

Meanings Associated with Car Consumption by Middle-Aged Women in the Emerging Middle Class

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Abstract

The low income population has been increasing its participation in the consumer market, where they are no longer limited to just simple and essential products. Low-income consumption grew after the credit facility and the possibilities of payment, giving access to products and services that were once considered as rich. Within this scenario, women ceased to be only co-workers and began to assume important roles in the labor market, and especially in the consumer market. By reaching age 45-60, women reach maturity, so their body and mind are undergoing a great natural change. The present research seeks to understand the meanings associated with the purchase of cars by women, at the age of maturity. In addition, the survey comprises the motives, the groups of individuals and the distinctions that occur at the time of choosing and buying a car. Using as methods, the field search procedure; data collection through in-depth interviews using a semi-structured interview script. Where your main results were: identify the factors that motivate the purchase of the car, groups that influence the purchase of the car, the most wanted accessories and the real meaning of the car for women.

Keywords: Consumer behavior. Culture and Consumer. Female consumer. Car consumption. Emerging middle class

1 Introduction

The middle class has gained a great boost in recent years, this class has been growing more and more over the years, in such a way that the consumer market began to gain a lot, so the economy is heated again. Between 2008 and 2010, more than 39 million people left the poorer classes of the country and became a sort of new middle class. With a family income of approximately R\$ 1.2 thousand to R\$ 3.1 thousand, thus gaining access to the consumption class (Neri, 2010). In this way, companies are required to start re-evaluating their business approaches, providing greater visibility for this new social class, filled with expectations and desires that were previously impossible (Hemais *et al.*, 2014).

With the rise of this new social class, women are starting to become more involved in this context, gaining visibility as they enter the labor market in order to increase family income (Gorbachev, 2016) and their participation in the consumer market, mainly by taking advantage of payment facilities, installment payments and access to credit, allowing the consumption of goods and services that were not previously accessible, such as travel, technological devices and automobiles (Mattoso & Ferreira, 2012; Mattoso, 2013; Rocha & Rocha, 2014).

Over the years, the automobile has not only had a single aspect of importance for its consumers, the one of utility, and began to acquire new characteristics and importance for the consuming society, precisely because of its position to carry out functions of status, social conquest and insertion (Belk & Hirschman, 2003).

The Brazilian auto industry has been growing a lot over the years. The fleet in the country reached the mark of 54.2 million vehicles in January 2017, an increase of almost 4 million compared to the previous year, showing how the Brazilian values and is pleased to consume cars (Fenabrave, 2017).

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Through this information, this research sought to increase and explore the vision about the meanings inherent in the consumption of cars by women who are undergoing a great natural change in their lives, the period of maturation of body and mind (Jorge, 2005), whose Socioeconomic characteristics are of people living on a relatively low income. This study challenges new studies on car consumption by women of the same age group, but with a higher socioeconomic status.

Aiming to fill the theoretical gap of studies on car consumption, where normally experienced consumers (Franca, Casotti&Faria, 2013; Suarez, Casotti& Campos, 2013; Hirschman, 2003; Belk, 2004) of the first car (Rodrigues &Casotti, 2015). This research seeks to understand the meanings of consumption, associated with the difficulties encountered by mature women who are buying or have already bought a vehicle at this stage of life, since this market niche is undergoing a great change in their body and mind (Rangel, 1999), in addition, the dissatisfaction of these clients can become a major problem for the automobile companies (Cho, 2013), because of the hormonal changes women become more demanding (Oliveira & Costa, 2015), mainly in the act of the purchase.

Starting from the point that this research is exploratory, covering consumer behavior of cars, understanding that this group of consumers has completely different behaviors from any other group that has more experience in buying cars of any category. Thus, this research seeks to understand the following questions: what are the meanings related to the purchase of automobiles by low-income women? How to understand the change in consumption behavior by women of maturity, related to the purchase of vehicles?

