


Food consumption in the Brazilian Creole cultural locality: A literature review

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ABSTRACT

Culture plays a crucial role in the choices we make and the meaning we attach to what we consume. Cultural reception is key to uniting different perspectives of local communities and visitors on cultural traditions and practices, which can stimulate the development of the regions. This work aims to review the existing literature with a qualitative approach to understand the importance of Brazilian regions, with a specific focus on the Brazilian Creole cultural region. The purpose is to demonstrate how local culture influences the consumption of food and services by visitors and to explore the potential of applying these discoveries in other areas of Brazil. The research revealed that local culture has a significant impact on consumption decisions and highlighted the importance of taking into account consumption behavior in various cultural regions. The main contribution of this study is to provide valuable insights for marketing planning, based on consumer behavior. In addition, the study paves the way for future research, allowing for a deeper understanding of consumption patterns and market opportunities in different cultural contexts.

Keywords: Behavior, Consumption, Creole, Food, Marketing

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INTRODUCTION

Consumer behavior has been increasingly explored in the area of marketing planning as a crucial tool for collecting and analyzing data on the purchase of products and services (KOTLER, 1998). This concept is fundamental to understand how cultural, social, and group factors influence purchasing decisions. Detailed understanding of these factors allows businesses and organizations to adjust their strategies to better meet consumer needs and preferences.

This work focuses on the analysis of the behavior of Brazilian consumers of food products of the Creole subculture, as described by Ribeiro (1995). The Creole subculture is identified by its cultural and historical particularities, and this study aims to identify the main foods and characteristics that define it. In addition, it proposes an analysis of the interactions between the Creole subculture and other cultural regions of Brazil, investigating how these interactions can influence the consumption of food products.

The research is grounded in the literature review that explores the consumption habits of the Creole subculture, offering insights into how these habits are related to broader cultural aspects. The five cultural regions identified by Ribeiro (1995) are analyzed as distinct market niches, each with its own influences and meanings attributed to regional products.

The Creole cultural region is notable for its geographical scope and its historical specificities, which have shaped its eating habits. Studies by Cascudo (1983) and Freyre (2001; 1997; 1989) provide a solid basis for understanding the predominant foods and consumption patterns within this subculture. Cascudo explores the geography of food in Brazil, while Freyre discusses the sociocultural influences that have shaped the eating habits of Brazilian regions.

The present investigation offers an in-depth view of the habits and characteristics of Brazilian consumers, with a specific focus on the Creole subculture. By taking a closer look at the data collected, the study provides valuable insights that can guide the creation of more effective marketing strategies and foster the development of new products and services that resonate with the unique cultural preferences of this region. Meticulously reviewing the eating habits and cultural practices of the Creole subculture illuminates the influence of these factors on the market and guides businesses on how to strategically position themselves to best meet the needs and expectations of local consumers.

The methodology used in the research consists of a comprehensive bibliographic review of consumer behavior in the Creole region. This approach aims to identify key cultural influences and their implications for the market, highlighting how these factors can be leveraged to enhance economic development and encourage new investment. The study considers the relevance of consumer culture in creating business opportunities in both services and food production, offering a valuable perspective on how companies can exploit the region's cultural specificities effectively.



The article is structured in such a way as to offer a complete and integrated analysis. Initially, the fundamental theoretical and conceptual aspects related to consumer behavior and gastronomic tourism are addressed. This section explores how these concepts apply to the context of Creole subculture and the broader landscape of Brazilian cultural regions, providing a subsequent analysis.

Next, the article presents the main characteristics of the various cultural regions of Brazil, with a special focus on the Creole subculture. The cultural specificities that define the Creole region and their influence on consumption habits are detailed, highlighting how these characteristics shape the regional market. The methodology is described in detail, including the criteria for selecting sources and methods for analyzing the data, ensuring the transparency and validity of the results. This section details the process by which the research was conducted and how the data was interpreted.

The main findings of the analysis are then presented, highlighting the consumption habits and cultural characteristics of the Creole subculture. The results discuss how these factors offer practical insights for the market and highlight opportunities for the development of marketing strategies adapted to the cultural needs of the region.

