



How digital marketing interferes in the sale of furniture in the city of Barroso-MG

Matheus Henrique Lopes Cunha

ABSTRACT

The present study seeks to understand the influence of digital marketing in the process of encouraging the demand for goods and services, thus including an in-depth study of the needs of the target audience, and having as a general objective to expose its applicability, thus demonstrating how the aspects of digital marketing in companies and the functionality of the tool in this segment. The methodology used for this study was a quantitative and qualitative research, through a case study. For data collection, a questionnaire was used to those responsible for digital marketing located in the city of Barroso - MG. After collecting the information, bibliographic surveys and the application of the questionnaire, the data were compiled to analyze and identify the applicability of digital marketing in this segment. This analysis allowed the understanding of the advantages before use, enabling the search for greater profitability and, consequently, an increase in the competitiveness of companies in relation to their competitors.

Keywords: Marketing, Digital marketing, Sales Results.

1 INTRODUCTION

Marketing is a way in which we can use it to promote and sell a product or service, in addition to other purposes, such as the analysis of market segmentation, possibilities of cost reduction, provides improvement in the decisions to be made and applicability of an after-sales, which is very important to make a direct connection with the customer. In other words, build loyalty.

In this way, marketing has become a strategic tool before, during and after any negotiation process, from the simplest to the most complex. In short, we can say that it is a factor of extreme necessity in the search to identify the products or services that will stand out in the face of the needs and desires of customers. With this, the company is able to identify the best ways for communication, marketing, loyalty and distribution of customer needs, thus promoting greater marketing engagement and consequently greater visibility of companies.

In relation to marketing activities, the same concept is used in the digital format as the elements of traditional marketing, but in a broader, improved and totally virtual way. It is important to reinforce the particularities of digital marketing, where it allows a full-time market study, made possible through internet access and management platforms, thus allowing the collection of information and storage for business analysis in the short, medium and long term. Thus, it seeks to strategically apply the information, in order to delight and retain customers.

Currently, a considerable portion of companies use social networks to promote products and services, promote sales, satisfaction surveys and innovation. As a result, some companies currently serve their customers completely virtually, that is, in the remote (online) modality. It is important to understand



the efficiency of digital marketing, focusing on applicability, as well as its development using this tool for customer relationship management. In view of the above, analyzing the city of Barroso in MG, it is possible to perceive a strong influence of digital marketing, and specifically in the furniture retail segment, so this study seeks to answer the following question: What is the interference of digital marketing in the sales of furniture stores in Barroso-MG?

Thus, the main objective of the study is to analyze the interference of digital marketing in the sales of Barroso's furniture stores in MG, while the specific objectives are to study the functionality; the results that digital marketing provides in sales in this field; and in addition, understand how this tool is used within this segment.

Therefore, it becomes extremely important to know digital marketing in the furniture trade to maintain the aspects of a good functioning, with this, try to cooperate with the continuous improvement of sales marketing, in order to achieve such objectives, the work was carried out by explanatory / descriptive means, in order to show through field research how marketing influences the sale of furniture. The data presented were collected through questionnaires, with a quantitative and qualitative approach, thus using primary and secondary data.

2 THEORETICAL FRAMEWORK

To contextualize the term marketing, first, it is useful to use some definitions about the conceptual evolution of the term and its applicability in companies.

McCarthy, Perrealt and Brandão (1997) define Marketing as a set of activities performed by organizations and also a social process, that is, a group of potential consumers with similar needs who are willing to exchange something of value to acquire what organizations offer. Also according to the authors, with the purpose of meeting their needs and desires, thus being able to directly interfere in the results of companies, regardless of the segment and economic size. In this way, we can say that it always seeks changes and/or improvements so that organizations maintain themselves and increase their market share, with a focus on competitiveness.