The present study is structured in the theoretical perspective used in the CCT (*Consumer culture theory*) posed by Anould and Thompson (2005). The theoretical foundation discusses the meanings, consumption and buying behavior of low-income women. In addition, this research will seek to describe the methodology employed, as well as its procedures, giving a prominence to the execution strategies. Subsequently, the main findings will be found through interviews. Finally, we will present the final considerations, the contributions that the research brings society and companies, as well as suggestions for future research or studies.

2 Consumption in Emerging Classes

In the late 1980s and early 1990s, the C, D, and E classes were of no interest to the companies of the time (Barreto & Bochi, 2002). Market opening provided an opportunity for this market niche that previously had no participation in the consumer market to enjoy privileges that were previously granted only to the top classes of the consumer pyramid (Chauvel et al., 2008). Small and medium-sized companies were the first to open their eyes to this market segment, and then global companies like Unilever, Coca-cola and Danone, traditionally focused on the A and B markets, were also attracted by this new niche of market (Kamio, 2005).

Low-income consumers have some peculiarities that differentiate them, besides the possession of money, classes A and B, they adopt certain values that make them unique, being: loyalty to brands, rarely risk changing product; appreciate the abundance, have preference for large stores and a large volume of products; proximity to shops, prefer shops close to your residence avoiding major displacements to the maximum; the flexibility of credit, a key factor in attracting low-income consumers (Parente & Barki, 2005).

Studies conducted in the marketing area on the basis of the pyramid are divided into two moments: before and after Prahalad. In the first case, the poor were seen as hostage to their own poverty, dependent on the government and society as a whole, where they had consumption problems related to their poverty; Prahalad brought a different vision to this audience, saw them as a possibility, a potential consumer market, bringing a new perspective to those who never expected to be part of the consumer market (Hemais et al., 2011).

Countries that make up the emerging market account for almost half the world's population, for example the BRICS (Brazil, Russia, India, China and South Africa), together they have a population of almost 3 Billion people, with a GDP of approximately US\$ 14.6 trillion (The World Bank, 2013). The emerging market is defined as a growing economy, where they are located at the base of the economic pyramid.

Difficulties are found to distribute goods and services to this niche market, access are considered the most difficult of all challenges. The existence of informal markets, lack of infrastructure, high transport costs, more limited distribution and communication channels, and less mature political structures (Arnold & Quelch, 1998).

Clearly, one can see some basic characteristics of emerging markets: market heterogeneity, a wide variety of markets within developing countries, while in developed countries they are more homogeneous; sociopolitical

governance, suffer much influence from government, church, social groups, etc.; competition with local products and companies, global companies compete directly with small local companies; need for innovation due to lack of resources, the emerging markets improvise in creating sources of innovation of quality products at low cost; inadequate infrastructure, inadequate roads, airports and basic infrastructure. These characteristics show the importance of understanding the needs of emerging consumers and creating or adapting strategies to the reality in which companies operate (Barki, Botelho&Parente, 2013).

People at the bottom of the pyramid, in the vision adopted by marketing, should be considered consumers of goods and services of various natures. In this light, companies have become responsible for helping them out of poverty, through inclusion in the consumer society. In this way, companies are opening horizons for this market segment so powerful and so little seen, the potential of this market is very large and very rich, since they represent a little more than half of the world's population and GDP (Prahalad, 2006).

3 Women as a Consumer

According to Limeira (2008), women are consumerists, so they get up in the morning use creams and cosmetics for the face, hair and skin. Always worrying about being well dressed and fashionable. This shows why women consume much more than men.

Women have been playing an important role in society. Since joining the job market, she has become a major consumer, changing her customs, her shopping and even her leisure, with less time during the week to buy them, taking time just to buy the basics inside her routine stirred. With this, new market trends start to emerge, for example, the malls open at the weekend. Women today are the main target of industries when it comes to reaching the final consumer, they have great decision-making power at the time of purchase (Santos et al., 2014).

Modernization has been transforming the labor relations and production of the social, material and cultural conditions of human life, so socio-cultural relations condition changes in the economic structure. In the same way that female labor changes, by virtue of the capitalist system, capitalism also changes to adapt to the new forms of women's identity and to meet their demand (Cunha & Fuentes, 2006).