Finally, the article summarizes the main conclusions derived from the research, emphasizing the implications for the food products market and for the service area. Recommendations are offered to companies and investors on how to use the cultural characteristics of the Creole subculture to drive new investments and marketing initiatives, taking advantage of the unique potential of this region.

THEORETICAL FOUNDATIONS

CONCEPTUAL ASPECTS OF CONSUMER BEHAVIOR

Consumer behavior is widely studied to understand the motivations and decisions of people and groups, with the aim of more effectively meeting their expectations and needs in relation to products and services. The study of consumer behavior is an essential tool in the field of marketing, as it allows you to better analyze and understand the buying and consumption patterns of customers.

According to Las Casas (2006), consumer behavior involves a series of mental and physical activities performed by both individuals and institutions. These activities include decision-making and actions related to the payment, purchase and use of goods and services. From this perspective, consumer behavior can be understood as a process that encompasses several stages, influenced by marketing stimuli, consumer psychology, individual characteristics, purchasing processes, and purchasing decisions.

These steps are key to understanding how consumers make their choices and how they position their purchasing decisions. However, it is important to note that these steps do not constitute



a rigid model of analysis. Each consumer reacts differently to similar stimuli, due to individual differences in their perceptions and internal processes. As Cobra (1997, p. 59) points out, "each consumer reacts differently under the same stimuli, this is because each one has a different black box." This concept highlights the complexity of consumer behavior and the need for flexible and adaptive approaches in analyzing their purchasing patterns.

The fundamental premise of consumption in an anthropological view is that, in the sphere of consumption, men and objects acquire meaning, produce meanings and social distinctions. They are the objects that betray the presence or absence of identities, worldviews or lifestyle. Clothes, automobiles, drinks, cigarettes, food, housing and decorations of the most diverse are not consumed in a neutral way. On the contrary, they are anthropomorphized to bring to their consumers individualities and symbolic universes that have been attributed to them. (PINTO and LARA, 2011, p. 43)

Each consumer has unique characteristics that influence their choices of goods and services. These particularities result from a process of personal learning, which, according to Kotler (1998, p. 175), can be described as "all the changes caused in the behavior of an individual as a result of his experiences". Each individual's learning is shaped by a range of factors, including their culture, subculture, and social class, which play a significant role in shaping their preferences and consumption behaviors. Thus, culture emerges as a crucial element, as it shapes the individual's personality and perception of the world (Maffesoli, 1998). important for every person, as it shapes their personality and their way of perceiving the world (MAFFESOLI, 1998).

The theory of consumer culture is not unified, as it refers to a family of theoretical perspectives that direct the dynamic relationships between consumer actions, the market and cultural meanings. More than seeing culture as a homogeneous system of collectively shared meanings, the theory of consumer culture explores the heterogeneous distribution of meanings and the multiplicity of cultural groups and manifestations that exist in the various current socio-historical formations, that is, the line of research also conceptualizes an interconnected system of commercially produced images, texts and objects that groups use through the construction of practices, overlapping identities and meanings for the creation of meanings in their environments and to guide the experiences and lives of their members (PINTO and LARA, 2011, p.45).

To understand the importance of culture, it is essential to recognize that it represents the ways of conceiving and organizing social life and its material aspects, including the way of working to ensure survival and the way of observing the world. In this way, culture is an essential determinant of a person's desires and behaviors (Kotler, 1998).

In this way, it can be seen that culture and consumption have found a strong connection, as consumption is shaped in all its senses by cultural considerations. Consumers use the meaning of consumer goods to express cultural categories and principles, cultivate ideas, create and maintain lifestyles, (re)construct notions of themselves and survive social changes (PINTO and LARA, 2011, p.45).



However, as pointed out by Schiffman and Kanuk (1994, p. 286), "the sum total of the beliefs, values and customs learned serves to direct the consumption behavior of the members of a given society". These factors profoundly influence individuals, who acquire values, behaviors, preferences, and perceptions through family life and the basic institutions of society.

