the researchers, to answer the objectives of this research.

5 ANALYSIS AND DISCUSSION

The survey was conducted in 2019 and 2020, with 58% of respondents declared female and 42% male, where the vast majority are 47 years of age or older. The ages found were quite varied, with a lower limit of 16 years. In 2020, of the 96 interviewees, 52.1% were female and the other 47.9% male, with a varied age range between 18 and 71 years, where 50% of them are between 18 and 29 years old. Most of the interviewees live in the city of Conceição da Feira - BA between 11 and 20 years old.

The initial phase of the analysis of the questionnaires shows the level of knowledge of the Tambaú brand among consumers since the consumer's experience with the brand begins well before the consumption of any product and can be verified whenever there is any interaction, being direct or indirect. Because of this, the interviewees were asked about the frequency that the Tambaú brand is mentioned in their daily life, where denotes in graph 1 that it is often mentioned by the population, receiving 41% with the possibility of error of 10.07% more or less.

Graph 1: Frequency where people hear about the Tambaú brand



Source: Own elaboration, 2019

Based on the data collected from the research conducted with a sample of 96 interviewees, it was clear that a large part of the population of Conceiçoense knows the company under study being represented by 95%, with a margin of error of 4.8% more or less. As evidenced by their knowledge about the branch in which the company operates, 98%, with a margin of error of 2.92% more or less.

Going deeper, it was verified the marketing actions of the company that impacts the community regarding the location of the company and its performance regarding employability, preservation of the environment, and social actions, in the scope of identifying the unique sensations, experiences, and feelings that the population has with the brand. Oliveira and Gouvêa *apud* Castaldo (2010), confirm that the literature on CPR (corporate social responsibility) points out that consumers care about the issue, and that social actions influence their purchasing decisions, even if unconsciously.

As shown in Table 1 below, although 34% of the population considers that the company is located in a good place, the majority occupying 38%, still consider this requirement irrelevant. And this opinion prevails in the following polls related to the performance of the company Tambaú in the city of Conceição da Feira (42% preservation of the environment and 48% social actions), except in the employment item, this is evaluated as good, receiving 58% of the opinions.

Table 1: People's opinion of:

	Locality	Preserving the environment	Social actions	Employability
Lousy	5%	2%	6%	3%
Bad	11%	9%	7%	3%
Irrelevant	38%	42%	48%	18%
Good	34%	34%	28%	58%
Very good	12%	13%	10%	18%

Source: Own elaboration, 2019.

Consumer experiences with the company directly influence your purchasing decision and even whether it will refer the company to others. For this reason, it is important to know how this interaction occurs and how it is classified, since this fact directly interferes with the propagation of the brand, and maybe through the indication of the consumer (GASPARETTO, 2019). Understanding this importance, it was investigated which way the consumer of Conceiçoense has experience with the Tambaú brand was investigated. Table 1 shows that 47.4% of the population has experienced through the consumption of some product, with the possibility of error of 10.1% higher or lower than this percentage, in which a large majority of 64.9% [(±) 9.6%], considers this experience good, which influences them to buy new products and indicate the brand to friends and acquaintances, scoring 82.3% [(±)7.7%] and 68.3% [(±) 9.4%] respectively.

Table 1: Description of consumer interaction with the brand:

Aspects	Variables	Frequency	Margin of error
Experience with the brand	Through the consumption of some product	47,4%	(±) 10.1%
	Through contact with the owners, associates, or employees of the brand	14,5%	
	Reports of acquaintances	13,3%	
	Visitation to some brand company	9,2%	
	Through advertising	9,2%	
	Through an event in which the brand was a sponsor	6,6%	
Experience rating	Lousy	0,0%	(±) 9.6%
	Bad	2,6%	
	Irrelevant	6,5%	
	Good	64,9%	
	Very good	26%	
Buying influence based on experience	No	3,8%	(±) 7.7%
	Perhaps	13,9%	
	Yes	82,3%	
Brand indication	No	3,7%	(±) 9.4%
	Perhaps	28%	
	Yes	68,3%	

Source: Own elaboration, 2020.

This possibility leads to understanding what the consumer wants. As has already been seen, *the brand experience* is considered a strategic tool that aims to create interactions between consumer and brand, which generates a reaction. This tool encompasses all the actions of the company, as well as the phase of knowing the client because it is important when creating strategies to generate a relationship between them (BRITO, *et al.*, 2017). Therefore, it was verified what the consumer of Conceiçãoense considers important in a brand experience.

