

CONSUMPTION OF SOUVENIRS: EXHIBITION OF CULTURAL VALUES OR REPRESENTATION OF THE NEW CONSUMER CULTURE?

CONSUMO DE SUVENIRES: EXIBIÇÃO DOS VALORES CULTURAIS OU REPRESENTAÇÃO DA NOVA CULTURA DO CONSUMO?



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ABSTRACT

This study aims to investigate which factors influence purchase of souvenirs by tourists and residents of the city of Caruaru, in the Agreste of Pernambuco. Thus, the research aims to understand if the purpose of this consumption is to represent the cultural significance corresponding to the place or simply feed the consumerism fueled by consumer culture. It is used the methodology of quantitative research with the completion of a survey applied to consumers. After collecting the data they are arranged in tables and analyzed using the SPSS program. The findings show that respondents buy souvenirs because they possess a strong cultural significance, linked to individual characteristics of the population and being therefore the consumption of cultural artifacts, predominantly linked to the need for building/maintaining their cultural identities.

RESUMO

O presente estudo visa investigar quais fatores influenciam a compra de suvenires por turistas e moradores da cidade de Caruaru, no Agreste de Pernambuco. A pesquisa pretende compreender se o intuito deste consumo é possuir suvenires que representem o significado cultural correspondente ao local ou simplesmente alimentar o consumismo estimulado pela cultura do consumo. Foi utilizada a metodologia de pesquisa quantitativa com a realização de um *survey* aplicado junto aos consumidores. Após a coleta dos dados os mesmos foram dispostos em tabelas e analisados a partir do programa SPSS por meio de estatística descritiva, diferença entre médias e análise fatorial. Os achados permitem concluir que os respondentes



compram suvenires, em virtude de estes possuírem um significado cultural forte, atrelado às características individuais da população estudada, estando, o consumo de artefatos culturais, ligado predominantemente à necessidade de construção/manutenção de suas identidades culturais.

Palavras-chave: Suvenires, Comportamento do consumidor, Cultura do consumo.

INTRODUCTION

The consumption of souvenirs by tourists is a recurring practice and has been the subject of several researches (Shenhav-Keller, 1993; Swanson & Timothy, 2012; Schilar & Keskitalo, 2018; Sthapit & Bjork, 2019) that seek to understand sociocultural, personal, psychological and symbolic matters that involve purchase. It is clear that the consumer society permeates between acquisitions of a liberal, utilitarian and hedonistic nature that involves people, places and meanings (Schilar & Keskitalo, 2018). In other words, the consumer is free - within a limit of predetermined options - to make their choices at the individual level, presenting in most cases as a consumption stimulus the utility value of the product - good, service and / or experience -, as also its hedonic character (Costa, Patriota & Angelo, 2017) and these choices shape and build the identity of being (Hall, 2006; McCracken, 2003; Slater, 2002)

However, the construction of this identity is paradoxical, as it is dynamic and is characterized by being multifaceted, since in postmodern society consumers have at their disposal a wide variety of options and modes of consumption (Fernandes et al., 2019). In addition, individuals have a greater possibility of alternating lifestyles, in which they manage incongruent identities with their different customs, norms, roles, among others (Staler, 2002).

Thus, the individual in the consumer culture does not have a fixed identity, as it is built throughout their life according to the purchased consumer goods, which makes the statement "you are what you consume"



true. Thus, instead of understanding the identity of being as concrete and invariable, it must be approached as an identification process, that is, as something dynamic and in progress (Hall, 2006), and the impact of this phenomenon on society is understood by Hall (2006) as a major identity crisis.

The formation of the individual's identity results in part from the context in which they are inserted, that is, due to demographic factors which tend to shape perception. As an example of these factors, we can mention the social class, age, gender, income, education and marital status (Dornbusch & Fischer, 1991; Secchi, Silva, Corso, & Tortato, 2012). In addition to developing individuals' self-concept, these characteristics affect the way they perceive and interpret stimuli, as well as their decision-making process.

Despite the relevance of these factors, a search was made in the main databases - CAPES journals, Science Direct, Web of Science, Scielo and Spell - and few articles were found that aim to correlate the purchase of souvenirs with demographic aspects, primarily, as can be observed in Table 1. Furthermore, it is noteworthy that no study was not identified in the literature relating them to the purchase of souvenirs by tourists and residents of the artifact's city of origin.

Table 1

Search results for studies on souvenirs in the main databases

Database	Used terms	Filter	Found articles*	Similar articles
CAPES journals	<i>Souvenirs AND demographic</i>	Type of material: articles	1142**	3
Science Direct	<i>Souvenirs AND demographic</i>	<i>Research articles</i>	872	0
Web of Science	<i>Souvenirs</i>	-	52	0
Scielo	<i>Souvenirs</i>	-	25	0
Spell	Souvenir OR <i>souvenir</i>	-	11	0

Source: authors, 2020.

*search date: June 21, 2020.



**collections excluded from search:: PMC – PubMed Central, MEDLINE/PubMed, Engineering Research Database and ASFA: Aquatic Sciences and Fisheries.

The three studies found in the CAPES Journals Portal - dated in 2004 - have the objective of correlating, primarily, the demographic profile with the souvenirs consumption: Swanson and Horridge (2004) - pointed out that the demographic characteristics studied did not show correlation with the travel activities, however, these showed correlations with the purchase of souvenirs - ; Oh, Cheng, Lehto and O'Leary, (2004) - explained that in tourist purchases there are groups that are prominent in certain categories of purchases. In addition, age, gender and the type of travel influence their preferences - ; finally, Lehto, Cai, O'Leary and Huan (2004), in which they demonstrate that there are differences in preferences in the purchase of clothes in terms of tourist income and gender. As can be seen, these are limited to studying consumption by tourists only.

