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RESEARCH ARTICLE OPEN ACCESS

CONSUMER BEHAVIOR FOR THE PURCHASE OF FAMILIAR AGRICULTURE PRODUCTS THROUGH ELECTRONIC COMMERCE

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ABSTRACT

The study aims to characterize consumers at rural producers' fairs and consumers who already have the habit of buying through electronic commerce in the municipalities of Marechal Cândido Rondon, Toledo, Cascavel, in the West region, in the State of Paraná. More comprehensively, the study aims to understand consumer behavior regarding the motivations that lead them to buy over the internet and the perception of online purchasing products from familiar farming. The survey is divided into two stages, for the first stage a semi-structured questionnaire was used, which was applied to 69 consumers at the fairs of the rural producer in the respective municipalities. For the second moment, the exploratory methodology and the Survey method were used, based on a questionnaire, applied to a sample of 384 individuals using the Google Forms® tool. The results show that there are few online consumers who have purchased products from familiar farming over the internet, and none of the consumers at the fairs have purchased products from familiar farming over the internet. However, the majority of consumers, both online and consumers at the fairs are interested and / or, consider it possible to purchase these products through the online market. Therefore, it is concluded that e-commerce in familiar farming is innovative, normally negotiated by an intermediary; however, it presents itself as a promising market, given the needs of those investigated.

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INTRODUCTION

Internet`s emergence, technological innovations and the electronic commerce adoption, stimulated different behaviors for companies and for consumers. The e-commerce consumer has a diversified amount of information regarding to products, prices, competitors, among other factors. The companies are gradually more concerned about what attract and keep the consumers, their needs and wishes, to improve the attendance methods, to search even more the products and brands diversifying, beyond the constant looking for improvement of price applied and way of sending the products having better transporting times and lower tariffs. The ease information access and the social medias have provided the experiences trade between consumers and has made the consume increase. Thisinfluence on buying decision is also connected to the marketing work in social medias, others opinion, psychologic traits and individual motivation.

Know what motivates the consumer to buy is important for the organizational strategic planning. Understand the level of satisfaction about the products, brand and accomplished service, besides understanding what classifies the buying decision, is interesting to deep the knowledge about the consumer behavior and refine the accomplished services quality. This study intends to characterize e-commerce consumers, living at the municipalities Marechal Cândido Rondon, Toledo, Cascavel, from the West region, at Paraná State, aiming to investigate the factors that influence the online buying behavior. The objective is to understand the reasons that lead buying over e-commerce and the perception of buying, online, products from the familiar agriculture. The specific objectives are: a)characterize rural producer´s fairs consumers and the habited shopping over internet consumers from the studied municipalities by data like gender, age, schooling and income; b) to identify buying habits, stimulating reasons for shopping and the advantages and disadvantages of shopping online for both audiences; c) analyze how many of these consumers have already made online purchases of family agriculture products, the intention of future purchases of these productsRelevant reasons which lead to buying these products and what products from family agriculturewould like to buy. In the academic field, this research aims to contribute to future studies, regarding the acceptance of electronic commerce by consumers at rural producer fairs and consumers with buying habits over online market. Since, the study is considered exploratory, as there are few studies that show the use of electronic commerce in family agriculture, and even less, studies that demonstrate consumer behavior regarding the purchase of products from family farmers. This work has in the references some considerations about Brazilian e-commerce and factors about nourishment online shopping. Beyond the future prospects for this market. Following is presented the methodological description, followed by the results and expressive conclusions of the study.

ELETRONIC COMMERCE CONSIDERATIONS

Electronic commerce has emerged in 70´s beginning, the first electronic money transfersoccurred by Financial Institution in this period. In 90´s has become really a trade space (TURBAN & KING, 2004). For Novaes (2007), electronic commerce is a strategical opportunity before the conventional trade. Gregores (2006) enphasizes that shopping which used to happen by fone or fax started to happen over internet due to electronic commerce modernization. Guerreiro (2006), points that electronic commerce can be considered a commercial revolution, because grows with technological innovation and provides to organizations more flexible and efficient operations. To the author, e-commerce allows greater proximity between providers and clients. There are many ways to make business by e-commerce. Andrade (2001), explains that sales over internet happen in 4 different methods, which are: a) *Business to Business*- B2C, trade betweenemprises;b) *Business to Consumer* - B2C, sales between emprise and final consumer; c) *Consumer to Consumer* - C2C, business between consumers; d) *Government to Citizen* - G2C, sales between government and final consumers by electronic portals for paying tax obligations. Vissoto e Boniati (2013), assert that e-commerce had advantages which are, low cost, goods variety, buying easiness and convenience. These features influence consumers to choose e-commerce for buying.