The theory of consumer culture, therefore, is organized around theoretical issues that involve the relationship between individuality and collectivity. In other words, culture shapes the universe of consumers by structuring processes and lived experiences, as well as by dynamizing sociological categories through the dynamics of consumer culture. In this way, culture plays a fundamental role in the formation of consumption behaviors and practices, reflecting the continuous interaction between cultural aspects and market practices.

Consumption can be understood as eminently cultural. This is because, in the first place, all consumption involves meaning, that is, an individual, in order to have a need and act on it, needs to be able to interpret sensations, experiences, and situations, at the same time that he needs to give various objects, actions, and resources in relation to these needs. Secondly, consumption is always cultural because the meanings involved are shared meanings, that is, individual preferences are formed within cultures. Thirdly, all forms of consumption are culturally specified. This means that they are articulated within or in relation to meaningful and specific life forms. Finally, it is through culturally specific forms of consumption that we (re)produce cultures, social relations and society. In other words, by knowing and using the codes of consumption of culture, an individual reproduces and demonstrates his participation in a certain social order (PINTO and FREITAS, 2011, p.247).

Kotler (1998, p. 162) states that "each culture consists of smaller subcultures, which provide a more specific identification and socialization for its members". These subcultures can be based on factors such as nationality, religion, racial group, or geographic region. Each subculture has its own consumption criteria, reflected in its distinctive habits and practices. To meet these specific needs, strategic marketing develops products aimed at these subcultures, with the aim of satisfying their consumer demands (Kotler and Keller, 2007, p. 57).

The importance of subcultures lies in the need to understand and identify groups of consumers with particular needs. These groups represent potential markets to be explored. To do this, marketing strategies should focus on analyzing and identifying the profile of these consumers, understanding their needs to plan products that adequately meet their requirements. Thus, the relationship between culture and consumption becomes evident, as consumption is shaped and influenced by cultural factors in several aspects (Pinto and Lara, 2011).

Culture plays a key role in the study of consumer behavior, as regardless of efforts to separate it, it is deeply rooted in the nervous system and shapes the way the individual perceives the world (Pinto and Lara, 2011). According to anthropological analyses of consumption, cultural factors and collectivism are essential to understand purchasing behavior. These concepts were adapted by management for market planning, integrating cultural and social behavior with the analysis of market



niches and purchasing behavior. Although the conceptual bases of anthropology and marketing are similar, the methods and data collection differ, being adjusted to meet the specific objectives of each area.

The behavioral approach based on consumer culture reveals valuable data to understand what motivates certain audiences to consume certain products and what meanings these products have for them. The influence of culture on the desire to buy is significant, as lived experience is an important but often underexplored aspect of consumer satisfaction. Therefore, it is crucial that products and services are developed and adapted to meet the cultural needs and expectations of consumers, ensuring that they truly satisfy their demands.

BRAZILIAN CULTURAL REGIONS

Ribeiro (1995) dedicated himself to reconstituting and understanding the civilizing process that shaped Brazil as a nation. To do so, he analyzed the ethical and racial matrices that make up Brazilian culture, considering three main factors: ecological factors, which refer to environmental conditions that required regional adaptations; the economic ones, which address the different forms of production that have led to regional specializations; and immigration, which brought new human contingents and cultural elements, especially with the arrival of Europeans, Arabs and Japanese. Based on this study, Ribeiro presents a regionalization of Brazil that highlights cultural areas and characteristics, reflecting the formation of the country as an integrative culture around the concept of the nation-state.

According to Ribeiro (1995), at the beginning of the sixteenth century, Brazilian society was being formed in communities composed of indigenous people displaced from their villages to live with Portuguese and mestizos. This initial cultural nucleus expanded along the coast of Pernambuco, Bahia, Rio de Janeiro and São Paulo. Social relations were established through cronyism and barter with the indigenous people who remained in their villages. From these formative processes, Brazil presents itself as the first civilization that articulates and integrates America as a territory, Africa as a supplier of labor force and Europe as the main partner and consumer of these businesses.