More and more consumption has been stimulated in modern satiation, people do not care only for the good itself, but for the symbolic value that the product transmits. The main choice, that which is unconscious and automatic of the consumer, is to accept and live the standards that society imposes, in other words, the power of choice is often left aside, almost imposing products on such consumers. Women often become easy "prey" of such consumer culture, precisely because they want to be part of society, to feel important and accepted (Araújo, 2008).

To consume, these days, is not just to acquire a good. New proportions have been added to this word, such as cultural and social differentiation, becoming a means of social inclusion or exclusion (Yaccoub, 2011). In this way, to consume has become a mediator of social relations, where people consume for social welfare, psychic well-being and exhibition. In the search for acceptance by society, women consume larger proportions than men (Douglas & Isherwood, 2004).

Taking consumption as a tool to build social relationships, women seek social distinction, using goods as a way of socially distinguishing themselves (Henkes & Dalmoro, 2016). According to Holt (1998), hedonism is a way to achieve pleasure through consumption; in this way women tend to individualize consumption acts. Hedonism is the mechanism used to achieve pleasure, but not for the goods themselves, but for the meanings they represent (Campbell, 2001). Contemporary women have different concerns, they like to be "tuned in", have a balanced diet, exercise, stay healthy, enjoy reading and still have time to worry about things at home. This lifestyle that modern women possess causes them to consume more products and warm up the economy, with the result that the market has seen in these women a new niche market with great potential.

Women do not consume more simple and subsistence products, but they wear expensive clothes, makeup and buy cars to feel independent (Siefert, Babieri & Queirós, 2009). As time goes on and women grow older, their body and mind go through a great natural metamorphosis, where all this is attributed to a succession of events. In the natural order of things, when the woman reaches an age between 45 and 60, her body begins to grow old, the woman starts to feel inferior and outdated, and ends up taking time to understand such changes, as a result the woman ends up going into depression. Coincidentally, it is at this age that children begin to leave home, and there comes a feeling of loneliness.

In addition to all this, the menopause comes to add another swirl of hormones making the woman more impatient and stressed (Carvalho & Coelho, 2006). So, with all these natural changes, your way of seeing the world and your way of consuming, also undergoes a change.

The mature woman leaves some of the hedonism aside and begins to think more about people close to her, she stops thinking "what will others find?" And starts asking new questions like "how can this be useful for my family?" "Or" "Is this car safer?", The sense of adventure, adrenaline, and consumerism become second nature, and feelings of affordability, safety, and comfort become the highest priority (Jorge, 2005). Women when they reach maturity lose their vigor, they are no longer in the mood for new things, they become wiser and more conservative, and this is reflected in their behavior as a whole, especially the consumer.

Constantly women are encouraged to consume compulsorily, commerce, understanding that women have a slight tendency to consumerism, push dozens of products that attract their attention, encouraging consumption, but when the woman reaches a slightly advanced age, it seeks to understand better the product before consuming, with that, it is perceived that the quantity of products destined to this public is much smaller, in relation to the young woman (Freitas & Malheiros, 2013). In this way, companies should explore this niche market more by personalizing products destined to these women.

4 The Automobile Symbolologies

Until the late 1960s, cars were seen predominantly in their basic and functional characteristics of locomotion, only. Until then, the car was no more than a simple means of getting around. Grubb and Hupp (1968), sought to create a new dimension, a new view on the automobile, envisaged a symbolic relationship between man and car. The research showed that the cars are able to convey meanings, by means of the preference for some brand, model color, in this way, being able to segment the market.

Man projects his feelings, aspirations and desires into his car, so the car is as a means of materializing all this, the car becomes an extension of the owner. The vehicle is like an external expression of the owner. Details such as color, accessories and the model are characteristic evidences of his personality (Belk, Bahn & Mayer, 1982). The car becomes what the owner is, he happens to be as a member of the vehicle carrier.

One of the greatest authors on the relationship between man and car was Belk (2004). His studies have always tried to understand the intrinsic and extrinsic meanings related to the consumption and the personalization of cars. In his study, it can be seen that at the same time that the man customizes his car, he receives in return values assigned in the form of social status, grandeur and superiority, in relation to other cars that do not receive the same care and attention of the owner.

