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Attitudes towards Brazilian Beef: Differences in European Consumers' Perspectives according to Country of Residence and Demographic Characteristics[1]

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Abstract

This research study investigated the attitudes of European consumers towards Brazilian beef and how they differ by country of residence and demographic characteristics. After conducting a quantitative survey among students and staff at universities in France, England, Ireland and Germany, the researchers concluded that many Europeans have not formed an opinion about Brazilian beef, maintaining a basically neutral assessment. Differences in attitude were found according to country of residence, gender, age, level of familiarity and involvement with Brazilian beef and level of knowledge about Brazil. The results indicate a need for investment by both the Brazilian private sector and the Brazilian government in promoting Brazilian beef abroad, as the product is little known, despite Brazil's strategic role in the international food market.

Keywords: Attitudes, Brazilian beef, European consumers

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1. Introduction

In recent years, economic globalization has given consumers access to a large number of products made in different parts of the world, and countries have been increasingly facing international competition regarding their food products. In addition, these new global dynamics have affected the production chains of produce and livestock. Cultural interchanges, improved transportation and communication, higher income levels, increased number of women in the labor market, environmental and animal sanitation issues, and slaughtering procedures have continued to influence consumers of agricultural products (Barcellos, Pedrozo and Lans, 2009).

Because Brazil is the third largest food exporter in the world and the world's largest beef exporter, it has become an important player in the international food market (Brasil, 2011). Although Brazilian beef is widely marketed in Europe, its importers and distributors do not typically highlight the origin of the product (Carfantan, 2006), suggesting that European importers are not interested in giving much information on the Brazilian origin of the beef. Iamamoto et al. (2005) collected data on bovine meat pricing practiced by major retail networks of the European Union (in Germany, Spain, France, United Kingdom, and Portugal) and concluded that despite increased exports of Brazilian beef, neither national nor Brazilian commercial brands are easily found on European supermarket shelves. Iamamoto et al. (2005) have also observed a high value capture by the European import agents.

Additionally, the European Union, which is the second largest Brazilian beef importer, after Russia, has a history of protectionist measures against foreign producers. The classic protectionism in the European Union's common agricultural policy has deep French roots (Jank, 2011). Europeans are also increasingly concerned about making as little impact as possible on the environment through conscious consumption (Lages and Vargas Neto, 2002).

Brazil must project an image internationally as a country capable of producing socially and environmentally responsible food and goods, supported by legal programs regulating labor conditions and environmental and animal sanitation. These measures would prevent European countries and other blocs from imposing so-called non-tariff barriers on Brazilian products. Furthermore, presenting Brazil as a country where sustainability principles (economic, social and environmental) are respected will give Brazilian agricultural products a higher aggregate value. Efforts to consolidate a more positive image of the country should be undertaken by both the government and the private sector through actions such as communication plans (Jaffe and Nebenzhal, 2001, Nagashima, 1977), showing that the Brazilian productive system has been modernized and is increasingly concerned with sustainability.

This study has sought to identify the attitude of European consumers towards Brazilian beef by answering the following research questions: How do European consumers evaluate Brazilian beef? Do their evaluations differ according to country of residence and demographic characteristics? By conducting a survey among participants living in England, Ireland, France and Germany, it was possible to identify consumer attitudes towards the product. The results presented here will be of use not only to exporters within Brazil's bovine meat sector but also to Brazilian exporters in general and others using marketing strategies involving the country of origin.

The following topics are covered below: concepts and measurement issues related to attitude; studies on the international image of Brazilian beef; and this study's methodology, results and discussion, and conclusions.

1.1 The Attitude Concept

Fishbein and Ajzen (1975) define attitude as a "learned" predisposition to respond to an object stimulus. For Ajzen (1991; 2002), attitude represents a summary evaluation of the object based on characteristics such as good or bad, harmful or beneficial, nice or nasty; that is, attitudes are predispositions to psychologically assess objects.

Formation of attitudes requires direct or indirect experience with the object, and responses to this object can be classified into three categories: cognitive (perception and verbal manifestations of beliefs), affective (neuro-sympathetic responses and verbal manifestations of affection), and behavioral (actions and verbal manifestations) (Fishbein and Ajzen, 1975).