Although, Albertin (2000), points that further than the advantages, consumers can access goods 24 hours per day and for accessible prices, but there are limitations about goods physical contact, making impossible clients test products before buying them. Also, the author tells as disadvantages, sending wait, and frauds concerning credit cards and personal data. Although the author considers these problems are being solved as companies invest in virtual safe. Based on the advantages and disadvantages of electronic commerce, arise consumers behavior, influenced by motivation and wish. Karsaklian (2012), considers that since when the desire is awakened, the consumer looks for analyzing all possibilities and preferences to satisfy the motivation. Richers (1984), featured consumer`s behavior from mental and emotional activities during selecting, buying and/or using products, these factors are primal for satisfying needs and desires from people. For Solomon (2011), the consumer takes the buying decision from recognizing a problem, raised this need, the individual searches for info about the product or service that wants to possess and starts to rate alternatives of brands, price, rivals, etc. When these processes are done, comes up the buying intention, in other words, the act of buying. Although, the author emphasizes that with evolution of technological innovations, arise every day, better and more sophisticated products and by the way marketing has the vital function in influencing consumer´s behavior, making the individual feel unsatisfied about the newly acquired and feel the wish of substituting the product or service, resulting in a new sale, then stimulating the rampant consumption. With the technological innovation process of electronic commerce were need to create new ways of payment which were fast, safe, confident, and efficient, according to Albertin (2010, p. 186) "electronic business transactions only have success if the financial trades between buyers and sellers are able in a simple, universal accepted, safe a cheap environment". This way, Filipini (2015), considers four most common financial transactions by electronic commerce, being:

- Bank slip – the client receives the slip, being able to make the payment over internet *Banking*, bank apps, conventional cash machines in banks and ATM. The slip is still very used for consumers that don´t have credit card, and also for those which want to have more discounts (this payment way has this feature);
- Credit card – the client types the asked data form the credit card, by a safe connection, after the payment confirmation, the sale is realized. This payment method is very searched in e-commerce, due to emprises have diversified ways of payment.
- Electronic transfer – the consumer is driven for a bank`s payment page to make the login in Internet *Banking.* After the payment confirmation the client is redirected to shop´s *site* and at the same receives a payment confirmation and the sale accomplished
- PayPal – the client needs a register (free), the same informs the credit card data and the app transfers the value to the shopkeeper. This app is used both to pay, and for receiving financial transactions.

Laurenzi, Pereira Filho e Silva (2001), defend that the purchases process over internet is profitable about the speed in transaction, flexibility and efficiency in the process, beyond reaching a great number of people. But some cautions are need when realizing e-commerce negotiations. These cautious must be followed by businessmen and consumers, because for both can exist frauds. Guerreiro (2006), points that the frauds problems, confidentiality and reliability have yet to be overcome, because the consumers still have fears and apprehension about personal data safety in online buying process. For granting the safety in online transactions, as for consumers as for companies Nakamura (2011), quotes some virtual safety methods, being: cryptography (info codification), authentication protocol (verifies the user veracity accessing a determined page), digital certificate (identification technology), digital signature (encrypted keys or passwords), *firewall*(virtual protection barrier) and digital stamp (digital signature from third-party). The electronic commerce has improved the protection ways and consequently, intensified the increasing comparing to new technologies, then, the arise of new market niches inside the e-commerce, just like the nourishments. According to the report *Webshoppers*the e-commerce is getting added to quick turnaround products sectors in Brazil, the non-perishable products are the main highlights in this new tendency of e-commerce. Whereas in china, where e-commerce is already driven to insertion of perishable products. In Brazil this process of allocating this kind of product in e-commerce is slower, due to logistical deadlocks, because the country extension is very large and consequently the taxes are enormous (EBIT/NIELSEN, 2019). In Brazil, e-commerce has increased 12% compared to offline sales in the Fast-Moving Consumer Goods sector, which, in the same period, dropped -2.8%, as shown in Table 1.

Table 1. Online sales x off-line sales in Brazil

ONLINE SALES	%	*OFFLINE SALES*	%
IMPORTANCE IN SALES	4,3	GDP	+1,1
GROWTH	+ 12,0	FMCG	- 2,8

FMCG – Fast Moving Consumer Goods
GDP – Gross Domestic Product
Fonte: Adaptado de Ebit/Nielsen (2019).

The alimentary sector deserves spotlight about its importance in e-commerce, the same represented in first semester of 2019, 3% of realized asks by online sale, when compared to equal period of 2018 the sector had an increase of 82% in asks variation, being the medium ticket per purchase is R$248,00 as in Figure 1. The report from Webshopers also presentes the preview of 2019 finishing for e-commerce in consume of goods non-durable, presenting an increase of 12% in revenues, reachingR$ 59,8 billion, having a grown of 18% compared to 2018, but the report previews a fall in medium ticket per purchase of -4% compared to 2018 (EBIT/NIELSEN, 2019).

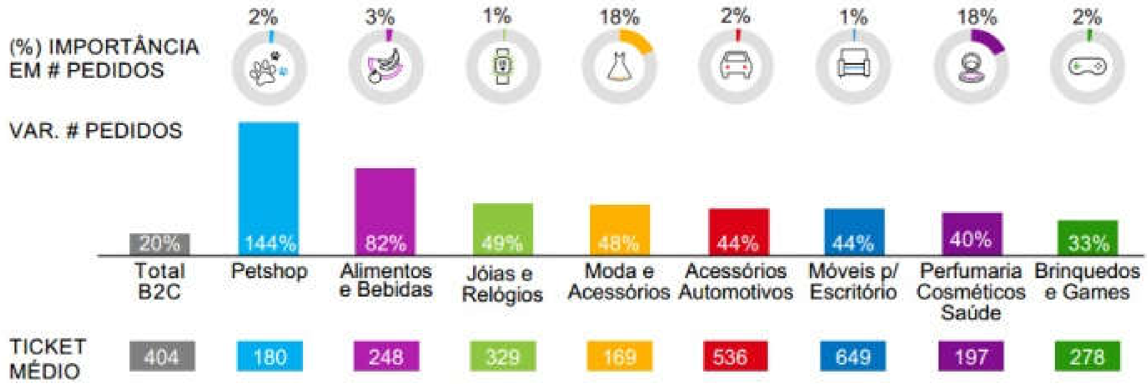


Figure 1. Growth of orders in categories in Eletronic Commercer Source: Ebit/Nielsen, 2019