From these communities emerged the groups that formed all the socio-cultural regions of Brazil, ranging from the old sugar-producing areas of the coast and the cattle corrals of the interior, to the mining areas in the center of the country, the extractivists of the Amazon and the pastoralists of the extreme south. Despite the immense regional cultural diversity that exists in Brazil, Ribeiro (1995) identifies a unique ethnicity as a nation. He points out that the processes of urbanization, industrialization and the expansion of forms of mass communication played



fundamental roles in the cultural uniformity of the Brazilian people. These factors helped to consolidate a national cultural identity, despite the varied regional influences.

more than a simple ethnicity, however, Brazil is a national ethnicity, a nation-people, settled in its own territory and framed within the same State to live its destiny there. Unlike Spain, in Europe, or Guatemala, in America, for example, which are multiethnic societies governed by unitary states and, for this very reason, torn apart by interethnic conflicts, Brazilians are integrated into a single national ethnicity, thus constituting a single people incorporated into a unified nation, a uni-ethnic state. The only exception is the multiple tribal micro-ethnicities, so imponderable that their existence does not affect the national destiny (RIBEIRO, 1995, p. 22).

For Ribeiro (1995), the cultural aspects of Brazil result from the confluence, clash and fusion between the Portuguese invaders, the indigenous foresters and campineiros, and the black Africans, all enticed as slaves. He points out that this complex and multifaceted interaction gave rise to the Brazilian cultural formation, evidencing how these different influences integrated and shaped the country's cultural identity.

in this confluence, which takes place under the regency of the Portuguese, disparate racial matrices, distinct cultural traditions, outdated social formations confront each other and merge to give rise to a new people (Ribeiro 1970), in a new model of societal structuring. New because it emerges as a national ethnicity, culturally differentiated from its formative matrices, strongly mixed, dynamized by a syncretic culture and singularized by the redefinition of cultural traits originating from them. Also new because he sees himself and is seen as a new people, a new human race different from those who exist. A new people, also, because it is a new model of societal structuring, which inaugurates a singular form of socio-economic organization, founded on a renewed type of slavery and a continued servitude to the world market. New, even, for the improbable joy and astonishing desire for happiness, in a people so sacrificed, which encourages and moves all Brazilians (RIBEIRO, 1995, p. 19).

The studies of Ribeiro (1995) result in the division of Brazil, from the cultural point of view, into five "Brazils": the Creole Brazil, the Caboclo Brazil, the Sertanejo Brazil, the Caipira Brazil and the Southern Brazil. Among these regions, Brasil Crioulo is characterized by the Sugar Mill as the main productive unit and the nucleus of development of social relations and cultural composition. This Brasil Criollo is often described as the "Brazilian fiefdom", with its historical and social particularities.

The Sugar Mill, in the context of Creole Brazil, was divided into two main areas: the Casa-Grande and the Senzala. The Casa-Grande was the residence of the Plantation Lords and their families, predominantly of European origin, living in conditions of great comfort and forming a local aristocracy. In contrast, the slave quarters were where African slaves lived in subhuman conditions, playing roles both in sugar production and as servants to the Casa-Grande. These dynamics are described in more detail in the works of Gilberto Freyre (2001), who explores the social and cultural structure of this period.



This region also has a history of global connection due to the trade generated by sugar production. This activity created a society polarized between blacks and whites, rich and poor, characterized by a dependence on the basic needs provided by those in power.

In contrast, Caboclo Brazil had as its initial objective the expulsion of the French, Dutch and English. Over time, there was an interaction between the Lusitanians, the neo-Brazilians originating from the first cells of Creole Brazil, and the indigenous people, who were used as slaves for the extraction of forest products, especially herbs and drugs, and for the construction of buildings in the new cities. The integration of the indigenous people in this emerging social organization was mediated by the Catholic Church, with the work of the Jesuits, who began to incorporate people from different tribes, languages and customs.