The meanings attributed to the car's symbolism to the owner, began to sacralize the car (Belk, Wallendorf & Sherry Jr, 1989), as something of extreme importance, practically as a member of the family. This type of attribute, extension of feelings and desires, in the car, is very common today and most people do not even realize they do.

Brazilian families have positive feelings and meanings regarding the family car, even if they are indebted to continue their services (Franca, Casotti & Faria, 2013). It is noticeable that indebted families, on account of the car, continue to associate such acquisition in a positive, liberating and safe way, regardless of the difficulties of purchase or maintenance. A study carried out with some São Paulo families (Suarez, Casotti & Campos, 2013) identified the car as an object capable of possessing values, transitions in life cycles and even family hierarchies.

5 Method

This research will have a qualitative approach, because it starts from the idea that people act on their beliefs and values, and that their behavior has a meaning or meaning that is not immediately known, where there is a need to be unveiled. This approach has three characteristics: holistic view, inductive approach and naturalistic investigation, where these three characteristics have several implications for the research, where it is important to consider the researcher as the main research instrument and the need for prolonged contact and with the field (Alves, 2013).

The research will be applied nature: practice. This type of research depends heavily on the data to be collected, and can be in many ways, whether by interview, audio and / or video recording, forms and so on. This model presents complex methodological and ethical complexities. The applied researches, in most cases, start from previous theoretical studies.

Few are the cases of field research that are not discussed or grounded on the basis of theory. The applied research must present in its structuring: theoretical foundation; Research Methodology; analysis and discussion of the data (Vilaça, 2010).

Because it is a topic never discussed before, this research becomes exploratory, and can be conceived from an objectivist perspective, using methods such as case studies and focus groups; or by the subjectivist view, which uses methods such as ethnography and phenomenology. The purpose, the purpose of exploratory research is to try to understand the motivations and reasons implied for certain attitudes and behaviors of people. Thus, as the exploratory study seeks to find research hypotheses, the main characteristics of the methods used is flexibility (Révillion, 2015). The procedure used in the research will be through field research. In the words of Fonseca (2002), the field research aims to seek information directly with the population being researched. Such research leads the researcher to meet directly with the interviewees. That is, the researcher has the opportunity to go to the place where there is the phenomenon for the interviews, or to aggregate a set of people in a certain space in order to gather a range of information to be documented for the research.

As a population of this research, will be taken into consideration women between 45 and 60 years of age, who have a car. The sample will have its number defined according to the saturation criterion, that is, when the responses begin to repeat, then the sample number will be defined during the application of the interviews. The sampling criterion used in the research will be a non-probabilistic sampling for convenience, where the interviewees will be chosen in a more accessible and random way. In addition, the number of participants chosen will be given by the saturation criterion, in which the number of women interviewed ceases when the answers are repeated and do not add new findings to the study (Glaser, 1965; Guest, Bunce & Johnson, 2006). Also, to ensure a greater representation of diverse opinions, there will be diversity among the selected interviewees, for example, in relation to age, profession and type of makeup.

The data collection procedure to be used in this research will be a semi-structured interview script, because it is a qualitative research. A semi-structured interview script is the most appropriate model to define the questions previously and to allow the change of the questions during the interviews. This interview script should submit direct and indirect questions, as a way of collecting the maximum information of the interviewees. The questions should be clear and easy to understand, allowing the interviewee to speak as much as possible about the subject.

Thus, to analyze the results of the interviews that will be collected, the interpretation of the data will involve the methodology of Spiggle (1994), which observes the common points, from the divergent to the convergent, where they will be analyzed in a comparative way. In addition, the results obtained will be confronted according to the researched literature on the subject and the results obtained by the interviews, in order to produce new scientific constructions.

6 Results and Discussion

6.1 Factors that motivated the purchase of the car

According to Mir (2014), factors that motivate people to make or buy something determine the actions future buyers will have to take with respect to buying or researching something they wish to acquire. In the present research we can identify some factors that are of paramount importance to the public in question, are means that make these women take the courage to acquire this good, which is often a great sacrifice to acquire.