Table 2: Factors That Consumers Consider Important for a Brand Experience

Aspects	Variables	Frequency	Margin of error
An important factor for a satisfying experience	Quality-related factors	54,9%	(±) 9.9%
	Factors related to social and environmental responsibility	15,6%	
	Price-related factors	12,5%	
	Factors related to availability and product varieties	6,3%	
	Factors related to marketing and advertising	6,3%	
The most important factor in choosing a brand or product	Quality	51%	(±) 10.1%
	Experience with the brand	14,6%	
	Service/support	11,5%	
	Recommendation of friends and family	5,2%	
	Convenience	5,2%	
	Site/seller recommendation	4,2%	
	Price	4,2%	
	Other	9,3%	

Source: Own Elaboration, 2020

In table 2 above, we saw that 54.9% of the population, with a possibility of variance of 9.9%, reported that quality is the most important factor for a satisfactory experience. This data reminds us of the author Oliveira (2020), stating that quality has become an important factor in the strategic positioning of a brand, that is, the brands that stand out offer quality assurance. On the other hand, the factors related to social and environmental responsibility are represented by only 15.6%, that although they are present in studies on influences in the purchasing decision, traditional values, as proven here with quality, are still those that, in a relevant way, influence the consumer to choose a brand or product (OLIVEIRA; GOUVÊA *apud* MARIN; RUIZ; RUBIO, 2010). Moreover, it is analyzed that when asked about the choice of the brand, 51% of the interviewees also point to quality as a reference.

In addition to serving consumers in quality, a brand needs to provide above-average experiences aiming to retain the consumer. And when asked about the subject, the 96 interviewees make it clear that, for consumers in Conceiçãoenses, brands that follow ethical standards about the reality of their products and services and have a culture aimed at meeting the needs of customers, will be the ones that will possibly win their hearts. Because their answers point to brand honesty about its products and services with 52.1%, followed by the culture focused on consumer needs with 47.9%, with a margin of error of 10.1%. It is worth considering that this question contained more than one answer option, however, the percentage calculation is based on the number of interviewees, represented in table 3.

Table 3: Above-average experience

Aspect	Variables	Count	%	Margin of error
What a brand needs to do to achieve an above-average experience	Have honest communication about your products and services	50	52,1%	(±) 10.1%
	Have a culture focused on meeting customer needs	46	47,9%	
	Position yourself for something more than just making money – having a purpose	34	35,4%	
	Be clear and true about what you believe	16	16,7%	

Source: Own Elaboration, 2020

However, although the research shows positive results with consumers' experiences with the brand when comparing the demand for 2020 with the demand of the year 2019, a phase in which Tambaú was designing strategies for the population to consume their new products when they were on the market, there was a 13.7% drop in brand acceptance, because, in 2019, 96% of the population would buy tambaú brand products. But it is worth mentioning that this drop is not represented by the negative choice, since it also suffered a small drop of 2%, so the fall is represented by the sure of 13.9% of the population, as shown in Table 4.

Tabela 4: Comparison of demand between 2019 and 2020.

	2020	2019	A.H.
No	3,8%	4%	-0,2%
Perhaps	13,9%	0%	13,9%
Yes	82,3%	96%	- 13,7%

Source: Own development, 2019 and 2020

This result may have been a reflection of the pandemic scenario because in 2020 much of the world became uncertain. However, if the brand presents news, discovers and offers new products and services, aperfeiçoar systems (facilities), and shows real concern to fine-tune the relationship day by day, it is possible to conquer the uncertainty (PIMENTEL, 2020).

6 FINAL CONSIDERATIONS

This research sought to identify which experiences influence the purchase decision of the consumer of Conceiçoense, using the company Tambaú as a research base. The results show that the experiences that influence this decision are directly related to quality, which was considered the main factor for a satisfactory experience and the choice of brand or product. In addition to quality, the interviewees claim that the company should have honest communication about products and services, as well as have a culture aimed at meeting the needs of customers.

In the search for information about the level of knowledge of the Tambaú brand among consumers, it was found that the company is recognized since its initial phase (Granja Tambaú), as it is also often mentioned in the city of Conceição da Feira. However, when verifying the company's performance in the city, in 2019, regarding the preservation of the environment and social actions, it was noticed that the interviewees scored as irrelevant, making clear the need to create a stronger relationship with the population to facilitate brand adhering, except in the item employability, which was considered as "good" by the vast majority.

The analysis of the *use of Brand experience* as a strategic tool in the creation of a relationship points to a set of actions and attitudes that encompasses more than the production of products and involves the way the brand presents its history, in which it needs to be honest and know its consumers to meet their interests, in addition to pouting for traditional values such as quality of processes and products.

When comparing the demand between the two years of this research, it was proven that from one year to another, the brand's marketing actions showed a declining effect, however, it is not possible to affirm that this fact was negative, because a small part of the population is still undecided, so there is an opportunity to win these customers. Despite this, a year is too little to observe deeply the results of strategies for building a lasting relationship with the consumer, especially when it comes to an atypical year.

In phase, although this study occurred in different years, and the second was amid a pandemic, which made it impossible to have face-to-face contact with the sample, making the time to obtain answers

longer and time-consuming, which did not make it impossible to achieve its objectives. However, it would be interesting to resume a new investigation in the future, in which the research conditions are more favorable, and the time of implementation of these strategies were longer, thus allowing a more proportional result.

Thus, the Tambaú brand warns that to become more attractive to the consumer of The State, it must provide the same quality products, in addition to meeting the factors of social and environmental responsibility. Finally, for the brand to reach the apex of satisfaction, it is necessary to be more than financial and profits, it needs to understand what customers, both internal (employees) and external, are the main factors for its growth, so the company's culture needs to be focused on meeting their needs, as well as being honest when reporting on their services and products, for only then will it provide experiences that positively influence the purchasing decision.

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