The society of Caboclo Brazil developed around royal authority. Subsequently, the region experienced a cycle of economic growth associated with the extraction of latex, receiving a migratory flow from the Brazilian Northeast. This movement formed a population that inherited tribal culture and was highly mixed. On the other hand, Brasil Sertanejo was initially occupied by bandeirantes and garimpeiros, with cattle raising being a remarkable activity. The people who formed in this region had to adapt to the difficult environmental conditions of the interior of Brazil, becoming pioneers in the occupation and development of this vast area.

The Midwest region of Brazil was integrated into the national territory mainly through the expansion of cattle ranching. The activity of mining, which began to be explored in the eighteenth century, also played a significant role in the occupation and development of the area. This region stood out for its own type of banditry, known as cangaço, which reflected the adverse conditions and the need to adapt to the local environment. The society formed in the Midwest is characterized by its agility, adaptability, and specific skills to deal with the challenges of the fields, evidencing the resilience and versatility of the region's inhabitants.

Caipira Brazil is characterized by prevailing poverty, which forces its people to venture out and accept any task, showing themselves more inclined to plunder than to production. This region represents the implementation of Western European civilization as a global mercantile outpost and a colonial-slave enclave, with the initial presence of the Mamelukes (indigenous people under the influence of white colonizers). However, from the eighteenth century onwards, Caipira Brazil undergoes a significant economic development, driven by the production of coffee. The region becomes an important exporter of this product, establishing international connections and attracting migratory flows from other parts of Brazil, especially the Northeast.

The formation of Brasil Sulinos was influenced by the expansion of São Paulo and was initially intended for cattle raising by the gauchos, a mixture of whites and indigenous people. The region inherited, for example, the habit of eating roasts with yerba mate from the Guarani indigenous



people. Its strategic location for the border delimitation of Brazilian territory led to strong militarization and territorial defense conflicts. Later, the region received a large influx of immigrants from Germany, Italy, Poland, Ukraine and Japan. These immigrants contributed to the local culture, favoring the industrialization and development of the region, while enriching the cultural field, making it highly diverse.

THE EATING HABITS OF THE BRAZILIAN CREOLE CULTURAL REGION

Eating habits are deeply influenced by the customs and culture in which an individual is inserted. According to Maffesoli (1998), a person's habits are shaped by the culture around them, which, in turn, determines their food choices. Food is an expression of culture and customs, as Savarin (1995) points out, who states that we are, culturally, what we eat. In the subculture of the Brazilian Creole cultural region, eating habits were shaped by the inputs and products available at the time, with emphasis on the economy based on sugar production. Sugar, as the predominant product, is widely present in the diet of this group.

According to Cascudo (1985), the diet in the region is diversified due to the influence of three main cultures: the Portuguese, the indigenous and the African. This fusion of culinary customs created a distinctive feature of the Creole subculture, particularly present in the Brazilian Northeast. The combination of these cultural elements has resulted in a rich variety of dietary practices that reflect the heritage and diversity of the region.

The consumption of grains and dehydrated proteins is a characteristic adapted to the environment of the cerrados, caatingas and agrestes, as pointed out by Cascudo (1985). The abundance of salt pans and the cultivation of sugar in this subculture were crucial to food preservation, resulting in the production of items such as jams, jellies, and salted meat. These products are distinctive in the diet of the Northeast and play an important role in the eating habits of the region.

The food consumption behavior of this group is particular and has been consolidated within the local society, reflecting the cultural and economic specificities of the group. The local way of working and the economy profoundly shape these eating habits, which are rooted in the culture and society of the region. Through this analysis, the work not only enriches the knowledge about the Brazilian Creole subculture, but also contributes to the creation of marketing approaches that respect and align with the cultural particularities of consumers. By highlighting the foods that characterize this subculture, the work provides a detailed understanding of the cultural influence on eating behavior, highlighting how specific practices and traditions contribute to the formation of food preferences.