Moraes (2010), presents the tendencies for 2020 in nourishment sector, which is connected to well-standing, health, quality, sustainability and ethic. The search for e-commerce is related to services of frozen ready dishes, kits for food preparing and *delivery* services. Godoy (2016), shows a research made with almost 3000 online consumers, related to nourishment sector, the study exposes that 22% of interviewed acquired foods and drinks by e-commerce and 38% wanted to make shopping of food and drinks by internet in next three years. For Deitel, Deitel e Steinbuhler (2004), to electronic commerce reach success, is necessary use methods of contact for approximating to the consumer by phone attendance, sales tracking, chats, and other tools, for transferring security to the client aiming loyalty the contact with the same. Concerns to emprises, the adapting of safety ways that grant the confidence and protection to consumers, in order to the development has outcome, and from searches about the consumer behavior, to improve the organization as a whole, from the needs that individuals present be important for getting confident and use the electronic commerce tools for safely making the purchases.

MATERIAL AND METHODS

The research realized in this article is featured as exploratory, considering that the objective of this kind of research is to deep the knowledge about the proposed theme, because according to Mattar (1999, p. 80), “the phenomenon comprehension to be studied by the searcher is insufficient or nonexistent”. This study is divided in two moments; in first moment the research was turned to the public that uses as shopping tool and in second moment was turned to consumers in rural producer fairs from studied municipalities. For the first moment, was used a semi structured questionnaire, that was applied to 69 rural producer fair consumers from the respective municipalities. The data collect was realized in the period of 2018, December 3rd to 2019, January 30th. For the second moment was used the searching method *Survey,* which according to Silva, Santos e Siqueira. (1997, p. 410), it is about “systematic collect of info from respondents having the purpose of comprehending and/or previewing some behavior aspects of the studied population”. From the data obtain for later analyze of results, was elaborated an electronic questionnaire over the *Google Forms®* tool which was applied through e-mail, the questionnaire *link* was sent which allowed the access to form´s *home page* for the individuals can answer and effect the same sending from the own *Google Forms®*. For the questionnaire sending was used the e-mail of people related to colleges and universities from the studied municipalities, since the contact with course coordinators and class leaders from university education and post graduating colleges and universities, to for normal people. The study counts with a sample of 384 individuals. To calculate the sample size was used the formula sampling described by Mattars (1996, p. 220) for finite population.

$$n = \frac{N.Z^2.p.q}{E^2.N+Z^2.p.q}$$

Which:

n= sample size;

N= population size;

Z= standard determined by confidence level value. For trusting level of 95%;

Z=1,96;

p=occurring proportion of studied variable in the population (0,5);

q= non occurring proportion of studied variable in the population (q= 1- p);

E= maximum missing admitted (0,05).

$n = 84.\ 1{,}96^2.\ (0{,}5\ .\ 1\text{-}\ 0{,}5) / (0{,}05^2.\ 84 + 1{,}96^2)\ .\ (0{,}5\ .\ 1\text{-}\ 0{,}5)$
$n = 322{,}6944\ .\ 0{,}25 / 0{,}0025\ .\ 84 + 3{,}8416\ .\ 0{,}25$
$n = 80{,}6736 / 0{,}21 + 0{,}9604$
$n = 68{,}95$

Table 2. Shows the number of populations according to the study municipalities

Table 2. Habitants number at the studied municipalities

COUNTIES	N. HABITANTS
Marechal Cândido Rondon	46.819
Toledo	119.313
Cascavel	286.205
TOTAL	522.033

Source: Censo 2010, IBGE (2019).

From the data of the census 2010 (IBGE, 2019), the statistic calculation was considered by the sample of 522.033 habitants. The error value sample used was of 5%. The questionnaires were applied from 2019, December 01 to 2020, January 10. After the questionnaires application, the results were electronically tabled and processed, using the statistic program *Statistical Package for the Social Sciences* – SPSS version 20. The results were calculated by the non-parametric *Kruskal Walli*, afterwards the variances not presenting homogeneity and normality in the distribution. The test was chosen for allowing verify if the analyzed variables between the rural producer fair`s consumers from studied municipalities have the same distribution that the online consumers, in other words, to know if in determined varieties the consumers have the same features or not. Posteriorly, was elaborated an obtained results frequency table by the multivariate answers.

RESULTS AND DISCUSSION

Considering the electronic commerce aspects, this article presents results about the consumer´s features and behavior. Was looked for to know about the online consumers and rural producer fairs gender, age group andschooling, the data were analyzed according to the research, being present in Table 3and 4. Research starting analyze shows that social features between the two publics change according to the market. For gender variable, in producer´s fair, as men as women make frequent shopping, difference seen between the electronic commerce consumers, being this market predominant gender women. For Andreuccetti, Ferreira e Tavares. (2005), the women presence in fairs is because they are main responsible for nourishment buying to the family, beyond evidencing more attention to details in product choice. About the electronic commerce, Tomé (2018) considers that nowadays is possible to notice that as men as women are looking for the online market in the same proportion to make purchases. About the age group, was verified that consumers 41 years old or above is the main public in fairs, different than what happens in electronic commerce, being the main public consumers until 40 years old.