Women have been able to conquer their space in society and especially in the economic part, in an extraordinary way in recent years (Santos *et al.*, 2014). During the research, it was noted that women have a great feeling of acceptance and insertion in a milieu that was once seen only as a domain of men. They see the purchase of the car as a way of asserting themselves before society, the opportunity they see to show everyone that they are strong and capable. We identified some motivational factors that are summarized in a few words, but that shows how much this is significant to them, words like: Credibility, Autonomy and Confident.

"[...] It's one thing when you walk, another thing is when you go somewhere in your own car, people look at you with more credibility.

Credibility in the sense that people take you more seriously, they see that you are a woman who struggled hard to have what she has and in a way ends up winning the respect of other people. A car can bring this to us "(Alaneide, 46).

"Before the car I could do a lot, but I depended more on other people to solve certain things, after the car I got more autonomy, I can decide more quickly what I should do, ...] after the car, I started to have more personal quality time "(Andréia P., 48 years old).

"[...] I decided that I wanted my own car, that I would no longer wait for a bus, so I joined my tenth and my vacation plus a buck that I had saved and bought a car for me, and after that I began to feel more confident and confident about myself "(Francisca, 51 years old).

A good when acquired many times it is had and seen as a great achievement, literally a victory, because it requires a great sacrifice and preparation to achieve the dream so well. The car is usually one of those consumer dreams. The woman, culturally, suffers more prejudice, often coming to gain less than a man who works in the same function as her, with which the acquisition of the car becomes a source of motivation and desire, and some of these factors that foster such desire, according to the present research, are feelings of victory and achievement. Most of the interviewees believe that the acquisition of the car is like a victory, a conquest of a battle waged for many years with life and society that so difficult their journey.

"[...] I never imagined that I would be able to buy my own car one day, I never imagined it, I always thought I would live inside with my parents for the rest of my life, until I got married and came to live in the capital. Today I see myself as someone else, very different, and after I bought my I came to see me in a different way, as someone who conquered the world, I feel victorious" (Elisangela, 54).

"Yes. Actually a victory too, because my ex-husband always told me that I would never have a car, that I would not be able to buy a car, but look there, today I have it, it makes me feel victorious" (Maria, 55).

Similar to the feeling of conquest and victory is clear how some women associate the fact of acquiring a car as if it were a life mission, precisely because of this, when they buy their first car, they attribute to it a sense of accomplishment, it passes to have the sense of "mission accomplished," becoming another factor that motivates these women to run after their dreams and become consumers of this market.

"After I separated from my first husband I became very dependent on my sisters and on buses, so I started working on sales, with little time I bought my bike and after that, when I set up my own client portfolio, when I started to make more money, I finally got a cart for myself, that made me very happy "(Lilian, 48).

6.2 Groups that influence the purchase

As the interviews were being conducted, it became apparent that groups of people came to influence women when they were in the middle of the process of buying their car. It was noted that the family was the main influencing group, but they had a negative and positive influence; Just as there were women who tried to be influenced and yet they did not allow anyone to stand in the middle of their choice.

The family, being the main foundation that supplies the basic needs of the human being, often becomes the first source of ideas and advice. The buying process is no different, the family often actively participates in the individual decisions of each individual in the group, but often this comes to help as it sometimes gets in the way.

Some accounts help us understand how the opinion of some family members brought good consequences in the buying decision:

"[...] The fact that I wanted to feel like a winner, a winner, had to do that to make me feel better. [...] Well, I never understood much by car, in fact I still do not understand much, so I talked to a nephew of mine who understands more and he gave me some tips "(Maria, 55 years).

"[...] My sisters already had this car, I always found it beautiful and comfortable, I waited until the moment to appear one with a good price to be able to change mine, as soon as I appeared I took advantage of it and changed my car, joining a buck to a certain time "(Lilian, 48). Some interviewees had bad experiences when they followed the advice of their relatives, so they took a lesson from this and began to seek to understand more of this segment and prepare better for future purchases.