Food consumption and associated habits are deeply rooted cultural practices passed down through generations, often unconsciously or as a means of preserving a group's cultural identity (SAVARIN, 1998). Understanding the impact of culture on consumer behavior is crucial, as culture shapes food choices and the meaning assigned to these products. To conduct an effective study on this behavior, it is essential to identify the subgroup or subculture that functions as a niche market. In this study, we highlight the relevance of the Brazilian Creole cultural region as a potential niche market, considering its geographic and cultural dimension and the characteristic eating habits of the region.

According to Freyre (1989), the food customs of the Northeast region of Brazil are strongly marked by the cultural presence of blacks. However, the power dynamics between whites and blacks, with white domination and black submission, plays a determining role in the configuration of society. Blacks introduced techniques and eating habits in the region, and, for a period, their labor force was exploited not only in the plantations, but also in the kitchens of the plantation owners and townhouses.

The coexistence between whites and blacks led to a fusion of eating practices, with whites incorporating European elements into their diet and blacks contributing their culinary techniques. Sugar, for example, has become a central ingredient due to its abundance and has been incorporated into various sweet preparations and cakes. This collaboration between African and European traditions has resulted in a regional custom of consuming preparations with a high sugar content, reflecting the rich cultural confluence of the region (FREYRE, 1997).

The practice of food preservation has deep cultural roots in the Brazilian Creole region. The salting of animal proteins, for example, was a technique developed to increase the durability of food, ensuring its preservation for prolonged periods. In the same way, jams, which after being ready can have a shelf life of up to three months, were an efficient solution to preserve fruits and ensure the availability of food out of season (FREYRE, 1997). These preservation techniques continue to be widely used in the Creole region, reflecting a commitment to traditional food practices.

In the diet of the Creole subculture, the consumption of salted meat and jams is predominant, with a particular focus on beef. According to Cascudo (1983), although the Brazilian coast is rich in fish and seafood, the interior of the capitals, particularly in the areas influenced by Creole culture, demonstrates a strong consumption of dairy products and salted beef. These eating habits are largely a consequence of the ease of access and culinary tradition of the region.

Food preservation customs and techniques continue to play a vital role in the diet of the Creole population, with the supply and demand for these products being hallmark features. To better understand the consumption behavior of this subculture, it is essential to identify the foods of



greatest significance to the region and how these products represent the culture and eating habits of individuals.

METHODOLOGICAL PROCEDURES

The methodology adopted for this study consists of a literature review, an effective approach to gather and analyze previously published information. According to Gil (2002, p. 44), "bibliographic research is based on material that has already been prepared, consisting mainly of books and scientific articles." This methodology is particularly suitable to achieve the objectives of this project, as it allows for an in-depth analysis of social and cultural concepts through existing sources.

Gil (2002, p. 44) also points out that "a good part of exploratory studies can be defined as bibliographic research." In addition, for questions involving ideologies and analysis of different positions on a problem, bibliographic research is often the main tool used.

The use of appropriate and effective methods in data collection is crucial. An academic study must delve into the pertinent social and cultural concepts to become a valuable reference for future research. According to Maffesoli (1998), "the researcher must have a creative vision for data collection, with full knowledge of the work to be researched and mastery of the concepts involved." Research that is limited to reproducing information in a superficial way has no significant relevance in the scientific environment.

Literature search offers the advantage of allowing the researcher to cover a wider range of phenomena than would be possible with direct research. Gil (2002, p. 45) observes that "the main advantage of bibliographic research lies in the fact that it allows the researcher to explore a much broader spectrum of phenomena." For a study that covers a broad geographic dimension, from Bahia to Rio Grande do Norte, the use of data from existing bibliographic sources is essential to obtain a comprehensive and enriching view of the subject.

To support the theoretical and conceptual arguments of this project, we will adopt quantitative and qualitative methods. According to Martins (2004, p. 292), "the variety of material obtained qualitatively requires from the researcher an integrative and analytical capacity that depends on the development of a creative and intuitive capacity." The use of qualitative methods is essential to deal with the complexity of research data, which can include information from images, music, and videos (Tesch, 1990).