Brandão, Costa, Galizoni, Cavalcante e Neves (2015), found in their studies the small presence of retired consumers, being the main part consumers until 54 years old. About the age group of electronic commerce consumers Andrade e Silva (2017) and Tomé (2018), point that consumers are aged between 20 to 34 years old. About schooling there is a change from a market to the other, due to a research with consumers which buy products by electronic commerce was accomplished to a specific public, having people connected to universities and society in general which have e-mail. According Souza Neta et al. (2013), fairs´consumers possess proportional equalities about the schooling level, being predominant complete elementary education and complete high school.

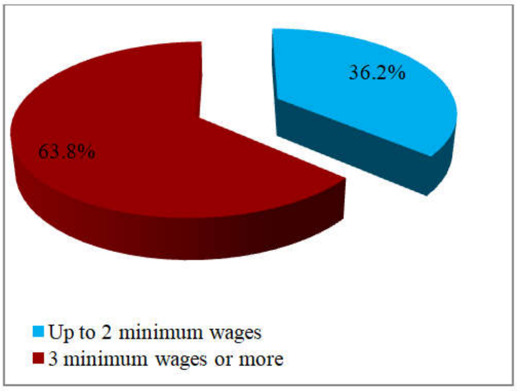
Table 3. Gender, age group and schooling rural fairs producers' consumers

GENDER	AGE GROUP	SCHOOLING
Female 49,3%	Until 40 years old 36,2%	University Education 1,4%
Male 50,7%	41 years old+ 63,8%	High School 52,2%
		Basic Education 46,4%

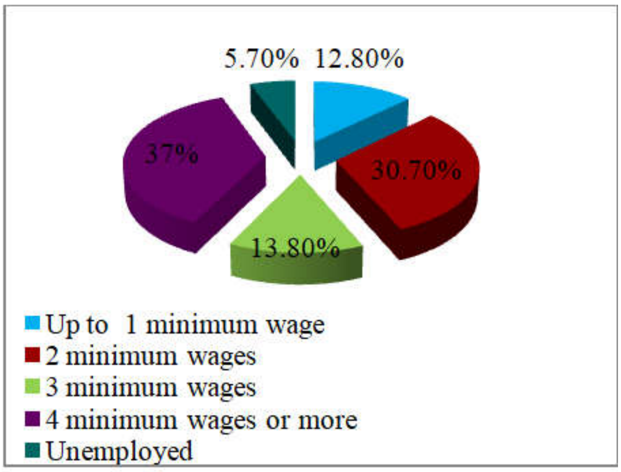
Table 4. Online consumers gender, age group and schooling

GENDER	AGE GROUP	SCHOOLING
Female 64,6%	Until 40 years old 77,6%	Postgratuade 59,6%
Male 35,4%	41 years old+ 22,1%	University Education 11,2%
	Not answered 0,3%	Incomplete University 24%
		High School 2,6%
		Incomplete High School 1%
		Basic Education 0,3%
		Incomplete Basic Education 13%

In electronic commerce SEBRAE (2016) made a research which points that as higher the schooling level higher the influence in shopping process, being that postgraduate consumers correspond to 20% complete university education presents 32%, yet incomplete university education consumers mean 23%. Other important factor to be considered refers to rural fair's consumers´ monthly income (Graphic 1), and electronic commerce (Graphic 2) in order to understand population income range, for the purpose of collecting data on purchasing power.



Graphic 1. Monthly income of consumers at rural producer fairs



Graphic 2. Monthly income of Eletronic Commerce consumers

Rural fair consumers´ monthly income range differ from the electronic commerce consumers, because during the research the interviewees answered only the explained income ranges in Graphic 1, being that one interviewedtold receiving 4 minimum wages. Is considered that the purchase power of rural producers´ fair is relatively form medium to high. According to Roitner-Schobesberger, Darnhofer and Somsook (2008, p. 112), "higher income and schooling consumers are more willing to buy organic products". The authors still consider that lower income and schooling consumers are those which have less knowledge about familiar agriculture. About the electronic commerce Tomé (2018), says that the medium Brazilian online consumer income is around R$ 6500,00 majorly middle and upper class. Was asked to the interviewed about the habit of buying by internet, from the rural producer´s fair, 50,7% never bought by internet and 49,3% are used to buy by internet. About the online consumers 92,4% frequently buy by internet and 7.6% of respondents never bought or are not in the habit of buying over the internet. Having the purpose of knowing how many purchases the investigated effect over the electronic commerce per year, was found that 49,3% of rural producer´s fairs consumers make from 1 to 3 purchases by internet, the resting of interviewed does not make purchases by internet. Regarding to online consumers, 31,5% from 4to 6 purchases per year, 18,8% more than 10 purchases, 13% from 7 to 10 purchases and 1,6% none purchase by internet. The rural producer´s fairs consumers and the electronic commerce answered about the value that use to spend in every purchase by electronic commerce according to Table 5 and 6 respectively.