"[...] This time I wanted to hear them (husband and siblings) because the last time I made a very bad purchase, and I paid dearly for it. But look, the next car I do not want anybody else's opinion, why does one say one thing, and another saying that I made a bad choice, I do not want this to my head anymore, it's very annoying, I'll do the same as the last one I'm going to choose it myself, and if I have any problems, I'll do it myself "(Alaneide, 46).

"My first car I bought for my children, I ended up making a bad purchase, but this car I am now was different, was more studied, took more time to make the purchase, analyzed everything in it, I took it up to a mechanic before to buy, to see if everything was in order, and today I reap the fruits of this good choice, my car is wonderful "(Socorro, 53).

It was observed that some women remained resistant to the opinions of others, not allowing groups of individuals, especially those in the family. Women over time are getting more up to date, including areas of consumption that until then were completely sexist, such as car consumption, and with this research we managed to make things clearer, where we see the woman taking research and analyze the market, in a way never before seen.

"[...] I did not need the opinion of a father or husband to guide me in buying my car, in fact I left the house to go and change my car without warning anyone, precisely because I can not stand anyone in my ear, what I should do or buy, especially in something that will be mine, where I'm going to use it, right ?! "(Andreia P., 48).

"My old car was a bit old, I saw that I was only losing money, so I saw it was time to change cars, so I started to research and run after it so I did not end up losing a lot of money until I found that car in a good state and for a price that I thought fair, so I bought it. [...], I did everything by myself, soon my husband works out, so I had to see it on my own, and my daughters did not let my opinion in my car, I did everything literally alone "(Francisca, 51).

"I was the one who researched and read a lot about it, spent the day watching videos on the internet before buying it. My husband said that this car was not good, it was very small, but he did not know anything, I know what's best for me, and I do not regret my choice "(Alice, 52).

6.3 Most wanted accessories

The interviewees were asked about the accessory they would like most in their car and the reason. Adding the number of accessories listed by them, we found about 23 different accessories, among them basic accessories, basic, even more sophisticated accessories. None of these accessories were unanimous, but there was a disparity among them, because of all the mentioned 13 accessories were mentioned only once, which would be something individual of each, however, two accessories were quite cited by all, being they the camera of and air conditioning.

The back camera was cited by 45% of respondents, which shows that almost half of women see this item as essential to them. Through the interview, we could see that they see this item as a security factor, not as something hedonic, as you can see in the speech of one of the interviewees:

"An accessory that I think super important is the rear-view camera. I think the camera avoids many accidents, it helps you a lot. [...] would be very good, I would be really satisfied, ready, that's right, a back-up camera "(Andréia A., 54).

The item that was most commented among the interviewees, despite being a serial item, air conditioning was quoted about 91% of the time by the interviewees. The curious thing about all this is that some of them mentioned this item in a more personalized or personalized way, it was verified that these women have an age group between 50 and 60 years, precisely the period in which the woman begins the process of menopause, where their hormones become unstable, increasing the sensation of body heat (Mendonça & Carvalho, 2005). Some women commented on how they would like air conditioning to work in their "dream car."

"My dream car would be a very spacious car, to take the whole family, it should be all automatic and digital, to make my life easier, the car should have an air conditioner coming out of the doors and the ceiling, so it would not be confusing for to be in the air, each one would have its own air outlet, there is nothing worse than this kind of confusion inside a car "(Francisca, 51).

"I wish my car had an air conditioner behind it, because it's so hot sometimes and the people behind it do not seem comfortable enough, like the ones in the front. [...] then a little bump in the back of the car freezing cold, would be great "(Alice, 52).

6.4 Abandon or not abandon the consumption of cars?

Over time, culture and customs go through changes that often cause people to abandon certain habits and even their personality.

It is not different with the consumption sometimes we arrive at a face of the life that makes us abandon certain customs that before gave us pleasure and today they do not give more. The present survey showed us something very interesting, simply that all the interviewees said that they would continue to buy cars, studying the subject, in such a way that it would keep the market warm. However, the reasons for not abandoning the practice of buying a car, for each of them, have a specific motive. Some of these reasons are: do not look at yourself without a car; The car be seen as a way to keep the family together, spend more time together; Difficulty solving their own problems, beyond personal independence; The abandonment of the car would be like a kind of return, where the woman would again be dependent on other people.