Qualitative research differs in that it does not focus on enumerating or measuring data, nor on employing statistical instruments. Instead, it seeks to obtain descriptive data on people, processes, and interactions, seeking to understand the perspectives of the participants involved (Godoy, 1995). This method, widely explored by sociology and anthropology to analyze human behavior, is also



widely used in management for market and satisfaction studies. The combination of qualitative and quantitative methods offers a robust approach to obtaining relevant and in-depth data for research.

Methodological guidelines in marketing are of great importance when well directed, as they allow data to be aligned with research objectives (Holbrook, 2006a). The study of consumer behavior often relies on strategies from psychology to understand the factors that influence purchasing decisions. The qualitative methodology is crucial for the analysis of the collected data, providing a deeper understanding of the consumption behavior of the Brazilian Creole cultural region.

This study integrates the existing bibliography with a qualitative approach to analyze and clarify the results that reveal the consumption of certain foods and the cultural significance of these products for the subgroup studied. Thus, the research aims not only to identify consumption patterns, but also to understand the cultural and social roots that shape these eating habits.

ANALYSIS AND DISCUSSION OF RESULTS

It was found that the works of Ribeiro (1995), Freyre (1951) and Cascudo (1985) present differences in the descriptions of foods and eating habits of the regional Creole subgroup. According to Ribeiro (1995), the foods most consumed by the Brazilian subgroup, which covers the region from Bahia to Rio Grande do Norte, are highlighted in Chart 01.

Chart 01 illustrates the foods highlighted as being of greater relevance for the consumption of the Brazilian Creole subgroup. The analysis of the works allowed us to identify that, although these foods are produced in different regions, there is a wide interaction and consumption of these products throughout the territory of the Creole cultural region. Although the table does not include all the products mentioned in literary works, it focuses on those with the greatest significance attributed to consumption, considering both regional supply and demand.

This approach highlights how the variety of foods consumed reflects the rich cultural and historical diversity of the region, influencing eating practices that are distinctive and significant for the Brazilian Creole subgroup.

Table 01: Foods most consumed by the Brazilian Creole regional subgroup, cited in the works of Ribeiro, Freyre and Cascudo.

Foods	Main producing regions
Sun meat	Bahia, Pernambuco, Rio Grande do Norte and Paraíba
Earth butter	Pernambuco, Rio Grande do Norte and Paraíba
Curd Cheese	Pernambuco, Rio Grande do Norte and Paraíba
Shrimp	Rio Grande do Norte and Bahia
Couscous	Pernambuco, Rio Grande do Norte and Paraíba
Green beans	Bahia, Pernambuco, Rio Grande do Norte and Paraíba
Palm oil	Bahia and Paraíba
Coconut milk	Bahia and Paraíba
Tapioca flour	Pernambuco, Rio Grande do Norte and Paraíba
Cashew nuts	Pernambuco, Rio Grande do Norte and Paraíba
Sugar	Bahia, Pernambuco, Rio Grande do Norte and Paraíba

Source: Prepared by the authors based on the works of Ribeiro (1995), Freyre (1951; 1969) and Cascudo (1985).

The foods listed in Table 01 are highly sought after and consumed in the specified regions, with their productions located predominantly in the mentioned areas. This consumption pattern creates a robust market and an efficient channel for the flow of production. However, the most relevant factor for the heating of these producing regions is the cultural context, which exerts a significant influence on the demand and appreciation of these products.

Chart 02 illustrates how food consumption habits reflect the food culture of the Brazilian Creole subgroup. In coastal regions, fish consumption is predominant, while in non-coastal areas, animal protein, such as sun-dried meat, and dairy products, such as bottled butter, are more common.

Dried meat, for example, is highly valued for its durability in hot environments, and bottled butter is preferred due to its more affordable cost compared to other types of oils. These consumption



habits are deeply rooted in regional culture, and while the name and presentation of dishes may vary between regions, the mode of preparation and consumption remain consistent.

The analysis of consumption habits reveals the integration between food products and the cultural context of the Creole subgroup, showing how culture shapes and reinforces eating practices. Thus, understanding these dynamics is crucial for planning marketing strategies and for the cultural appreciation of food in the region.