Table 5. Rural producer´s fairs consumer expenses by purchase over e-commerce results

EXPENSE RANGE BY PURCHASE	FREQ. (%)
Until R$ 100,00	7,2%
From R$ 101,00 to R$ 300,00	29%
From R$ 301,00 to R$ 500,00	8,7%
From R$ 501,00 to R$ 1000,00	4,3%
Not answered	50,7%

Source: Research data (2019).

Table 6. Online consumer expenses by purchase over e-commerce results

EXPENSE RANGE BY PURCHASE	FREQ. (%)
Until R$ 100,00	19,9%
From R$ 101,00 to R$ 300,00	49%
FromR$ 301,00 to R$ 500,00	15,2%
From R$ 501,00 to R$ 1000,00	6%
Not answered	1,6%

Table 7. Comparison of Income x Expense Range per purchase by consumers at rural producers' fairs when shopping through e-commerce

Income	Expense range per purchase	Freq (%)
Until 2 basic wages 36,2%	Not Answered	0,8%
3 basic wages + 63,8%	Until R$ 100,00	7,2%
	From R$ 101,00 to R$ 300,00	29%
	From R$ 301,00 to R$ 500,00	8,7%
	From R$ 501,00 to R$ 1000,00	4,3%
	Not Answered	44,9%

From the rural producer's fairs consumers 50,7% never effected purchases by internet, so did not respond to the question (Table 5). Was noticed that the rural producer's fairs consumers biggest part spends around 101,00 to R$ 300,00. Were analyzed data related to expenses in every purchase, comparing to the interviewed income for both publics, according to Table 7 and 8 respectively. The expenses for purchase accomplished by electronic commerce is focused in the range between R$ 101,00 to R$ 300,00 per purchase as to the rural producer´s fairs consumers as to the online consumers. About the income 63,8% of fair consumers have 3 basic wage or more, the other interviewed have until 2 basic wages. About the online consumers, 37% of interviewed which buy by internet have 4 basic wages or more, followed for 31% of individuals with an income of 2 basic wages. Is noticeable that in all the income levels, virtually all the interviewed use to spend between R$ 101,00 to R$ 300,00. Is valid to tell that even the consumers having income of 3 basic wages or more enjoy in a balanced and responsible way the expenses by electronic commerce.

Table 8. Comparison of Income x Expense Range per online consumer purchase in e-commerce purchases

Income	Expense range per purchase	Freq (%)
4 basic wages + 37%	Until R$ 100,00	3,6%
	From R$ 101,00 to R$ 300,00	18,2%
	From R$ 301,00 to R$ 500,00	7,6%
	From R$ 501,00 to R$ 1000,00	2,9%
	Above R$ 1000,00	4,2%
	Not Answered	0,5%
3 basic wages 13%	Until R$ 100,00	1,6%
	From R$ 101,00 to R$ 300,00	6,8%
	From R$ 301,00 to R$ 500,00	1,3%
	From R$ 501,00 to R$ 1000,00	2,9%
	Above R$ 1000,00	1,3%
2 basic wages 30,7%	Until R$ 100,00	8,1%
	From R$ 101,00 to R$ 300,00	14,8%
	From R$ 301,00 to R$ 500,00	4,7%
	From R$ 501,00 to R$ 1000,00	1,8%
	Above R$ 1000,00	0,5%
	Not Anwered	0,8%
Until 1 basic wages 12,8%	Until R$ 100,00	3,9%
	From R$ 101,00 to R$ 300,00	6,3%
	From R$ 301,00 to R$ 500,00	1,6%
Unemployed 5,7%	Until R$ 100,00	0,6%
	From R$ 101,00 to R$ 300,00	0,6%
	From R$ 301,00 to R$ 500,00	0,5%

Table 9. Result of the Kruskal Wallis test to find out if there are differences between rural producers´ fairs consumers and online consumers

VARIABLES	RESULTS (P<Z)
Age	,000
Schooling	,000
Income	,805
Purchasing over internet habits	,000
Online purchasefrequence	,013
Internet shopping expenses	,000
Payment method	,000

Source: Research Data (2019/2020).

Lara, Souza e Oliveira (2018), underline that most of online consumers spend the equivalent to R$ 101,00 to R$ 500,00 and only a little parcel of consumers spends until R$ 100,00. About the payment method, 72% of investigated make the payment by credit card, 26% by bank slip, 0,3% of responds prefer for electronic transfer and 1,7% did not answer, because have not bought by internet. Lara, Souza e Oliveira (2018), emphasize that currently credit card is the payment method most used.

The authors say that the use occurs for the easiness and comfort provided to consumers, because the pace that do not need to bear cash, also can parcel the purchase in many parts and the opportunity of not paying taxes on the purchases. Some variables were compared by the Kruskal Wallis test to know if is there features difference, corresponding to Table 9, between rural producer´s fairs consumers and online consumers. Comparing the variables between the rural producer´s fairs consumers and online consumers the test did not point enough points statistically to prove there be meaningful difference on the interviewed just for the income variable which means to other variables the rural producer´s fairs consumers and online consumers present specific features. Also were compared by Kruskal Wallis some variables in pairs, to know if are there differences between these features, between the rural producer´s fairs consumers and online consumers, according to Table 10 and 11. Accomplished the comparing test between some variables, looking for analyze if are there differences betweenrural producer´s fairs consumers (Table 10) the test presented only the comparing variables age against internet shopping habits and income against effecting internet shopping frequency which have shown statistically enough data for proving that there are significant between the respondents for these features. But for the online consumers (Table 11), the test evidenced only the comparing variables schooling against internet shopping habits and gender against income, there were not meaningful results, the interviewed do not present statistically enough data to tell that are significant differences to these variables.