Marketing can also be classified as an advertisement, in a more elaborate, targeted, simplified and comprehensive way. According to Kotler and Keller (2006, p.144), "the company must measure satisfaction regularly because the key to retaining customers is to satisfy them". In short, we can explain that it is not enough to sell a product or service, but to delight the customer to build loyalty, thus generating a kind of complicity between the parties involved, namely, the seller and the customer.

Marketing is a complex activity, considering how complex it is to meet customer needs and wants. Where the characteristics of the practice in companies can collaborate with development, where the concepts and tools presented in it offer ways to create strategies that facilitate reaching the desired goal. Following



this line of reasoning with Oliveira (2007, p.21), he mentions that: Marketing is a complex system, par excellence, which comprises an entire organization and its participants, rich in concepts and tools and with a strategic vision of the relationships that encompass an organization and its market. It is useful for both companies and people, who can and should also use marketing strategies to achieve personal goals.

Considering the relationship between the organization and the market, we can highlight that each segment has its target audience, where they demand different strategies to reach them. In this way, the strategy to reach the customer differs between companies, by sector, by segment, by region, but in both, the objective becomes the same, to reach the public in an impactful and striking way, so that they feel "enchanted" by the product or service offered and awaken the desire/need to make the purchase. In this search for customer reach, there is a need for innovations and improvements in marketing, in the search for information through the study of the target audience, thus, for Churchill and Peter (2005, p.9) the term is "... a business philosophy that focuses on understanding the needs and wants of customers and building products and services to satisfy them." Considering this statement, we can highlight how challenging the applicability is in practice, due to the need to manage data that allows the understanding of needs, considering the complicating factor that we are beings that differ by nature, particularities and complexity.

According to Oliveira (2007, p.22) "companies are using a marketing tool to make their product known, in order to satisfy certain needs and desires of their target audience". Thus, the ways of doing marketing are also essential factors to be emphasized, as it is from them that the desired audience that will be reached by an advertisement on television, by a billboard on the street, by a live on social networks, by an ad in newspapers and among others, is defined. As Revillon (et al, 2019, p. 31) cites, audience segmentation is an important factor in marketing, and one of the professional goals is to reach and communicate a specific message to a specific target audience.

Currently, marketing can be classified into two formats, traditional and digital. The digital form is a model that has recently begun to be applied, being driven by virtual technology, while traditional marketing is a form that has opened space for the applicability of this activity in organizations. The formats are similar in the objective, but differ in the techniques, in view of this, the doubt arises of the most efficient method, whether it is traditional or digital, and this analysis is up to the company to evaluate the method that has the greatest affinity with its structure and resources, that is, the method that best fits the organization's scenario, It can even be worked in parallel, that is, with the two formats being one complementing the other.

To define which method to use, Kinder (2012) says that the digital marketing work tool can be a great alternative for companies that are short on existence, that have a limited budget and do not have many customers at the moment, while large companies should use digital marketing, but not abandon traditional marketing.



The traditional way of using marketing is focused on how the company communicates with customers and taxpayers without using the internet, Silva (2018, p.10) defines: Traditional Marketing is the offline means of communication of a company such as television, radio, newspapers, printed products, which ranges from small advertisements, such as low-cost flyers, to large, high-cost, prime-time TV ads. They are focused on image excellences, which translates into something genius through the image.

The emergence of the internet made the way of marketing expand, traditional marketing continued to exist, however, another way of making use of this tool emerged, called digital marketing. This new tool in the market innovated marketing, expanded opportunities and reduced distances, as Segura (2009, p.24) said: "The internet and the web change the way companies communicate with their customers, expanding opportunities for branding, innovation, pricing and sales, allowing them to overcome the barriers of time and distance, opening new markets and distribution channels".

Digital marketing emerged from the evolution of the internet, which brought a new way in the use of this tool, because with it the costs of marketing-related operations became relatively lower. However, digital marketing can only be used through the internet and not all consumers always have access, as Kinder (2012, p. 10) said: The power of the internet has generated a new and important channel for marketing professionals: Digital Marketing. Through the internet, you can virtually reach a much wider audience with controlled costs. At the same time, it is possible to have direct contact with consumers and other stakeholders, and they can have access to additional information about the company, if they wish. On the other hand, in digital marketing there is a dependence on the user being connected, and in some cases the distance between advertising and the final sale is greater.

