



"Amor pelo Rio Grande": Análise dos Elementos Influenciadores na Decisão de Compra em Varejo de Indumentária Gaúcha [

2019

text (article)

Analítica

The population of Rio Grande do Sul is known for its passion for cultivating and defending its traditions. Among the traditions maintained by the Gaucho is the use of clothing. In this context, culture is a determining factor in an individual's buying behavior and influence. This research aimed to identify which elements influence purchase decision making in a Gaucho clothing retail. To achieve the proposed aim, a quantitative, descriptive research and survey strategy was de at least one purchase during from April to June 2018. The study helped to confirm that performed. A questionnaire was applied to 110 consumers who ma consumers buy Gaucho clothing because they like the culture and that there are emotional factors in the decision-making process. Regarding the practical implications, the study presented actions that contribute to the purchase decision such as seller's knowledge of products, flexibility in negotiation, friendliness of the seller, and variety of products

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