In addition, it must also be seen that the uniqueness of manufactured objects provides each individual who acquires them the idea of exclusivity among others. In this sense, the contradiction between fitting in and feeling part of a collective culture emerges and, at the same time, differentiating with the exclusivity of each item and assimilation of varied cultures, in the development of one's own identity (Featherstone, 1995; Slater, 2002; McCracken, 2003; Hall, 2006).

Given this preamble, the city of Caruaru stands out, located approximately 140 km west of Recife - capital of the State of Pernambuco. It is there where Alto do Moura is located, a place considered by UNESCO as the largest center of figurative arts in the Americas, which brings together about 200 artisans dedicated to the art of ceramics. Much of the production coming from this center is sold, in the form of souvenirs, in an open market located in the city center known as Feira de Caruaru - listed by IPHAN



(Institute of National Historical and Artistic Heritage) as Intangible Cultural Heritage of Brazil (BRASIL, 2007).

The sale of those souvenirs is driven mainly by the tourist demand in the June period, when Caruaru receives more than one and a half million tourists annually attracted by the festivities and cultural activities provided not only by the population, but also by the municipal and state government to maintain the city of the harsh Pernambuco as one of the main northeastern tourist routes (Procópio, Lima & Pereira, 2015; Procópio & Patriota, 2016).

Thus, based on the aforementioned assumptions about consumer culture, the question that guides the development of this study emerges: What are the aspects that influence the purchase of souvenirs by tourists and residents of the city of Caruaru, Pernambuco?

SOUVENIRS

More than simply objects that present representative characteristics of a place, Souvenirs (a word that comes from the French word *souvenires*) are characterized as experiences and feelings that the tourist keeps with them (Shtudiner, Klein, Zwilling, & Kantor, 2019) - externalized in an object materially linked to memories and the desire to return to the place of origin (Freire-Medeiros; Castro, 2007; Sthapit & Björk, 2019). Thus, it is a way to enable tourists to take with them a little of the local history, which transcends the monetary value and the dimensions of the acquired object, as it takes into account its spiritual meaning (Paraskevaidis & Andriotis, 2015), given that the souvenirs represent a cultural experience materialized in the form of an object, which may be of a utilitarian character or not, being characterized as a brand (Freire-Medeiros & Castro, 2007).

Corroborating this perspective, Gouveia and Limeira (2008) point out that cultural goods, souvenirs, are expressions of ideas, symbols and lifestyles. They



inform and provide entertainment to the public, contribute to the construction of cultural identity and influence cultural practices (Soukhathammavong & Park, 2019).

Starting from the consumer's point of view, it is clear that the most important attributes of cultural goods (souvenirs) are related to their ability to provoke subjective feelings in some consumers, which are revealed only in the very act of consumption (Fu, Liu, Wang, & Chao, 2018). Although extremely difficult, it is important to identify how products and services are perceived and evaluated by consumers (Évrard, 2001).

The meaning and symbolism of objects - whether they are souvenirs or not - are closely linked to cultural factors (Costa, Paula, Angelo, & Fouto, 2017), since in consumer culture, purchased items assume symbolic value and not just a material value (Swanson & Timothy, 2012). In this sense, they become the portrait of the reality of individuals and their relations with the environment, whether it is the environment where they live or the one they visit, as it is through culturally specific forms of consumption that cultures, social relationships and society can be produced and reproduced (Slater, 2002).

There are specific characteristics of the system of production and sales of cultural goods, namely: the relationship of producers with their products, which is not based only on the aspect of economic gain; the unpredictability of the success of the cultural product; and the difficulty in replacing members of a creative team (Anastasiadou & Vettese, 2019). Such peculiarities make the economy of culture (cultural goods) a differentiated area from economic theory (Caves, 2000). In this sense, it can be concluded that the souvenir acts as a sign of relevant importance in society, since it is an object endowed with meaning both by those who produce it and by those who buy it, and which even acts as a means of communication, bond and connection (Shtudiner, Klein, Zwilling, & Kantor, 2019).



CULTURE AND CONSUMPTION

The term culture in its most primitive sense refers to the act of cultivating (Kroeber & Kluckhohn, 1952), as well as the complex of behavior patterns, beliefs, institutions, artistic, intellectual manifestations, etc. (Kim, Jun, & Kim, 2018). In this sense, it refers to identity aspects - values, rituals, norms, ethics and meanings -, which are mutually shared by members of a given society. These factors can be of an abstract nature - such as ethical values and standards - or concrete - related to goods and services (Solomon, 2016).

That said, the definition of culture can be consolidated into: collectively accepted - cultivated and fed - values, which through representations such as rituals, works of art, literature and even behavior itself are affirmed as a way to differentiate one social group from another (Kizgin, Jamal, & Richard, 2018). In this sense, shared values and beliefs shape culture and significantly impact the behavior of individuals (Kroeber & Kluckhohn, 1952).

However, it is important to highlight that individual values, not necessarily belonging to a societal culture, also influence the actions of consumers, such as valuing money, obtaining status and seeking differentiation (Abdollah, Abdullah, & Voon, 2016). The aforementioned definition - which will foster the development of this study - allows the understanding that it is the cultural aspect that makes it possible to outline the attributes of a given product, which, being in line with the principles of a society, can trigger a positive attitude and, thus, increasing the perception of value (Solomon, 2016).

Consumer goods have essential cultural meanings, composed of cultural dogmas, and principles that are related to cultural beliefs and assumptions (Cleveland, Rojas-Méndez, Laroche, & Papadopoulos, 2016). Consumer goods have a meaning that transcends their utilitarian character and commercial value, since they can also carry the identity of a place, and this



influences the behavioral intentions of individuals as well as the perceived value (Fu et al., 2018).