"I can not even see myself without a car, why would it be all the more difficult, imagine, how long will it take me to get to work or get a ride. No, it's not logic, there's no way I'm without a car. What I solve in one day, I would have to spend four days to be able to do what I do "(Alaneide, 46).

"The car for me is a necessity, I need it a lot, but if it was not for my car I would not do half of the things I do, I would have many difficulties. [...] when I retire I spend more time with my relatives and with my children and grandchildren, so I need a car for that, so I do not intend to be without a car "(Elisangela, 54).

"It would be very difficult, because I would spend twice as much time as I do to do all my things if I had to go by bus, [...] I even talked about it with my husband, I told him that we are going to be old, but each with his car, [...] sometimes we go to the same place and I prefer to go in my car than to ride with him "(Andreia P., 48).

"My life would be very painful, very complicated, I do not know if I would have the strength to be dependent on others, as long as I have energy, I want to take care of my things for myself" (Rose, 53).

6.5 The real meaning for those women

Each of the interviewees mentioned several meanings for the consumption of the car, but the meanings, in particular, were the most cited, one of a unanimous (100%), and another by the vast majority, about 73% of respondents. The second most quoted by the interviewees was comfort, but not the question of the comfort of the car itself, but rather by the association and comparison between riding a car itself and waiting and riding collective or bus driving. These women see the car as a way to get away from it, to have a comfort that is nothing more than do not need these services anymore. All the interviewees simply said that buying the car means independence for them, in the sense that they will no longer have to depend on other people, especially the husband, to have to do their chores, to go to work or even for leisure own family. The car starts to symbolize the disconnection of this constant need to need someone to go somewhere or to solve some problem.

"It's changed a lot, I used to run for everything, I have more comfort, I'm more independent. I had a driver's license for about 10 years, I had to depend on my husband for everything, even to take the boys to school was horrible, but after I took my wallet and decided to buy my car, everything changed, I can say that I am independent in everything, I have my money, my bills and my car" (Fabiola, 46 years old).

7 Conclusions

As an academic contribution, the present study sought to intensify studies already carried out by other researchers, but sought to give a new vision to these theories, the research seeks to understand a different and more specific social group, something unheard of within the area. There are several studies on low income people, in relation to consumption, however, in a very general way or analyzing the first purchase or setting up a profile of these people, but nothing specific to women of maturity age.

Looking at the social perspective, the research brought results that show how individuals interviewed seek ways to escape from public means to meet their needs, since public policies with regard to public transportation often generates a bad feeling and a stress unnecessary in their users, who in turn look for means that are mostly risky, since they end up making financing at high interest rates, with portions until they lose sight of them. Within the managerial view, it is noticed that the group of individuals studied in this research are dissatisfied with some things like the banks or the air conditioning, showing that there is still much that the assemblers can do to satisfy the needs of these individuals.

It was also verified that the interviewed women, in their totality, do not intend to discontinue the consumption of cars throughout their lives, which shows that they will contribute to keep this market always warm and turning, which proves to be of great importance for those involved in the automotive sector in the country.

During the interviews, it was noted that these women are really busy and dedicated to their personal and professional lives, because it was very difficult to find a time when they could devote themselves to the interviewer and the research. Another thing that limited the research a lot was finding women with this profile, since a lot of women at this age still prefer to share the car with the husband, so they do not have a car of their own, so they did not fit the profile of the research.

What is expected from this study is that more research can be developed by studying women of maturity. With this, we make an appeal for this study to be continued, so we suggest some themes for future studies:

- Meanings associated with the consumption of cars, by women in maturity in the higher classes?
- How can a customized car influence the consumption of cars by mature women?
- Are the brands losing their strength in choosing a car for mature women in low income?
- Will it be if car consumption makes the consumer free of public transport or hostage of the car market?
- Will it be if the car customized for mature women can bring benefits and returns to both the automaker and who to consume?

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