Fishbein and Ajzen (1975), as psychologists, relied on psychology to identify three dimensions regarding global attitudes: knowledge, feeling and action. That is, when there is an attitude towards an object, it is typically based on some knowledge or belief about this object (Sheth, Mittal and Newman, 1998). This fact leads the individual to develop some type of positive or negative feeling and to act accordingly towards the object. There are three components of attitude: cognitive, affective and conative. The cognitive component involves beliefs towards brands and objects. They are expectations of what something is or not is, or what an object will or will not do. The affective component is a feeling towards an object, or emotions provoked by the object. Finally, the conative component is the action an individual wants to take towards the object (Sheth, Mittal and Newman, 1998).

As attitudes have three components, it is necessary to know whether there is a relationship between them and, if so, how it takes place. Marketing professionals have addressed this issue by seeking a hierarchy in attitudes. This refers to the sequence in which the three components occur. In the learning hierarchy, the predominant one, cognition, occurs first, followed by affection and then action. The learning hierarchy is termed "rational" and applies to, for example, situations in which there is high involvement with a given product to be purchased (Sheth, Mittal and Newman, 1998).

On the other hand, in the emotional hierarchy, people first feel, then take action, and finally, think. They welcome, avoid, buy, or use certain brands, things or persons, based on their emotions (attraction or repulsion). Affection comes first, followed by conation and then cognition.

In both the learning and emotional hierarchies, the attitude object generates high involvement. However, there is also a low involvement hierarchy. Involvement can be defined as the degree of importance someone gives to an object (Sheth, Mittal and Newman, 1998). Therefore, a low-involvement hierarchy refers to the sequence in which the three attitude components occur in relation to an object of little interest. This model has the following sequence: conation, affection and cognition. Because this research will be applied to the bovine meat sector, it is important to note that some studies indicate that European consumers usually become involved in the purchase of beef through concerns with origin and sanitation conditions, among other issues (Banovic et al. 2010).

To analyze Europeans' attitudes towards Brazilian beef, it is necessary to empirically measure the three components of attitude (cognition, affection and conation). Because attitude components are qualitative variables, measuring them becomes a complex task. For Assael (1995), it is important to develop measurement scales to evaluate the degree to which consumers believe a product has certain attributes (beliefs), the degree to which they prefer certain products (affection), and their purchase intentions. An explanation of measurement scales used in this research is presented in the methodology section.

1.2 Consumption of Brazilian Beef in International Markets

Economic globalization has given consumers access to a large number of products made in different parts of the world, and countries have been increasingly facing international competition regarding their food products. As a differentiation strategy, some companies have decided to use, and sometimes to highlight, their product's country of origin, as long as that country has a positive image associated with food (Skaggs et al., 1996). For example, Switzerland's long success with cheese and chocolate products influences foreign consumers' opinion about Swiss products overall, responding positively to the label "Swiss Made" (Skaggs et al., 1996) when making a purchase.

People and food are inexorably connected by tradition, marketing, culture, education, learning, economy, religion, society and feeling (Barcellos, Pedrozo and Lans, 2009). It has been this way from the hunter-gatherer era to the "gourmet cuisine" of modern times. Consumer involvement is thus a key issue because it represents an important construct to explain how and why consumers are linked to the foods and products they consume.

Consumers from meat-importing countries consider the beef produced in some exporting countries to be of better quality than that of others (Matsumoto, 2011), believing the risk of contamination or inadequate production to be higher in certain countries. It is therefore clear that consumers usually differentiate food products based on objective attributes. This being the case, Matsumoto (2011) suggests that exporting countries should increase their sales by producing meat according to consumer demand, providing clear information on cattle-raising methods. Thus, it is important for exporting countries to understand how consumers from importing countries differentiate the quality of foreign products to successfully implement marketing strategies for their agricultural products.

A study on beef consumers in Australia, Brazil and the Netherlands has sought to identify the emotions, degree of involvement, attitudes and interests towards beef consumption (Barcellos, Pedrozo and Lans, 2009). Data were collected from slaughterhouses, consumers, retailers and producers in these three countries. A survey with consumers was also conducted in the cities of São Paulo and Porto Alegre (Brazil), Sydney (Australia), and Ameesfoort (the

Netherlands), yielding measures on involvement, anticipated feelings, attitude and preoccupation.