Therefore, Kim, Jun and Kim (2018) point out that the level of consumer satisfaction varies according to their preferences, which are based on the cultural aspect. Thus, culture and consumption are intrinsically related. However, it is important to note that, no less frequently, consumers perceive the cultural significance carried by consumer goods only in exceptional circumstances (Belk, 1982).

In this sense, cultural consumption can be defined as a set of processes of reception, appropriation and use of cultural products, in which the symbolic value prevails over the use and exchange values (Sobol, Cleveland, & Laroche, 2018), such as the artisanal souvenirs consumed in tourism, for example. Thus, Le, Nguyen and Van Nguyen (2013) elucidate that there is also an influence on consumption behavior when a given product comes from another country, that is, from an external culture. According to the authors, the consumer's attitude towards the product's origin will influence their decisions.

CULTURAL IDENTITY

Contrary to what common sense suggests, identity is not simply a way of expressing individuality and characteristics that are inherent to a given individual (Featherstone, 1995; Farias, Sousa Júnior, Silva, & Alcoforado, 2019). It is the result of the union of a person's internal and external values, and since the advent of societies, this identity has characterized frames of reference, giving individuals a stable anchorage in the social world (Hall, 2006; McCracken, 2003; Kipnis, Demangeot, Pullig, & Broderick, 2019).



However, identity becomes a target of inquiry when viewed as dynamic and multi-faceted, consisting of diverse values and beliefs (Zhang, Fong, Li, & Tuan Phong Ly, 2019). In the current context, where postmodernity is the scene of ever more frequent and radical changes - even interfering in the basis of more solid societies -, the displacement (or decentralization) of the subject is noticeable (Cleveland & Bartikowski, 2018). Hall (2006) interprets the change of personal identities, the shake of the idea that individuals have of being integrated subjects, the loss of the sense of self. As postmodern subjects, people come into contact with so many different societies and experiences that identity becomes a mobile celebration: formed and transformed continuously in relation to the ways in which we are represented or challenged in the cultural systems that surround us (He & Wang, 2015).

Thus, starting with the consumption of cultural products (souvenirs) Stigler and Becker (1977) propose a theoretical model of consumption that applies to cultural consumption, where the rationality of the buyer is not given up, but takes into account other factors, in addition to the price and quantity of goods. It analyzes human (or cultural) capital, time and characteristics of goods. From this it is clear, with the consideration of these other factors, that the consumption of souvenirs may be linked to a possible formation of cultural identity.

In the classic sociological perspective, identity was formed in the interaction between self and society, revealing to the subject the awareness that their inner core was not autonomous and self-sufficient, but built by the relationship with the other individuals who formed society with them, and that mediated for the subject the values, symbols and meanings (culture) of the place where they lived (Featherstone, 1995; Gomez & Torelli, 2015). In the current identification process, in which the Enlightenment values demonstrate that the self has expression and independence in its own right, the fragmented Subject appears: composed of several identities, sometimes even contradictory and conflicting, living in the same being (Slater, 2002).



The identity that was once interpreted as innate to the individual of a certain society is now defined historically, not biologically, since the subject experiences multifaceted identities diverging from the coherent self (Hall, 2006). In line with the changes in the identity-building process, there is also a re-signification of the roles of individuals in society and of certain stereotypes (Soares & Edwald, 2004).

In addition, it has been shown by intellectuals that the constructed identity changes the way individuals perceive phenomena, which has been the subject of several studies that seek to understand the differences between interpretations, especially with regard to the demographic aspects of individuals, such as gender identity, age, income and their differences in the purchase process (Lueptow, Garovich & Lupetow, 1995; Catterall & Maclaran, 2002; Secchi et al., 2012).

Discussions about gender identity present two approaches. On the one hand, a perspective that gender is a biological factor and, on the other, the understanding that this characterization is something socially and culturally constructed (Catterall & Maclaran, 2002). However, despite the speeches made in this regard, studies have highlighted that there is an imminent differentiation between the behavioral aspects of men and women in their decision-making process in relation to consumption (Peretti, 2011).

As Underhill (2009) points out, male and female traits are constituted in their choice process by the way they played their roles in prehistory, with objectivity as inherent to male gender, and an effort to analyze various alternatives in a meticulous manner as inherent to the female gender. In relation to commercial transactions, understanding the peculiar identities of individuals is presented as a strategic way to effectively - and efficiently - attract the target audience.

Gender-related identities and the way of visualizing emblematic elements once seen as immutable, become dynamic and intriguing



(Goodrich & Namchu, 2018). In this sense, based on previous studies that correlated the gender aspect and the purchase of souvenirs (Swanson & Horridge, 2004; Oh et al., 2004; Lehto et al., 2004), it is observed that there is an impact of the first. However, it is still necessary to understand whether there is a change in relation to the inclusion of these artifacts in daily life, assessments, identification of the utilitarian character of the good and preference for nationally known artifacts. In order to verify these concerns, the following hypotheses are proposed:

H1a: There is a difference regarding assessments when comparing men and women, concerning the inclusion of cultural artifacts in everyday consumption habits.

H1b: As for the display and use of cultural artifacts in the daily lives of men and women who buy them, there is a difference in their assessments.

H1c: At the decision time to buy cultural artifacts, men and women differ in terms of not considering the meaning and usefulness of a particular good in their daily lives.

H1d: As for the purchase preference for cultural artifacts that are nationally known, men and women differ in their assessments.

H1e: Men and women demonstrate ideological inequality regarding the purchase of cultural artifacts that portray regional culture.

NATIONAL AND REGIONAL CULTURES

According to Hall (2006), the nation can be seen not only as a political entity, but as a system of cultural representation. In this sense, it is possible to identify the striking culture present in certain states of a country as forms of demonstrating identity (Kipnis et al., 2019). However, as previously mentioned,



postmodernity, in freeing the individual to make their choices, ends up fragmenting once solid identities. Thus, the more the market becomes global, the more identities are disconnected from moments, stories and places (Hall, 2006). Still, according to Carvalho, Luna and Goldsmith (2019), national identities, in a holistic way, remain solid.