Table 02: Cuisine produced from the foods consumed by the Brazilian Creole region, cited in the works of Freyre and Cascudo.

Foods	Cuisine consumed by the Brazilian Creole regional subgroup
Sun meat	Sun-dried meat in cream or meat paçoca
Earth butter	Frying Use or Ingredient
Curd cheese	Baked curd cheese or milk rice
Couscous	Couscous with butter or egg
Tapioca flour	Tapioca stuffed with shredded meat or fish
Cashew nuts	Black cake or chestnut paçoca
Sugar	Used in desserts such as roll cake

Source: Prepared by the authors based on the works of Freyre (1951; 1969) and Cascudo (1985).

The food consumption behavior of the Brazilian Creole subgroup is deeply rooted in a historical context of colonization, as addressed by Freyre (2001). Despite the great transformations that have occurred over the centuries, the eating habits of this specific subgroup have remained relatively consistent. These habits are passed down through family and social contexts, vividly preserving the cultural traditions of the region.

The consumption of typical foods from the region is an expression of cultural identity, reflecting both the colonial past and the adaptations to the local environment. Products such as sun-dried beef, bottled butter, and couscous are representative of this cultural heritage, playing a central role in the subgroup's diet. While the production and consumption of these foods varies across regions, the cultural and historical connection remains a predominant factor.

On the coast, for example, there is a strong presence of fish-based dishes, while in the interior, salted beef and dairy products predominate due to the climatic conditions that favor the preservation of these foods. These eating habits reflect the adaptation to the environment and the maintenance of the traditions that were established during the colonial period.

To effectively tap into the market for this cultural subgroup, marketing strategies must be carefully tailored to align with the region's dietary habits and preferences. Kotler and Keller (2011) suggested, investing in new products or creating product lines that incorporate traditional foods can



be an effective approach. It is essential to consider the cultural context when developing marketing strategies to ensure that products resonate with local consumers and preserve cultural authenticity.

Targeted investments in the Brazilian Creole subgroup should start with an in-depth market study. This study should identify the specific characteristics of the target audience and their dietary preferences, as well as analyze the market potential for new products. Detailed understanding of consumers' needs and wants will help create offerings that not only meet local demands but also respect and value cultural heritage.

Therefore, by respecting and incorporating local food traditions, it is possible to create products that have a lasting and meaningful appeal. This will not only meet the needs of consumers in the Creole subgroup, but also strengthen the cultural connection between the products and their consumers. The integration of traditional foods into product development and marketing strategies can contribute to success in the regional market and beyond by harnessing the still untapped potential of these sub-regions.

FINAL CONSIDERATIONS

We can understand the importance of culture in consumer behavior by observing that the survey reveals the significant relevance of this market. The analysis of the data highlights a high demand in the regions studied, showing that local cultural customs remain largely preserved due to social and family influence. The culture of the Brazilian Creole subgroup has considerable market potential, especially in areas where this subculture is present. These regions, predominantly located along the Brazilian coast, not only have a strong local demand, but also attract tourists, which opens up opportunities for investments in products and services that meet both local needs and tourist demand. Typical food products can, for example, be marketed as souvenirs in a growing tourism market.

The study of consumer behavior is an essential tool in marketing research, with a focus on identifying specific consumer markets, niches, or segments. Theoretical research has revealed that foods representative of this subculture have considerable potential for growth and negotiation. However, in order to obtain more robust and in-depth data, it is necessary to conduct field research that provides detailed quantitative information on consumer behavior. This type of study can be extremely relevant for investors interested in the foodservice sector.

The methodological tools applied, both qualitative and the literature review, provided data that can be improved for further research. The current study focused on the analysis of food consumption within the Brazilian Creole cultural region and the associated consumption behavior. However, gaps were identified that deserve further investigation, such as the habits and detailed cultural representations of this region, as well as the study of eating practices in other cultural



regions. These aspects can offer valuable insights for future market studies and the development of business strategies.



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