Table 10. Result of the Kruskal Wallis test to find out if there are differences between the characteristics of consumers at rural producers´ fairs consumers

VARIABLE	RESULTS (P>Z)
Age x Schooling	,435
Age x Income	,633
Age x Internet buying habits	,002
Schooling x Income	,641
Schooling x Internet buying habits	,455
Gender x Income	,321
Gender x Internet buying habits	,121
Income x Internet shopping frequence	,044
Income x Usual expense per purchase	,057
Income x Payment method	,056

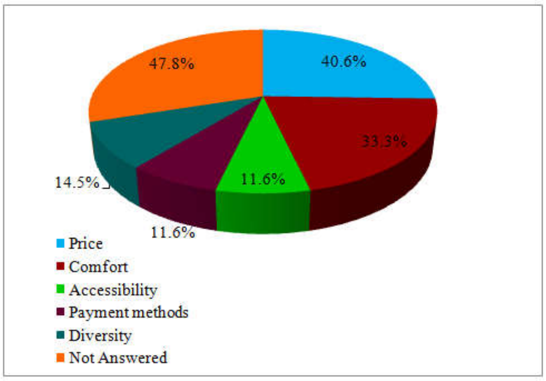
Source: Research Data (2019).

Table 11. Result of the Kruskal Wallis test to find out if there are any differences in characteristics between online consumers

VARIABLE	RESULTS (P>Z)
Age x Schooling	,000
Age x Income	,000
Age x Internet buying habits	,001
Schooling x Income	,000
Schooling x Internet buying habits	,574
Gender x Income	,482
Gender x Internet buying habits	,011
Income x Internet shopping frequence	,003
Income x Usual expense per purchase	,000
Income x Payment method	,000

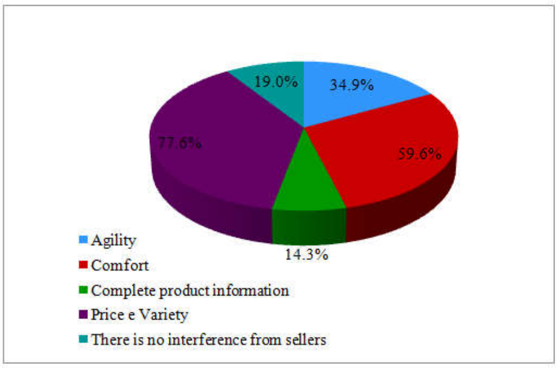
Source: Research Data (2020).

The rural producer´s fairs consumers and online consumers answered about the reasons which lead them to use the internet to accomplish the purchases and the result is visible in Graphics 3 and 4 respectively.



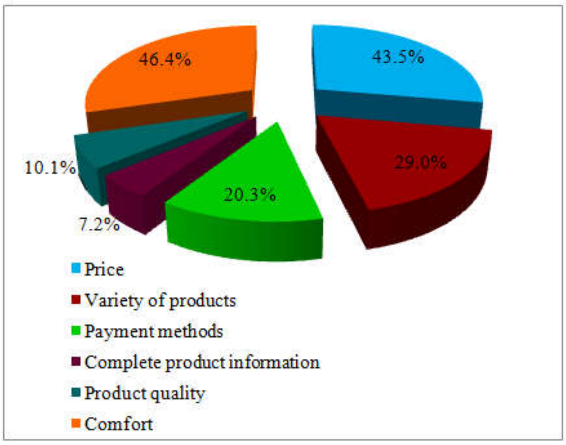
Source: Research Data (2019).

Graphic 3. Top reasons that consumers at rural producer's fairs consider to shopping in Eletronic Commerce

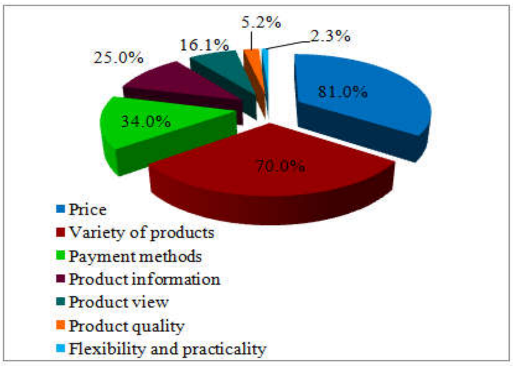


Source: Research Data (2020).