Thus, there are cultural layers, which correspond to different levels of culture. Individuals are influenced by a complex interaction between each of these layers. Such levels of culture correspond to: a national level, according to a country; a level of regional, ethnic, religious or linguistic affiliation; a gender level; a generation level; a social class level; and an organizational or corporate level (Hofstede, 1994). With this, it is clear that the national and regional culture has a great weight in the decision moments for individuals.

Continuing with the approach to national and regional culture, Porter (2002) states that the national characteristics attributed to culture, in most cases, have economic roots. And, according to the author, the economic culture in a specific country largely derives from the past and current microeconomic context. In this way, a country's labor standards and values cannot be seen independently from the economy's general incentive system (Porter, 2002). As Motta (1997) explains, Hofstede's great discovery refers to the importance of national culture in explaining differences in attitudes and values in relation to work.

The conservation of regional cultures in Brazil has been strongly marked by political aspects, according to DaMatta (2004). This author argues that there are two positions for interpreting Brazil. One defines Brazil as a country that is naturally constituted of regions and subcultures, where there is a great diversity that makes integration difficult, and in the second position Brazil is seen as a monolithic and unique whole (DaMatta, 2004). Thus, due to the focus on consumer culture, this work adopts the first position, which considers references to post-modernity.



In the nation's narrative - Plot that ties us invisibly to the past (Schwarz, 1986), the stories refer individuals to the origins, tradition, continuity and timelessness of a society, sometimes bringing meanings with which the subject can identify. Combined with each of a person's individual experiences, these senses build identities (Zhang et al., 2019). Of those who live in a certain place or those who simply visit it, and with all their longing wish, at least in the period of time they are there, to feel an integral part of it (Sobol, Cleveland & Laroche, 2018).

However, often a good is acquired without the individual reflecting and understanding its usefulness / need in their daily lives, as in the case of souvenirs. However, even without this prior reflection, the purchase is made and this indicates a strong trend of cultural and social influence at the time of purchase, being also related to demographic aspects, mainly with regard to the individuals' income and their age group (Dornbusch & Fischer, 1991).

As Hagemann and Nicoletti (1989) point out, the way individuals analyze certain consumer goods and their preferences presents different approaches from the perspective of the age stage that these consumers are in. Understanding how these relationships occur and their consequences in the decision-making process is part of this study. This research proposes the investigation of these demographic factors that influence the acquisition, valuation and perception of symbolic goods. For this, the following hypotheses are elaborated, considering the factors age and income, seen in this research as relevant in this process of meaning-making:

H2a: Regarding the inclusion of cultural artifacts in the respondents' daily consumption habits, there is a difference between the means of the age subgroup.



H2b: Related to the purchase of cultural artifacts when respondents travel, there is an inequality between the means of the age subgroup.

H3a: The variables age and income differ as to the preference for purchasing cultural artifacts that have to do with the respondents' personality and style.

H3b: Related to the purchase of cultural artifacts as a way of remembering and cultivating memories of the visited place, the variables age and income show inequality.

As a way to better visualize the proposal of this research, Table 2 was elaborated, which compiles the main studies that support it and the hypotheses.

Table 2

Theoretical basis of the hypotheses

Previous study	Result	Hypothesis
Oh et al. (2004)	There is a gender difference regarding certain shopping categories.	H1a, H1b, H1c, H1d: There is a difference between men and women regarding the consumption of cultural artifacts.
Hagemann and Nicoletti (1989)	The way individuals analyze certain products and, above all, their preferences differ in terms of age.	H2a, H2b: There is a difference between the means of the age subgroup regarding the consumption of cultural artifacts.
Hagemann and Nicoletti (1989) and Lehto et al. (2004)	There are differences between preferences in the purchase of products with regard to the income and age of tourists, related to the style and personality of the age group.	H3a and H3b: The variables age and income differ in terms of the preference for buying cultural artifacts that match the respondents' personality and style and in terms of buying cultural artifacts as a way of



		remembering and cultivating the memories of the visited place.
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Source: authors, 2020.

METHODOLOGICAL APPROACH

This research has a quantitative character, through a descriptive approach, which exposes characteristics of a certain population or a certain phenomenon (Cooper & Schindler, 2003). Descriptive research is also used in order to report the aspects that influence the purchase of souvenirs by tourists and residents of the Caruaru city, based on prior knowledge about the problem-solution acquired with the exploratory research (Malhotra, 2006). Thus, the research on the consumption of souvenirs presents quantitative criteria with consumers, in an attempt to observe the cultural impressions left by the consumed goods, in this case the souvenirs, using data collection and analysis to answer the research question and test the previously established hypotheses (Sampieri, Collado & Lucio, 2006).

SAMPLE SELECTION

The target population is the collection of elements or objects that have the information sought by the researcher and about which inferences must be made (Malhotra, 2006; Aaker, Kumar & Day, 1998). The target audience selected for this research involves tourists and residents of the city of Caruaru, in the countryside of Pernambuco, who are consumers of products from the local handicraft fair. The interviewees were selected by age, over 18 years



old, for having a higher percentage of active participation in the market and, therefore, greater consumption of convenience items, such as souvenirs. A non-probabilistic sampling for convenience is used, in which the interviewees are chosen for being in that place at the time of the study (Hair, Babin, Money, & Samouel, 2005; Mattar, 2001).

DATA COLLECTION METHODS

As this work aims to identify the factors that influence the purchase of souvenirs by tourists and residents of the city of Caruaru, the data for this research will be collected through survey methods that, according to Hair et al. (2005) is a procedure for collecting primary data from individuals, aiming to collect information from a large sample. These questionnaires are closed and fully structured.