Digital marketing is fully adaptable, but you can only use it through online platforms, while traditional marketing has a limited structure in terms of personalization, but it can be used in several different mediums. Kinder (2012) explains that one of the main factors, when comparing digital marketing with traditional marketing, is to show the most expressive and latent difference between them, where digital marketing is customizable and targeted, while traditional marketing is broad and generalist, aimed at an audience much more unconcerned about details.

It is important to highlight that the way in which commerce used marketing in the traditional way and then started to use marketing in digital form, demonstrates the strength of the internet in the development of targeted communication, generating direct communication channels, through the various forms of connection between the parties involved. Considering the technological market, companies need to adapt to new technologies so as not to lose competitiveness. (CHIAVENATO, 2014).

The social networks used to present the product to the consumer are frequently monitored so that no customer has any doubts, thus generating possible dissatisfaction. For Reino (2010, p.2): "The new communication and data storage technologies have been revolutionizing all sectors of our society. For



companies that want to stay alive and profitable these days, it is essential to master the new forms of communication and relationships that the internet offers."

Regarding the competition, it is important to understand how local businesses do the marketing analysis of the competition and also how they use data in their favor, in the constant search for better results, that is, greater profitability. Data analysis tends to show specific points, where the competitor company is strong, but also where it is weak. According to Teixeira (2003, p. 191): Data analysis is the process of forming meaning beyond the data, and this formation occurs by consolidating, limiting and interpreting what people have said and what the researcher has seen and read, that is, the process of meaning formation. Data analysis is a complex process that involves backtracking between non-concrete data and abstract concepts, between inductive and deductive reasoning, between description and interpretation. These meanings or understandings constitute the finding of a study.

Another important point is the way the company uses competitor marketing for its own benefit, that is, it benefits from marketing by monitoring the market as a whole, Fula (1988, p. 220) "states that a well-organized competitor monitoring program can significantly increase the company's profits and protect it from losing business to the competition".

We can also mention competitor marketing in a negative way, where the competitor uses the tool to try to bring down the competitor in an unethical way. This factor can be avoided, but for this, a broad field analysis is required by the marketing team. To identify possible threats and eliminate them in a strategic way, as De Oliveira (2019, p.37) said: It is necessary to understand the competitor, because with this the company obtains a rich feedback of information that returns several benefits. An understanding of the competitor's strategic strengths and weaknesses makes it possible to identify opportunities and threats to the company. After this identification, it becomes possible to create competitive strategies in order to stand out in the market in order to beat the competition.

There is a great importance in the team that analyzes the company's performance using this digital work tool, as it can identify if the performance is being high, medium or low and in addition, also identify if everything is right with what is being propagated. For Kotler (2000), it is essential to have a good database, where the company can be supported to outline marketing and communication strategies. In relation to commerce, it is strategic to understand the way customers face marketing in the format that the company executes and through this, it is possible to discover the public's perception of the organization, thus making it possible to have a notion of the level of reach of marketing in relation to customers.

Cobra (2003) says that the essence of marketing is what exists inside the mind, so we can say that, in marketing, sales professionals try to use the consumer's point of view to promote enchantment, supported based on what the customer needs or wants. Cintra (2009, p. 8) adds that, "Digital marketing strategies have



proven to be effective in many businesses, both for those totally online and for those who use multiple service platforms, crossing physical retail with the virtual store".