In their comparison of Australian and Brazilian consumers' attitudes towards bovine meat, Barcellos, Pedrozo and Lans (2009) have found similarities between the two groups. A high degree of involvement was detected among Dutch and Brazilian consumers. Australian and Brazilian consumers experienced more positive feelings during special occasions in which beef was consumed. These same consumers were more preoccupied with beef quality, whereas Dutch consumers expressed more concern about the environmental aspects of bovine meat production.

Nevertheless, according to the study, consumers from Porto Alegre and Sydney were found to be the most dedicated beef lovers, considering the strong relationship between their culture and bovine meat. In Brazil, consumers indicated that they perceived no consistency in meat quality, suggesting that quality guarantee systems should be implemented there. On the other hand, Australians were found to be less worried about this issue. In fact, the Meat Standard Australia (MSA) seems to ensure the meat quality expected by Australian consumers.

The same study has also shown that culture is an important determinant of the consumption of bovine meat. The authors concluded that international market segmentation is important for developing, positioning and selling the product to better align market efforts with different group responses (Barcellos, Pedrozo and Lans, 2009).

A research study of Portuguese consumers was conducted to determine quality perception towards two domestic brands (Carnalentejana and National) and a Brazilian meat brand ("Brazilian Beef" brand) (Banovic et al. 2010). With regard to purchase intention, the Portuguese brand Carnalentejana was identified by the consumers as having the best quality. The Portuguese brand was chosen because it provided clear information on animal care, type of feed, fat content and origin (Banovic et al. 2010). The results also showed that National and Brazilian Beef products were less known by Portuguese consumers and that when brands can reflect the intrinsic and extrinsic characteristics of their products, they are more likely to gain acceptance among consumers.

The preference for the Carnalentejana brand was made clear, even after a single-blind test in which consumers attempted to differentiate it from the other two meat brands based on sensory qualities such as taste, softness and succulence. The Carnalentejana brand was elected the best in all three categories. The results showed that consumers were able to identify the brand that used an indigenous breed of Portuguese cattle that are traditionally raised on natural pastures and fed with supplement of hay or ration when grass is scarce (Banovic et al. 2010).

Consumers used more intrinsic cues to form an opinion on the meat quality of the Brazilian Beef brand, whereas extrinsic cues were important in the case of the Carnalentejana product. These findings show that familiarity with national brand can lead consumers to reject other information on the product (Banovic et al. 2010). Moreover, consumers find a known brand to be more relevant and reliable than unknown brands when deciding on meat quality.

According to Banovic et al. (2010), because the "Brazilian Beef" brand does not have an effective communication strategy, the Portuguese brands become more familiar as they invest more in advertisement. A successful brand is therefore the result of its high recognition among the consumers; that is, the consumers know the brand and can recognize it.

Banovic et al. (2010) note that the Brazilian Beef brand, compared to the Portuguese brands, has a lower price, inferior packaging and no information on production methods or product characteristics. These factors lead consumers not only to disregard the quality of the Brazilian Beef but also to trust less in the intrinsic cues related to the product. The study also showed that consumers perceive price to be an indication of quality, as is the case of the National Beef, because higher prices are associated with superior meat quality. However, price was considered to be a less important factor for Brazilian Beef products. For a brand such as National Beef, whose products do not carry strong brand recognition, price can be used to reduce purchase risks. Because the Brazilian Beef brand is priced lower than other brands, consumers use more intrinsic cues regarding quality and country of origin as a summary construct based in the information available.

According to the above studies, the characteristics considered important for bovine meat during its purchase seem to be the way cattle are raised (i.e., favorable or non-favorable conditions, feeding, sanitation, well-being), as well as meat texture, cattle breed and country of origin. Consumers, especially Europeans, have become increasingly aware of these issues and search for more information on a product's production process and its impact on the environment. They consciously try to produce, through their consumption behavior, a null or favorable effect on the environment and society as a whole (Lages and Vargas Neto, 2002).

Brazil is one of the main producers and exporters of bovine meat in the world. When Brazilian cattle are raised on natural pastures (extensive cattle), a more positive image of the animals is projected compared with that of intensive cattle (confinement) because this extensive cattle production leads to a better nutrition. Paradoxically, however, the association of the Brazilian beef image with extensive cattle has divided international public opinion because of the destruction of Amazon rainforest that results (Irish Farmers Association, 2009).