The use of scale for this study, which according to Marconi and Lakatos (2006, p. 114), "is a scientific instrument for the observation and measurement of social phenomena that is used to measure the intensity of attitudes and opinions in a form as objective as possible ". The scale used for this research is the Likert scale, which has six categories of responses, namely: consumer culture, cultural identity, preference for cultural artifacts, gender, age and income (Malhotra, 2006).

To refine the quantitative stage of the research, a pre-test is carried out, with the objective of identifying and eliminating potential problems related to the reactions and attitudes of the interviewees (Malhotra, 2006). The questionnaire is composed of closed questions, which have only one possible alternative answer (Marconi & Lakatos, 2006). The participants in this stage are the consumers of the souvenirs, who answer self-administered questionnaires, delivered by the researchers, at the points of sale of these products.



DATA COLLECTION ANALYSIS

The collected data were treated using a multivariate analysis, which according to Hair, Black, Babin, Anderson and Tathan (2009, p. 23) "refers to all statistical techniques that simultaneously analyze multiple measures on individuals or objects under investigation". With this, the multivariate technique used in this study is the factor analysis, defined by Hair et al. (2009, p. 102) as "an interdependence technique, whose main purpose is to define the inherent structure between the variables in the analysis".

In this study, we use the exploratory perspective that, according to Hair et al. (2009, p. 102) "from this perspective, factorial analytical techniques consider what the data offers and do not establish a priori restrictions on component estimation or on the number of components to be extracted".

Then, the arithmetic mean is used, which is the result of the sum of a set of values divided by the number of values present in that set (Appolinário, 2006). The standard deviation was also used, which describes the dispersion of the variability of the sample distribution values from the mean (Hair et al., 2005). In addition, the variation coefficient (VC) is also used, which is obtained by analyzing the variance of an experimental test, indicating the degree of precision of the experiment, allowing comparisons between variables of different natures (Costa, Costa, Angelo, & Moraes, 2018).

Then, a bivariate analysis is performed using Analysis of Variance or ANOVA. According to Hair et al. (2005), ANOVA one way is a test of means for two or more populations, and the bivariate ANOVA projects involve a single independent non-metric variable and a single metric dependent variable. The T-Student test is also used, which is indicated to test the equality of two means when the groups are independent. It is worth noting that, in



order to develop the aforementioned tests and analysis, the SPSS software (Statistical Package for the Social Science) is used, which presents the results in the form of tables (Collis & Hussery, 2005). In addition, tables are used, which help in an easier understanding of the data (Hair et al., 2005; Ander-Egg, 1978).

PRESENTATION AND ANALYSIS OF RESULTS

Of the total of 230 consumers who answered questions related to the meaning of the purchase of souvenirs, it is identified that they have the following profiles: 61.3% are women and 38.7% are men; in relation to their age, 50% are between 18 and 25 years old; 23.9% are in the 26 to 35 age group; 18.7% are between 36 and 45 years old; 6.1% are between 46 and 55 years old; the other 1.3% are over 56 years old; when we checked the respondents' monthly income, it was apprehended that 41.3% have 0 to 1 salary; 55.2% receive 2 to 5 monthly salaries; and 3.5% have between 6 and 10 salaries. It can be seen, therefore, that the profile of the respondents is formed mostly by women, in large part, more precisely half, young people between 18 and 25 years old, who mostly hold 2 to 5 salaries.

ANALYSIS OF VARIABLES RELATED TO CONSUMPTION CULTURE

Table 3 shows the results obtained in regard to the variables related to the respondents' consumption culture, distributed between mean, standard deviation and coefficient of variation. From the evaluation of the first variable, which refers to the inclusion of cultural artifacts in their consumption habits, it can be verified by the mean = 2.95, standard deviation = 1.421 and coefficient of variation = 0.482, that the consumers surveyed have a



significant tendency to buy cultural products, which may not always occur, probably due to lack of money or indifference in relation to the consumption culture of this type of good, due to the relatively high standard deviation and coefficient of variation.

According to the mean = 2.94, standard deviation = 1.466 and coefficient of variation = 0.498 (variable 2) related to purchasing cultural artifacts only when traveling, and the mean = 4.10, standard deviation = 1.225 and coefficient of variation = 0.306 (variable 3) that addresses the purchase of the aforementioned products on trips, to cultivate memories of the place visited by respondents, it is learned that they can often buy these goods when travelling, however, not only on these occasions. When they make these purchases on trips, most of them tend to try to physically obtain memories of the visited places (Fu et al., 2018), which intrinsically stimulates the consumer culture, since according to Slater (2002), culture, while social value is represented - and only exists, in the culture of consumption - through artifacts that are preserved outside of everyday life.

Table 3

Relative variables related to respondents' consumer culture

Variables	Mean	S.D.*	C.V.**
1. Cultural artifacts (sculptures, handmade clothes, etc.) are included in my daily consumption habits.	2,95	1,421	0,482
2. I buy cultural artifacts only when I travel.	2,94	1,466	0,498
3. I buy cultural artifacts because it is through these that I recall and cultivate the memories of a certain place that I have visited.	4,10	1,225	0,306

Source: Field research.

* Standard deviation

** Coefficient of variation

In short, it is assessed by the context of Table 3 that cultural artifacts may be present in the respondents' consumption habits, who sometimes consume them on travels, for the cultivation of memories from a certain



place. However, the surveyed individuals do not buy these products only for the duration of these, but also in their original locations.

ANALYSIS OF THE VARIABLES AS TO THE CULTURAL IDENTITY OF THE RESPONDENTS

From Table 4, based on the mean = 3.40, standard deviation = 1.406 and coefficient of variation = 0.413 of variable 4, related to the purchase of souvenirs for display and use, it is clear that the respondents tend to agree with this variable (disregarding the relevant standard deviation and coefficient of variation), as they consciously acquire these goods in order to use them on a daily basis. However, considering these two measures, it appears that the researched population does not always make these purchases in a rational way, but rather putting forward their wants and desires.