Companies also need to worry about working on actions to solve the problems related to negative marketing that the company receives in the face of an inefficient process. This negative marketing is generated as a result of negative events that occur due to a possible lack of service or some problem that has not been corrected. This is the method known as viral marketing, because in this model, both positive and negative information has a great capacity to go viral, popularly known as the viral effect, as Morães and Machado (2015, p.256) said: When we analyze commonalities between the business and personal worlds, we identify a fine line in the relationship between suppliers and consumers, Because, nowadays, if there is a problem in this relationship, the proportions of a negative action by the consumer against the supplier can be astronomical when the latter "puts his mouth on the trombone" through his social network, negatively impacting the supplier's business with the so-called viral marketing.

The methods and tools that are inefficient need to be improved, so it is important to identify the seven tools of digital marketing, namely: content marketing, social media marketing, viral marketing, email marketing, online advertising, online research and monitoring. For Chleba (1999), the seven forces of digital marketing offer great possibilities for new tactics in the use of marketing and communication with customers.

Therefore, the behavior of marketing has changed as a result of the evolution of the internet, which has enabled companies to get closer to the needs/desires of customers, thus enabling an effective management of the relationship between the parties. Focusing on the process of promoting products and services, with the aim of making sales and promoting greater competitiveness, that is, maximizing profit.

3 METHODOLOGY

The research was elaborated with the objective of understanding how marketing interferes in the sales of the furniture trade in the district of Barroso in MG, in order to understand how such a space was formed and developed, as well as its impacts on the constant search for competitiveness and consequently profitability.

For Bueno (2009), the study of the environment makes the student begin to understand and understand the environment to be analyzed, thus improving this knowledge through visits to the place where the practical activity of the studied theme is carried out.

The methodology used in this research is explanatory and descriptive in nature. The study was quantitative and qualitative, using semi-structured interviews for data collection and interpretation of primary and secondary data.



The explanatory study is a method of scientific analysis that seeks to explain how it works and the performance achieved by the companies in the segment studied. The work comes in the quantitative mold, as the intention is to bring an approach with numerical data through interviews, which will be presented in graphic format, but with qualitative information with observations of the authors in the study environment, with the intention of being able to understand the functionality of digital marketing within the enterprise.

According to Hirata and Salerno (1992, p.7), "The importance of having quantitative data on the work process has been felt with great acuteness in recent years, as a large number of monographs and case studies of excellent level have been accumulated in Brazilian scientific production". And the work also presents qualitative traits, as there is a significant and transformative data analysis, as Carspecken (2011, p.29) said: "Critical qualitative research is really stimulating, political, meaningful, it expands the mind when truly practiced. Both the fieldwork and data analysis experiences are richly meaningful and transformative."

In view of this, the quantitative study is usually carried out by: "Data collection is usually carried out in these studies by questionnaires and interviews that present distinct and relevant variables for research, which in analysis is usually presented by tables and graphs". (DALFOVO, LANA AND SILVEIRA; 2008, p.10). In the qualitative study, according to Carspecken (2011, p.27) "The qualitative social researcher will usually want to understand how the forms of power work, specifically in real interactions that he observes and in which he possibly participates". The possibility of using both quantitative and qualitative types allowed an analytical analysis, with weightings of the observation in the study environment.

As Chagas (2000, p.3) said, "Constituting a good questionnaire depends not only on the knowledge of techniques, but mainly on the experience of the researcher. However, following a method of elaboration is undoubtedly essential, as it identifies the basic steps involved in building an effective instrument." The technique used in data analysis, on the other hand, is the analysis of all the content, obtained from the interviews carried out with those responsible for the marketing area of the companies, with the objective of interpreting it in the best possible way and seeking an explanation that goes beyond a common reading.

The material collected for the study is not probabilistic, because those who answered the interviews were not chosen randomly, as data collection was preferred, carried out with the most accessible public. For Torres, Mazzoni and Alvez (2002, p.83): "Accessibility is a concept that involves as many aspects of the physical space, the space in which we live, as of the digital space".

The study shows an accessibility approach, as it is only used in a part of the population that is easy to get interviewer-type contact. Manzini (2005, p. 30) says, "The concept of accessibility is sedimented in situations that can be experienced in the concrete conditions of everyday life, that is, accessibility seems to be something that can be observed, implemented, measured, legislated and evaluated".