2. Method

This research study describes a population consisting of undergraduate and post-graduate students and the staff of business and economics schools in Dublin, Ireland; Paris, France; Münster, Germany; and Canterbury, England. Participants ranged in age from 18 to 65 years old. England, France and Germany were chosen for this study as the most populated countries in the European Union, on the assumption that their residents are important consumers of bovine meat, including Brazilian beef. Ireland was chosen because it is one of the ten largest importers of Brazilian beef, as well as the largest meat producer in Europe. The European Union was chosen because marketing specialists consider it a highly demanding market.

The research population numbered approximately 4,000 people (students and staff). We used a non-random sample chosen according convenience criteria, consisting of the following: 40

people from French institutions, 111 from a German institution, 115 from an English institution, and 114 from an Irish institution. The participants were asked how they evaluate Brazilian beef. Because the sample elements were not randomly selected, it was not possible to assess the sampling error (Churchill, 1998) or therefore to set limits to the estimation precision. It was not possible to perform statistical tests of significance, and the results from the sample cannot be generalized to the entire study population, which is a limitation of this research.

The general image of the Brazilian beef was also measured; this instrument represents the cognitive component of attitude. The affective and conative components of consumer attitude were also measured using Likert scales ranging from 1 to 7 points, according to methods proposed by Assael (1995). Consumers' knowledge and beliefs regarding Brazilian beef constitute the cognitive component.

The affective component represents the consumer's feelings towards bovine meat, whereas conative or behavioral component refers to the actions taken by the consumers towards Brazilian beef. The instrument used to measure the image of Brazilian beef, adapted from Banovic et al (2010), is shown in Table 1.

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Table 1. Scales used for measuring consumers' attitude towards the Brazilian beef

Cognitive component of attitude (General product image)							
I fully agree	**I fully disagree**						
Brazilian beef is of good quality	1	2	3	4	5	6	7
Brazilian beef is easily found	1	2	3	4	5	6	7
Brazilian beef has an attractive image	1	2	3	4	5	6	7
Brazilian beef is cheap	1	2	3	4	5	6	7
Brazilian beef is sold in several European countries	1	2	3	4	5	6	7
Brazilian beef has a positive image	1	2	3	4	5	6	7
Product communication should be strengthened in the European market	1	2	3	4	5	6	7
Brazilian beef has a good texture	1	2	3	4	5	6	7
Brazilian beef is tasty	1	2	3	4	5	6	7
Brazilian beef is tender	1	2	3	4	5	6	7
Brazilian beef is adequately packaged	1	2	3	4	5	6	7
I consider the cattle-raising methods in Brazil adequate and sustainable	1	2	3	4	5	6	7
Affective component of attitude							
I liked very much I did not like so much							
How much do you like Brazilian beef?	1	2	3	4	5	6	7
Conative component of attitude							
Would you buy this product? I would definitely buy it I definitely wouldn't buy it							
1	2	3	4	5	6	7	

Sources: Adapted from Assael (1995), Banovic et al. (2010).

3. Data analysis and Discussions

A total of 383 questionnaires were completed and validated. Most questionnaires were distributed individually to undergraduates and post-graduate students and staff at four European universities between September and November 2010. The mean age of the participants was 24.4 years with a standard deviation of 6.4 years. The youngest respondent was 18 years old, and the oldest was 61; 60.8% of the participants were between 18 and 24 years old.

Although the majority of the sample from Canterbury, England were English students and staff members, there were also students of Asian origin, as well as those from Latin American and other European countries. At the University of Münster in Germany, the sample consisted of 106 German students, with the remaining students coming from other European countries, Asia and Latin America. The majority of the people in the sample from Ireland were Irish students, although there were also students from other European countries, especially from Eastern Europe. Comparative analyses were based on the countries where the survey was applied rather than on the participants' nationality because individuals living in foreign countries for some time exhibit a certain degree of acculturation.

Significantly, half of the participants indicated they were concerned with the origin of bovine meat when purchasing it. Among the countries studied, Irish students were the most concerned about the product's origin, as observed in Table 2.

Table 2. Concern with the origin of bovine meat

Whenever I am in the supermarket or butcher shop, I try to know the origin of the meat I am buying	N	Mean
Total	382	4.15
Ireland	114	3.82
England	116	4.07
France	40	4.43
Germany	112	4.48

Note: 1 = always; 7 = never

Interestingly, 51.1% of the interviewees scored 4 or higher, meaning that they had little or no interest in knowing the origin of the product. The remaining participants (48.9%) were concerned about the origin of the meat they are buying.