Variables 5 and 6, which have averages = 4.13 and 2.51, standard deviation = 1.356 and 1.574 and coefficient of variation = 0.328 and 0.627, respectively, are related to the investigation of the preference for the purchase of cultural products, where we seek to know whether the purchase has to do with the respondents' personality and style and whether it has meaning for their daily lives. Analyzing them, it is noticeable that respondents have the intention of buying cultural products that resemble their personality and style, by means of the average that stood out high, making the standard deviation and the coefficient of variation become, momentarily, not relevant.

This is probably due to the respondents' desire to satisfy their needs for the creation / maintenance of cultural identity (Kipnis et al., 2019), which is confirmed in the results of variable 6, where respondents value identification more than usefulness and meaning of cultural goods, based on the high



standard deviation and coefficient of variation. This apprehension is possible, based on the ideas of Featherstone (1995), Hall (2006), McCracken (2003) and Slater (2002) which, unlike what common sense suggests, state that identity is not simply a way of expressing individuality to characteristics inherent to a particular individual. It is the result of a person's internal and external values.

Table 4

Variables related to respondents' cultural identity

Variables	Mean s	S.D.	V.C.
4. I always display or use in my daily life the cultural artifacts I buy.	3,40	1,406	0,413
5. I prefer to buy cultural artifacts that have to do with my personality and style.	4,13	1,356	0,328
6. When deciding to buy cultural artifacts, I do not take into account the meaning or usefulness of that item in my daily life.	2,51	1,574	0,627

Source: Field research.

In summary, Table 4 shows that the consumption of souvenirs is significantly related to the construction of the cultural identity of the studied population and that this is achieved through purchase motivated by the intrinsic characteristics of cultural products, which are similar to the personality characteristics of individuals (Cleveland & Bartikowski, 2018), in relation to their need or not to display and use them.

ANALYSIS OF VARIABLES AS TO THE PREFERENCE OF REGIONAL OR NATIONAL CULTURAL ARTICLES

Table 5 presents the results of the variables referring to the purchase preference of souvenirs nationally or only regionally known by the researched population, which obtained the mean = 2.88, standard deviation = 1.384 and



coefficient of variation = 0.480 for variable 7 and mean = 4.12, standard deviation = 1.117 and coefficient of variation = 0.271 for variable 8. Thus, it is possible to state that respondents choose, in their decisions to purchase cultural products, regional souvenirs instead of national ones, from the significant average reached by variable 8 and the lower standard deviation and coefficient of variation.

This fact can be justified by the greater importance given, on the part of the respondents, to the regional culture, since they have a greater affinity and identification with it (Carvalho, Luna, & Goldsmith, 2019). Besides, also, the matters of the differentiation provided by these goods, which is sometimes greater in regional products than in national products, since they have a unique character, due to the little knowledge of these certain souvenirs among people. This can generate, according to Soukhathammavong and Park (2019), a greater degree of importance attributed to artifacts as respondents display them in their daily lives, thus creating a more refined and exclusive cultural identity.

Table 5

Variables related to respondents' preference for regional and national cultural artifacts

Variables	Mean	S.D.	V.C.
7. When buying cultural artifacts, I prefer those that are nationally known.	2,88	1,384	0,480
8. When buying cultural artifacts I prefer those that portray regional culture.	4,12	1,117	0,271

Source: Field research.

Thus, with the observation and analysis of Table 5, a greater consumption of regional cultural artifacts is perceived by the respondents, which is confirmed by the ideas of Hall (2006, p.73), where he states that "National identities remain strong, [...] but local, regional and community identities are becoming more important".



ANALYSIS OF THE HYPOTHESES RELATED TO THE GENDER OF RESPONDENTS

The hypotheses related to the respondents' sex are analyzed using the T-student test. In the first hypothesis (H1a) there is a difference between the evaluations of men and women, regarding the inclusion of cultural artifacts in daily consumption habits. This result can be confirmed based on the t test, which is found to be $p < 0.05$, with H_0 being rejected. In addition, Levene's test ($F = 2.369$; $p = 0.125$) shows an equality between the variances. From this result, it is possible to conclude that there is a significant difference regarding the daily consumption habits of men and women, whose means are $M = 2.63$ and $M = 3.16$ respectively, in which women, due to the presentation of their mean, include more cultural artifacts in their daily consumption habits than the surveyed men.

According to Slater (2002) and McCracker (2003), culture and consumption are intrinsically related. Based on this premise, in which culture and consumption have a close relationship, it can be concluded that the purchase of souvenirs, especially in greater numbers by women, is not linked only to the motivational factors that consider the culture of a given region. But, also, simply as a means of consumption, given that the predominant form of manifestation of people living in this postmodern world is the consumption culture (Cleveland et al., 2016). In addition, consumer goods have a meaning that goes beyond their utilitarian character and commercial value. This significance largely consists of their ability to carry and communicate cultural meaning (Douglas & Isherwood, 1978; Skandalis, Byrom & Banister, 2019).

When analyzing the second hypothesis (H1b) regarding the display and use of cultural artifacts in the daily lives of men and women, Levene's test ($F = 0.141$; $p = 0.125$) shows that the variances have equality. In the t test, $p < 0.05$ was observed, refuting H_0 . As in the hypothesis regarding daily consumption habits, there is a difference between the evaluations between men and



women. In this case, it is found through the means, that despite the small difference between them, with men $M = 3.12$ and women $M = 3.57$, that women are more likely to use and exhibit cultural artifacts in their daily lives than men.