With all that has been mentioned, I came to the conclusion that the interview is a tool used for data collection, usually this interviewing method is done with face-to-face questions, and the final objective is to obtain information that will be essential to understand by those who are conducting the interviews, the subject studied. And the open interview will be the main source of information in this article, which has as its theme the digital marketing in Barroso's furniture stores in MG. According to Boni (2005, p.74): The technique of open interviews serves mainly exploratory purposes, it is widely used for the detailing of questions and more precise formulation of related concepts. Regarding its structuring, the interviewer introduces the theme and the interviewee is free to discuss the suggested theme. It's a way of being able to explore an issue more broadly. Questions are answered within an informal conversation. The interviewer's interference should be as minimal as possible, the interviewer should assume a listening posture and only in case of extreme necessity, or to avoid the early end of the interview, can interrupt the informant's speech.

The case study can be better defined as an intense activity that will try to exhaust all its possibilities of one or more points, allowing the comprehension of knowledge in a detailed way (Gil, 1991). After the study to identify the strategies adopted and their effects on the positive results in digital marketing, an analysis was carried out with all the data collected and through the case study, verify the evolution of these tools.

4 RESULTS AND DISCUSSIONS

The main objective of the article is to show how digital marketing is being used in Barroso's furniture stores in Minas Gerais, with the aim of presenting the positive and negative points, thus seeking to evolve the aspects related to the digital marketing work tools. In view of the above, the form used to collect the data was a questionnaire applied to the employees and owners of the furniture trade, popularly known as furniture. According to Chagas (2000, p.12): Another concern with the questionnaire is to explain the appropriate conditions for its use and application, both in the case of self-completed forms and in those that use interviewers. Interviewers should be provided with clear instructions on how to proceed in the field, how to approach respondents, how to complete the instruments, etc.

The structuring of the questionnaire was presented with eight objective and subjective questions, applied during the interview process, in view of the perspective of professionals in the area in relation to digital marketing in the sector related to research and also the development of the city, where a questionnaire was applied to four people, inserted in the digital marketing process of the companies.

During the interview process, questions were asked in order to know the sample space of the interviewees, starting with subjective questions in order to make the interviewee more comfortable with the approach and obtain subjective traits related to their professional profile, time in the market, company history, type of products offered and factors related to organizational culture.



From the results collected in the objective questions, it was noticed that 75% of the interviewees are male, thus indicating a higher incidence of males working in the companies under study. Regarding the age group of the interviewees, it ranged from 21 to 48 years, an age range considered adult. An important indicator in the analysis of traditional and virtual methods is the level of education. The result was 50% with complete high school and 50% with complete higher education, which may justify a resistance to digital form, which is correlated with the development of technological skills, which can be a limited factor in basic education.

Regarding market presence, 25% of the establishments have less than 10 years of existence, 25% have between 15 and 20 years of existence and 50% have more than 20 years of existence. This indicator shows that half of the companies analyzed use tradition/experience to win over their customers.

The first, second and third questions were used to assess the level of knowledge of the interviewees about traditional marketing and digital marketing. When analyzing the answers, we obtained an aligned result, where both summarize the concept linked to the use of advertising tools to win customers, respectively using traditional means such as pamphlets, billboards, radio, digital media, among others. Evaluating the answers, it is noted that 100% of the companies use digital marketing, with one or more channels, the interviewees mentioned the Facebook and Instagram platforms in a proportion of 50%, while the communication tool Whatsapp is used in 100% of the companies interviewed. This is due to the free adherence to the use of the platform and agility in communication.

In relation to traditional marketing, it was also found that 100% of companies still use this tool, communication via moto-radio, radio by antenna and 50% still use pamphlets and cards spread around the city as a way to further leverage reach. In view of the above, it was possible to identify the marketing strategy, where they present a combination of traditional marketing in the activity of attracting customers and digital marketing complements as a tool for communication and customer loyalty.