The consumers' attitudes towards Brazilian beef are represented here by the average scores assigned to the survey questions listed in Table 1. Values lower than 4 indicate positive attitudes, values equal to 4 indicate neutral attitudes, and values higher than 4 indicate negative attitudes towards Brazilian beef. In general, as shown in Table 3, the participants' attitude towards the Brazilian beef had a mean score of 3.93, that is, basically a neutral assessment. This result could be an indication that the participants are not familiar with Brazilian beef.

Differences in attitude towards the Brazilian beef did not vary widely according to the participants' country of residence; as Table 4 shows, attitudes in different countries were very close to the overall average.

Table 3. Overall attitude towards the Brazilian beef

	N	**Mean**	**Standard deviation**
Participants' attitude towards the Brazilian beef	380	3.9356	0.82948

Table 4. Differences in attitude towards Brazilian beef according to country of residence

Country	**N**	**Mean**	**Standard deviation**
France	40	4.0821	0.89060
England	115	3.9652	0.92361
Germany	111	3.9575	0.68107
Ireland	114	3.8330	0.83797

Among the French and English participants, attitudes towards Brazilian beef were found to be less favorable than those among their Irish and German counterparts. However, the lowest mean score was generated by French participants, although it can still be considered a neutral evaluation. This finding can be explained by France being one of the most protectionist countries in the world, especially where agribusiness products are concerned (Jank, 2011). In addition, some French, English and German consumers indicated in the questionnaires that they were vegetarians, thus consuming no beef. Overall, the participants had very little knowledge about Brazilian beef, as a significant number of them assigned average scores (4) to most of the survey questions related to the cognitive, affective and conative components of attitude.

The participants' attitudes towards Brazilian beef were also analyzed by their gender, age group, level of familiarity and involvement with the product, and level of knowledge about Brazil (Table 5). To measure the participants' familiarity with the product, the proposition "I know several brands of Brazilian beef sold in Europe" was measured with a 7-point Likert scale, ranging from 1 ("I fully agree") to 7 ("I fully disagree"). The proposition "Have you ever bought Brazilian beef before?" was also used, with the answers being "Yes, many times", "Yes, a few times", and "No, never before". Participants who indicated that they had bought Brazilian beef many times or a few times were given scores of 1 and 2, respectively, whereas those who had never bought the product were given a score of 3. The answers to both questions were added, and participants having a total score lower than 6 were considered familiar with the product, whereas those with total score higher than 6 were considered unfamiliar. It was found that 62% of the participants indicated that they had never bought Brazilian beef, whereas 24% stated that they had bought the product a few times, and only 2.6% many times.

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Table 5. Attitude towards the Brazilian beef according to gender, age group, level of familiarity and involvement with the product, and level of knowledge about Brazil

	N	Mean	Standard deviation
Male	188	3.88	0.80
Female	192	3.99	0.86
18-24 years old	231	3.92	0.75
Older than 24 years	149	3.95	0.95
Familiar with Brazilian beef	65	3.52	0.87
Unfamiliar with Brazilian beef	315	4.02	0.80
High level of involvement with bovine meat	64	3.56	0.75
Low level of involvement with bovine meat	316	4.01	0.82
Good knowledge about Brazil	144	3.63	0.81
Poor knowledge about Brazil	236	4.12	0.78

To identify the participants' involvement with Brazilian beef, the propositions "For me, there are many risks related to this product" and "In general, I am very interested in this product", were applied by using a 7-point Likert scale, and the results were added. These scales were proposed by Laurent and Kapferer (1985) in a study related to involvement level measurement in purchase intention. Participants who had a total score lower than 7 were considered to have a higher involvement with the product. Those who had a total score higher than 7 points were considered to have a lower involvement.

To group the participants according to their level of knowledge about Brazil, the sample was split into two sets: those who had good knowledge about Brazil and those who knew little about it. A 7-point Likert scale was used to identify their knowledge on Brazil as follows: "Considering the scale below, what level of knowledge do you have about Brazil?" with scores ranging from 1 ("I know a lot") to 7 ("I know nothing"). Participants scoring less than 4 were considered to have good knowledge about Brazil, whereas those scoring more than 4 were considered to have little knowledge about it.