Indeed, it is understood that in addition to making the purchase, whether through consumerist motivations or not, women actually use and exhibit these cultural artifacts in their daily lives (Goodrich & Namchu, 2018), perhaps as a possible formation of a cultural identity, since, according to Hall (2006), the nation can be observed not only as a political entity, but a system of cultural representation. In this sense, it is possible to identify the striking culture present in certain states of a country as forms of demonstrating identity.

The third hypothesis (H1c) is related to the meaning and use of cultural artifacts in consumption habits among men and women. With the analysis of the Levine test ($F = 0.062$; $p = 0.803$) it is found that the variances are equal. The t test shows a $p > 0.05$, and it is not possible to reject H_0 , that is, there is no difference between the means. From these results, it is possible to consider that the hypothesis At the time of the decision to purchase cultural artifacts, men and women differ in terms of not considering the meaning and usefulness of a certain good, in their daily lives has been rejected. It is concluded that there are no differences between men and women regarding the assessments of the meaning and usefulness of the cultural good in their consumption habits. It is perceived that there is a concern about the meaning and usefulness of cultural artifacts from both men and women, which goes beyond an impulse purchase. Because, according to Belk (1982), a good is often bought without knowing for certain what is its usefulness and need for everyday use, as in the case of souvenirs. However, it is bought, above all, which indicates a strong trend of cultural and social influence.



As for the purchase preference for cultural artifacts that are nationally known, the fourth hypothesis (H1d) is that men and women have differences, which is related to the national knowledge of a given cultural good. In the analysis through the Levine test, it is confirmed ($F = 0.003$; $p = 0.956$) that there is equality between the variances. In this hypothesis, H_0 is accepted, since in the t test a $p > 0.01$ is achieved. It is verified, therefore, that there is no difference between the means in the evaluations between men and women regarding the purchase of cultural artifacts due to their national knowledge, thus rejecting this hypothesis.

It appears that both men and women buy cultural artifacts that are nationally known, that can transmit the culture not only regional, but also national, as according to Hofstede (1994) there are cultural layers, which correspond to different levels of culture. Individuals are influenced by a complex interaction between each of these cultural strata (Sobol, Cleveland, & Laroche, 2018). Indeed, it appears that the national and regional culture has a great weight in the moments of purchase decision, for individuals.

The fifth and last hypothesis (H1e) is related to the purchase of cultural artifacts that portray regional culture. It is stated, through the Levine test ($F = 0.017$; $p = 0.896$), that there is equality between the variances. A $p > 0.01$ was obtained through the t test, accepting H_0 . Indeed, it is considered that there is no difference between the means of men and women regarding the purchase of cultural artifacts that portray regional culture, which, consequently, refutes the idea contained in this hypothesis. When buying a cultural artifact, customers seek memories, as discussed during this article, from the visited place and hope that such an artifact can carry with it cultural aspects of a certain region, as (Freire, Medeiros, & Castro, 2007), souvenirs are a way to make the visitor carry with them a little of the local history, regardless of the monetary value or dimensions of the purchased object.



ANALYSIS OF HYPOTHESES RELATED TO THE AGE OF RESPONDENTS

According to the ANOVA results ($F = 0.6521$; $p < 0.05$) it is found that the variable daily consumption habits, referring to the sixth hypothesis (H2a), has a difference between the means of the age subgroups, since p is less than 0.05. The variable memories of a specific place (H2b), in turn, presented as a result ($F = 0.868$; $p = 0.484$), the p being, therefore, greater than 0.05 and showing no difference between the means of their age subgroups.

Based on the Tukey HSD test, the differences between the means of the following subgroups are identified: Young people aged 18 to 25 years old, Young people aged 26 to 35 years old, Mature people aged 36 to 45 years old, Middle aged 46 to 55 years old and Long-lived over 56 years. Regarding the youth subgroup, aged 18 to 25 years, it is identified that there is a difference between the means of two subgroups: mature youth, aged 26 to 35, congruent with the difference between the means of -1.025 and mature, aged 36 to 45 years, due to the difference between the means of -0.670. For the subgroup of mature youth, aged 26 to 35, there is no difference between the averages of the subgroups, with the exception of the youth subgroup, as mentioned above. The subgroup of matures, from 36 to 45 years old, as well as the subgroup previously presented, have no difference between the averages of any other subgroup, except for the subgroup of young people, as mentioned above. The middle age subgroup, 46 to 55 years old, and the long-lived subgroup, over 56 years old, do not show any difference between the averages with any of the other subgroups.

ANALYSIS OF THE AGE AND INCOME VARIABLES



According to the analysis related to age and income factors, using the Factorial ANOVA test (two way), results related to H3a hypothesis are initially obtained, the variables age and income differ in their preference for purchasing cultural artifacts that matches the respondents' personality and style, which refers to the personality and style variable. For the age factor, the achieved result is ($F = 1.926$; $p = 0.107$), resulting in greater than 0.05. Indeed, it is accepted that there is no difference between the means of the subgroups regarding the age factor. The income factor, in turn, shows $F = 0.863$ as a result; $p > 0.05$, noting that, as well as for age, there is no difference between the means of their subgroups. The income and age factors, according to the factorial ANOVA test, are correlated, achieving ($F = 0.796$; $p = 0.574$), thus being greater than 0.05 and therefore showing no difference between its variables for the hypothesis related to personality and style of respondents. Indeed, it is clear that, when analyzing the two factors, income and age, not only separated, but also correlated, there is no difference between the means of their subgroups related to the H3a hypothesis, thus not being able to reject H_0 .

As for the memories of a particular place variable, which is structured to H3b hypothesis, related to the purchase of cultural artifacts as a way of remembering and cultivating memories of the visited place, the factors age and income show inequality. It is achieved as a result for the age factor ($F = 0.603$; $p = 0.661$) being, for both, greater than 0.05. Thus, it can be seen that there is no difference between the means of the subgroups regarding the age factor. For the income factor, $F = 0.450$ is obtained; $p = 0.638$, being, for both, greater than 0.05, also verifying that there is no difference between the means of their subgroups.