The fourth question was related to the time that companies have been using digital marketing, the result presented was that 100% have been using it for approximately seven years and both pointed out difficulties with the transition to the virtual world. However, even with the difficulties pointed out, all the interviewees assumed that digital tools came to facilitate the work. According to Oliveira and Malinowski (2016, p.5): The globalization of markets is, therefore, forcing organizations to seek these sustainable competitive advantages more and more. It is of unequivocal opinion that in this era of "digital companies", considering their customers and suppliers as partners ends up becoming strategic, as e-commerce, global competition, and the emergence of global companies have forced companies to reflect tactically on their organizational methodology, strengthening and managing their relationships with customers and suppliers.

In the fifth question, we asked if the company had any negative marketing experience, that is, if they had any publication with a negative impact or if someone had already propagated the company in a negative



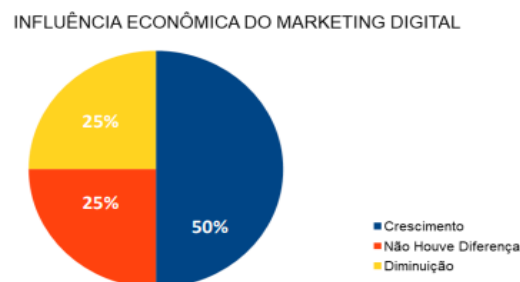
way to the point of losing customers, but 100% of the companies reported that they never had any problem in relation to this, and explained that the purpose of using digital media is to have a greater proximity to customers, thus facilitating the solutions of possible problems with the communication or quality of the products. For De Melo, Kannebley and Ciccone (2019, p. 21): Being present in the online environment means addressing a target audience that traditional media do not usually reach. However, a mistake can create a negative image of the company that can spread quickly, so it is necessary to note that the greater the visibility of the company in the online market, the greater the risks of attacks on the company's image that takes years to build.

In the sixth question, we tried to understand the level of interaction between the stores and the factory, in addition to trying to delve deeper into the data of customer adherence with the advertising material disseminated. In this questioning, we obtained a positive result, where 100% of the interviewees report that customers and shopkeepers adhere well to the marketing done by them.

Regarding the interaction of customers in relation to the companies' publications, it was noticed that the public has little interaction, in addition, it was found that the public only interacted in informative publications such as the protocols for decontamination and prevention of COVID-19 and publications related to commemorative dates, that is, an indication that sales cannot be fully directed to virtual publications.

In the seventh question, we asked about the economic growth of establishments after the adhesion of digital marketing, the results can be seen in the graph below:

Graph 1- The influence of digital marketing on the number of sales.



Source: Prepared by the author

Analyzing the answers, we can say that 50% had an increase in sales after adhering to digital marketing, in 25% it was reported that there was no difference and in the rest the adhesion to digital media generated losses, where this reflection of indifference to the tool may be related to local competition or even the misuse of the tool.

Finally, in the eighth question, we asked about the level of difficulty that organizations had in adhering to digital technologies and the result was that 100% of the cases, there was a certain difficulty, but



50% of the complaints are related to technical difficulties in the use of the platforms and the rest related to the niche of customers, who were also not used to the digital communication format.

The interview shows that there was a certain difficulty in relation to the implementation of digital marketing in companies, which is a negative factor that needs to be changed. Based on this, Dias (2021) mentions that digital marketing is increasing and in recent years has grown more, especially with the Covid-19 pandemic, thus collaborating to strengthen digital media as a source of competitive strategy for reaching prospects and customer loyalty.

To close the interviews and improve the quality of the results obtained, we asked the interviewees about: what is the vision for digital marketing in the future of the segment and the city of Barroso in MG. All respondents said that digital marketing is a great tool for selling products, and that it enables a greater and even more targeted reach than traditional marketing practice.