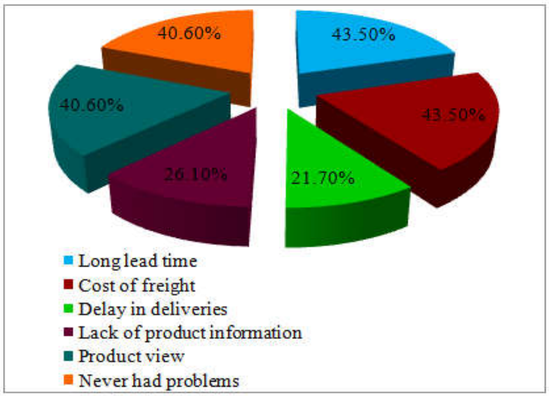
Graphic 4. Top reasons online consumers consider to do Eletronic Commerce purchases



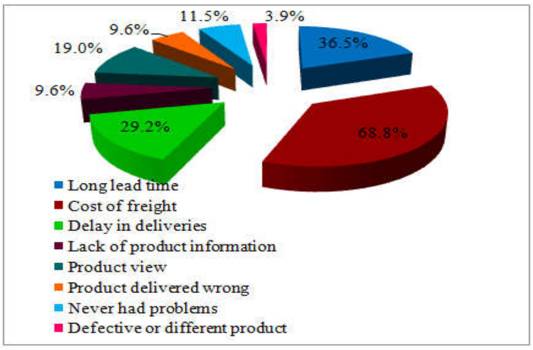
Graphic 5. Seen advantages by rural producer´s fairs consumers about online shopping



Graphic 6. Seen advantages by online consumers about shopping over internet



Graphic 7. Seen disadvantages by rural producer´s fairs consumers about online shopping



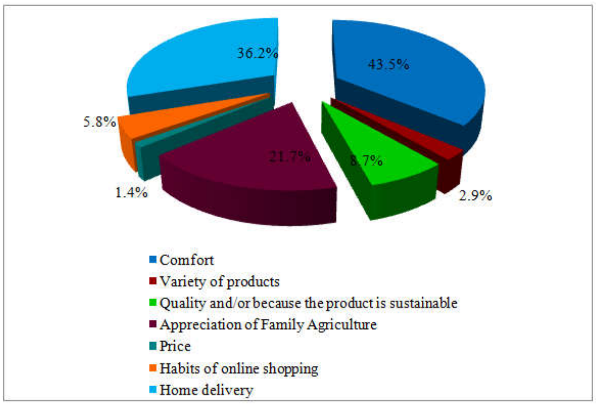
Graphic 8. Seen disadvantages by online consumers about shopping over internet

Table 12. Frequency of responses regarding products from family farming that consumers at rural producer´s fairs are interested in purchasing over e-commerce

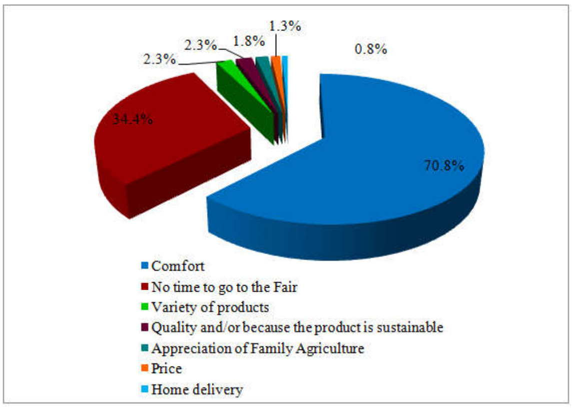
PRODUCTS	FREQ. (N°)	FREQ. (%)
Vegetables	20	29,0%
Dairy and Derivatives	15	21,7%
Meat and Sausages	8	11,6%
Baked Goods and Derivatives	12	17,4%
Fruits	6	8,7%
Drinks	25	36,2%
Sweets, Jam, Honey, Luscious	31	44,9%
Tubers	2	2,9%
Spices	14	20,3%
Grains	2	2,9%
Tea	1	1,4%
Eggs	6	8,7%
Flours and spices	2	2,9%
Handicraft	7	10,1%
Seedlings, seeds, flowers	6	8,7%

Table 1. Frequency of responses regarding products from family farming that online consumers fairs are interested in purchasing over e-commerce

PRODUCTS	FREQ. (N°)	FREQ. (%)
Vegetables	145	37,8%
Dairy and Derivatives	100	26,0%
Meat and Sausages	95	24,7%
Baked Goods and Derivatives	135	35,6%
Fruits	139	36,2%
Drinks	195	50,8%
Sweets, Jam, Honey, Luscious	245	63,8%
Tubers	106	27,6%
Spices	223	58,0%
Grains	4	1,0%
Tea	2	0,5%
Eggs	1	0,3%
Flours and spices	1	0,3%
Handicraft	1	0,3%
Seedlings, seeds, flowers	1	0,3%



Graphic 9. Reasons that rural producer's fairs consumers consider relevant for buying familiar farming products over e-commerce



Graphic 1. Reasons that online consumers consider relevant for buying familiar farming products over e-commerce

The biggest influencer for the accomplishment of electronic commerce shopping for the rural producer´s fairs consumers is connected to the price, being mentioned for 40,6% of interviewed 33,3% consider the convenience and 47,8% because have not bought by internet. Although for online consumers 77,6% of respondents consider the main influencer for shopping by electronic commerce is related to price a variety and 59,6% consider convenience. Kotler e Keller (2006) interpret that the digital revolution provides to consumers the opportunity of comparing prices with bigger easily and convenience, having different payment methods, further internet offers a larger list of products and services. Was asked to rural producer´s fairs consumers and online consumers about what are the advantages of buying by internet for them, according to Graphics 5 and 6. About the seen advantages, fairs´ consumers that convenience (46,4%) and price (43,5%) are main e-commerce benefits, 47,8% have not answered. Already online consumers consider price (81%) and variety of products (70%) as main electronic commerce advantages. For Andrade and Silva (2017), electronic commerce has as advantages lower prices, and easiness in searches. Lara, Souza e Oliveira (2018), underline that price and products variety are the main factors for e-commerce shopping accomplishment. The rural producer´s fairs consumers and online consumers also were able to answer about what are considered the main disadvantages when internet shopping, according to Graphics 7 and 8 respectively.