When relating the two factors, income and age, there is an $F = 0.554$; $p > 0.05$, with no difference between its variables for the hypothesis related to memories of a given location. From this analysis, it could be concluded that when analyzing the two factors, income and age, separately as well as



together, when correlating, for all tests there is no difference between the means of their subgroups, thus not being able to reject H0 and accept hypothesis H3b. As a way to better visualize the results presented here, Table 6 was prepared.

Table 6

Hypothesis results

Hypothesis	Results
H1a	Accepted
H1b	Accepted
H1c	Rejected
H1d	Rejected
H1e	Rejected
H2a	Accepted
H2b	Rejected
H3a	Rejected
H3b	Rejected

Source: authors, 2020.

ANALYSIS OF VARIABLES AGE AND INCOME THROUGH FACTOR ANALYSIS

The result of the KMO test is 0.699. Indeed, a reasonable degree of explanation is obtained between the factors and the variables. The degree of explanation is achieved by 5 factors, which, despite having a weak



relationship between themselves and between some variables, managed to explain 65% of the original data variance, being a reasonable result. The matrix, after the rotation of the factors (rotated component matrix), allows a more precise classification of the indicators in each of the factors.

Table 7
Factor analysis

Variables	Factors				
	1	2	3	4	5
Daily consumption habits	0,785				
Display and use	0,773				
Cultural products in travel	0,612				
Memories from a certain place		0,779			
Sensations and good memories		0,695			
Regional culture		0,560			
Nationally known			0,802		
Representation of the social environment			0,735		
Meaning and usefulness				0,849	
Disposal of souvenirs					0,882

Source: field research.

From the analysis of table 7, the factors could be grouped according to their similarities, being, therefore: Factor 1 composed of consumption habits, exhibition and use of cultural products in the trips. As an interpretation for this first factor, it can be considered as material to show the culture of a specific place; Factor 2 is made up of memories of a particular location, feelings / good memories and regional culture. This second factor can be interpreted as purchase of good feelings; Factor 3 composed of nationally known and representation of the social environment. For the third factor, for constitution the following interpretation Purchase by status; Factor 4 is composed of meaning and utility, interpreted as Purchase by importance; And the factor 5 is composed of disposal of the souvenir as being Disposal. Table 8 is designed



to facilitate the visualization of the factors according to the variables identified in the analysis.

Table 8
Factors and variables

Factors	Variables
Purchase to display the culture of a particular location	Daily consumption habits
	Display and use
	Cultural products on trips
Purchase of good feelings	Memories from a certain location
	Feelings and good memories
	Regional culture
Purchase by status	Nationally known
	Representation of the social environment
Purchase by importance	Meaning and utility
Disposal	Disposal of souvenirs

Source: prepared by the authors.

CONCLUSION

The essence of the consumer culture in which we are inserted, has ancient roots, although today this consumption is much more accentuated, due to the increase in external stimuli and personal motivations fueled by the wishes and desires of individuals. There is a huge range of consumption options, which can satisfy these aspirations, where souvenirs are inserted and have a prominent role.

In this scenario, this study aims to analyze which factors influence the purchase of souvenirs by tourists and residents in Agreste de Pernambuco, more specifically, in the city of Caruaru. In view of the data collected in this research, in light of the aforementioned theories, it is initially perceived that



cultural artifacts are present in people's consumption habits, and that this consumption is significantly related to the construction of the cultural identity of the studied population, since there is a preference to buy regional souvenirs, caused by their similarity with the respondents' intrinsic characteristics (personality and style).

When analyzing the differences between the sex, age and income groups, by confirming or not the researched hypotheses, we found very interesting results. Regarding the differences in consumption between the sexes, it is noticed that women buy souvenirs more frequently and exhibit more of these products in their daily lives. Men, on the other hand, take into account, mainly, their usefulness. It is also learned that men and women have a similar tendency to purchase regional and national cultural artifacts.

When analyzing the age subgroups, it is noticed that only mature young people (18-25 years old) and mature people (26-35 years old) have differences between the averages, which indicates a greater variation in the purchase of souvenirs by these subgroups. Regarding the age and income of the respondents, it is found that in relation to the personality, style and memories of a particular place, there is no distinction in purchase, since once again it is proven that this purchase decision is more linked to intrinsic factors of these consumers.

In summary, the literature on the souvenirs consumption expands, verifying, based on the analysis of the obtained data and carried out with the aid of scientifically grounded techniques that are relevant to the study, that the respondents buy souvenirs due to the fact that they have a strong cultural significance linked to individual characteristics of the studied population. Furthermore, the consumption of cultural artifacts is predominantly linked to the need of satisfying the construction / maintenance of their cultural identities.



Thus, after identifying the aspects relevant to the respondents' perception of the souvenirs' cultural significance, it is presented as managerial implications that the merchants of the Caruaru handicraft fairs pay more attention to the issue of providing their consumers with artifacts that portray the regional culture, as well as the intrinsic characteristics demanded by its consumers, so that they gradually expand their trade and the local culture.

Despite the theoretical relevance of the results found in this study, it has limitations regarding the field of study, since only souvenir consumers and tourists from a city in Agreste de Pernambuco were analyzed. In addition, the focus on two different groups directly impacts the results presented here, and the findings may be different if focused on only one group.

In this sense, this study points out to the literature the replication of the ideas printed in this research, so that one can compare the behavioral aspects in different cultural identities, in addition to conducting future studies that focus on only one group. In addition, a survey can be developed that collects data from other cities in the Agreste to have a holistic view of the phenomenon.

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