As shown in Table 5, those participants who are familiar and involved with Brazilian beef and had good knowledge about Brazil demonstrated a more positive attitude towards the product. Both men and women of all age groups had a positive attitude when they were familiar and involved. The participants who are unfamiliar and less involved with Brazilian beef and had poor knowledge about Brazil demonstrated a neutral evaluation, that is, neither positive nor negative (mean score close to 4).

Additionally, participants were asked whether they think that the Brazilian beef should be advertised more in the European market. Among the participants, the mean value given to this variable is 3.23, as can be observed in Table 6. A 7-point Likert scale, ranging from 1 ("I fully agree") to 7 ("I fully disagree"), was used to measure this variable. This result demonstrates the need to increase the marketing investment to better promote the product among European consumers.

Table 6. Mean value for answers to the question "Advertisement of Brazilian beef should be strengthened in the European market"

	N	Mean	Standard deviation
Advertisement of this Brazilian beef should be strengthened in the European market	360	3.23	1.59

In response to the questions "I consider the cattle-raising methods in Brazil adequate and sustainable", 272 participants scored 4 or higher. This result shows that the participants do not know how cattle are raised in Brazil, and the negative image regarding the cattle-raising methods was held by more than 30% of the total sample.

Furthermore, 62% of the participants indicated that they had never bought Brazilian beef, whereas 24% stated that they had bought the product a few times, and only 2.6% had bought the product many times. Because Brazilian beef is the main imported beef consumed in the European Union, these data show that European consumers are actually eating Brazilian beef without being aware of it. Therefore, it is important that the Brazilian beef sector's communication programs include incentives to restaurants and retailers to better emphasize to the product's origin.

4. Conclusions

The research questions for this study were as follows: How do European consumers evaluate Brazilian beef? Do these evaluations differ according to consumers' country of residence and demographic characteristics? The researchers concluded that many Europeans have not formed an opinion about Brazilian beef, based on the participants' basically neutral attitude across all four countries analyzed. The most negative evaluation came from the French participants, and the most positive from the Irish participants.

However, differences in attitude were perceived towards Brazilian beef according to country of residence, gender age, level of familiarity and involvement towards the Brazilian beef and level of knowledge about Brazil. The most positive evaluations came from participants who were familiar and involved with Brazilian beef and are knowledgeable about Brazil. This fact suggests a need for investment by both the Brazilian private sector and the Brazilian government in the promotion of Brazilian beef abroad. It appears that once consumers become familiar with Brazilian beef, they start to develop positive opinions of it.

These findings also suggest that a segmentation strategy must be contemplated in the promotion of the product in international markets. The Brazilian beef export sector should be aware of the specificities of each market and should understand how different types of consumers respond to marketing stimuli.

The results obtained by this survey and complemented by the literature on the subject provide some suggestions for improving marketing strategies in international markets not only for Brazil's beef sector but also for Brazilian exporters in general, especially those using communication strategies involving the product's country of origin. Despite initiatives already undertaken jointly by the Brazilian government and producers, such as the creation of the "Brazilian Beef" brand (as discussed in the literature review), it is essential that the sector considers the development of additional or complementary brands for specific markets, mainly European countries, associating Brazilian products with different regions of Brazil, such as Cerrado, Pampas and others where meat production is traditionally practiced. Associating Brazilian cattle with Brazil may be a challenge because of the concerns raised by the international community regarding the Amazon rainforest and its preservation.

In conclusion, it is essential to strengthen the image of Brazil and its beef, as neither is well known abroad, despite the strategic role played by Brazil in the international food market. Actions should be developed and implemented by the government as well as the beef export and production sectors to improve the promotion of Brazilian beef overseas, especially in Europe. Efforts must be made to promote Brazilian beef in the region to guarantee that the product becomes better known and, consequently, to give it a greater aggregate value.

Meanwhile, investment should be increased not only to guarantee adequate conditions for raising the cattle but also to comply with environmental and labor laws, implement cattle-tracking systems, and develop technologies aimed at increasing productivity and reducing the use of natural pastures in the country. As far as the government is concerned, the outlet infrastructure for export products should be improved through investment in increased port capacity and the construction of railways and motorways, including hydro-ways.

This research study was limited to the fact that a non-random sample was used, meaning that statistical significance tests could not be applied, and the results thus cannot be generalized to the population at large. Another limitation is that the target population in this study did not cover other important markets with which Brazil has commercial relationships, such as other European and Asian countries, the USA, or even other European consumer segments (e.g., liberal professionals and affluent consumers).

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