It should be noted that electronic commerce has certain disadvantages, with both consumers at rural producers' fairs and online consumers considering the value of freight very high, the variable recognized by 43.5% and 68.8% of respondents respectively, as the biggest disadvantage in online shopping. Followed by 43.5% of consumers at fairs and 36.5% of online consumers consider long delivery times. The results also present as the third major disadvantage the visualization of products for 40.6% of consumers at fairs and for online consumers 29.2% corresponds to delayed deliveries. According to Lara, Souza and Oliveira (2018), most consumers consider that delivery times are too long, however, some consumers also claim that at none time did they experience any type of problem that could be considered as disadvantage. Consumers were asked how many of them have already purchased family agriculture products over the internet, with 92.7% of online consumers responding to having never purchased and 7.3% reporting having already purchased a product from family agriculture over the internet. As for consumers at rural producers' fairs, none of the interviewed bought products from family farmers over the internet. Regarding the possibility of buying family agriculture products on the internet, 51.6% of online consumers responded that they were interested in buying family agriculture products over the internet, 44.2% considered that it might be possible and,only 4.2% ruled out the possibility of buying products from family agriculture over the internet. Consumers at rural producers' fairs, 91.3% consider the possibility of making purchases of family agriculture products over the internet, the others are not interested. Both the number of respondents who intend to purchase and the number who may come to purchase agricultural products through electronic commerce is positive, consumers at rural producer fairs and online consumers were asked which and / or which products they would be interested in to acquire, with the frequency of responses available in Tables 12 and 13 respectively.

Most of the interviewees, both consumers of rural producer fairs and online consumers, have an interest in purchasing processed products, such as sweets, jelly, honey and molasses (jams also fit), in the sequence, seasonings, are the second highest demand from consumers online and as drinks for consumers at fairs. As vegetables and legumes also havea representative margin for the acquisition of both audiences. To find out more, about the investigators' purchase intent in relation to products from family agriculture, he asked about the reason's consumers offamily agriculture, it was asked about the reasons that consumers of rural producer fairs and online consumers would take to buy through electronic commerce, as shown in Graphics 9 and 10 respectively. The main reasons listed by the respondents refer primarily to the convenience for both audiences, and for consumers at rural producer fairs, the second relevant reason for buying products from family agriculture is related to home delivery. As for online consumers, the lack of time to go to the fair is the second relevant reason. However, the individuals participating in the research, related other factors, such as the variety of products available (for trusting that e-commerce has larger products list), those investigated also consider the quality of the products and, because they are mostly sustainable, and also consider that purchasing products from family farmers through electronic commerce, is a different way of valuing the farmer (consumers at fairs consider greater relevance in this factor compared to online consumers), this being a new and innovative marketing channel for agriculture.

FINAL CONSIDERATIONS

Consumer behavior has several factors that are considered decisive when buying a product or service. Based on motivations, needs and desires, customers may or may not make a purchase. Understanding consumers' desires is essential for organizations to make assertive decisions in order to improve the services provided through strategic planning. With the emergence of the internet and the advent of e-commerce, consumers have become increasingly demanding, as they are able to analyze and compare products, brands, price, competitors, in short, there is a diverse range of information. The research was relevant, as it was possible to analyze that consumers have an eminent level of education, which justifies that the higher the level ofeducational instruction, greater consumer contact with electronic commerce, as individuals have greater knowledge and are able to search information on the internet in a practical and agile way. The study also pointed out that the income of the respondents is stable, varying between 2 and 4 minimum wages, which may reach more. The research justifies that consuming products and services on the internet is more and more frequent, as there is a greater diversity of products, with lower prices, and consumers do not need to leave home to make purchases, a data presented by consumers who already have the habit of buying over the internet. These habits occur, but to a lesser extent in relation to consumers at rural producers' fairs. Few consumers have ever made purchases of family farming products over the internet, however, most of the consumers of the fairs and consumers with habits in buying on the internet were interested and / or consider the possibility of purchasing these products through e-commerce. Most consumers surveyed understand the need for family farming products to be available on the internet, as they consider it more comfortable, others, judge the possibility of receiving them at home and many of the consumers with online shopping habits say they do not have time to go to the fair. However, what drew attention was the fact that consumers consider family farming products of higher quality and sustainable production, which is beneficial for human health and the environment. Another relevant factor is that, those investigated consider that exposing family farming products in e-commerce is expressive in the perspective of valuing farmers regarding the insertion of this segment in a new marketing channel, and the products will be seen by a wider range of people, in different regions. It is concluded that, e-commerce for family farming isinnovative, because there are few products in this market, however, it represents a promising market, because, in view of this research, the data show the acceptance of these products by those investigated, as individuals search for goods and services that satisfy their consumption needs and convenience, given that many do not have time to go to the fair.

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