Furniture merchants and manufacturers are already adhering well to this new advertising and sales platform, with the aim of growing and looking for new ways to interact with people in order to build customer loyalty. With digital marketing, not only furniture manufacturers grow, but the city as well, the demand for these products ends up attracting people to the city and elevating the economy.

5 CONCLUSIONS AND PROPOSALS

The objective of this article was to analyze the digital marketing used in the sales of Barroso's furniture trade in Minas Gerais. Results were obtained on how the process works and in addition, the study provided a notion of the positive and negative points of this work tool and also evidenced the importance of the digital marketing method within companies, the changes in commercial results within these companies that were founded before the concept of digital marketing existed.

The surveys carried out in the furniture segment in Barroso pointed to a higher incidence of use of virtual tools in the sales process and a greater familiarity with digital marketing. We can also highlight the difficulty pointed out in the process of transition and acceptance of the virtual format, where it was difficult for companies and customers, since those responsible for the task did not have mastery of digital tools. In addition, there was already a great complacency in relation to traditional marketing, which still has positive results, but with the technological revolution traditional marketing has lost strength and with that, the companies mentioned are already looking for means through digital marketing.

In a broader context, it can be seen that even though it is a great innovation, the lack of digital knowledge and skills makes it difficult to use digital marketing, due to the adaptability of both parties involved, being them company and customers. Even in the face of the difficulties presented, the study shows that the tool has an effective reach, where costs are lower when compared to traditional marketing and the company is able to have greater control over the level of customer satisfaction and the search for prospects.



With the great technological advancement, the most diverse and advanced dissemination platforms, it is noted that the current consumer opts for online purchase or chooses the product through the platforms and picks up in person. This preference has generated the interests of several people, who are increasingly seeking knowledge about digital marketing and the ways of advertising and selling. The interviewees reported that the investment in digital marketing provided the prospection of customers from other cities and even the state, thus increasing sales.

Digital marketing is present in people's lives today and it has provided several forms of growth for companies, where merchants can expand their business, generated more jobs in the virtual format, new professions were created, small companies gained visibility in the world market, a greater number of people had access to the product, there was economic growth in several cities and praised from the small merchant to even what was already widely seen. We understand that the article, in addition to providing us with more knowledge, can also serve as a basis for other people who want to know the importance of the theory addressed together with the practice of digital marketing as a strategic tool to promote sales and consequently maximize profits.



REFERENCES

- BONI, Valdete; QUARESMA, Sílvia Jurema. Aprendendo a entrevistar: como fazer entrevistas em Ciências Sociais. Em tese, 2005.
- BUENO, Wilson da Costa. Comunicação empresarial: políticas e estratégias. Saraiva, 2009.
- CARSPECKEN, Phil Francis. Pesquisa qualitativa crítica: conceitos básicos. Educação & Realidade, v. 36, n. 2, p. 395-424, 2011.
- CHAGAS, Anivaldo Tadeu Roston. O questionário na pesquisa científica. Administração online, 2000.
- CHIAVENATO, Idalberto. Administração nos novos tempos: os horizontes em administração 3ª Edição – Barueri. SP: Manole, 2014.
- CHLEBA, Márcio. Marketing digital: novas tecnologias e novos modelos de negócios. São Paulo: Futura, 1999.
- CHURCHILL, Gilbert A. Marketing: criando valor para os clientes/ Gilbert A. Churchill Jr, Paulo Peter, tradução Cecilia Camargo Bortolotti e Ciddkripel Moreira São Paulo Saraiva, 2005.
- CINTRA, Flavia Cristina. Marketing Digital: A Era da Tecnologia Online. Investigaç o, Universidade de Franca, São Paulo, Brasil, 2009.
- COBRA, Marcos. Administração de Marketing no Brasil. Cobra Editora e Marketing, 2ª edição. São Paulo, Brasil, 2003.
- DALFOVO, Michael Samir; LANA, Rog rio Adilson; SILVEIRA, Am lia. M todos quantitativos e qualitativos: um resgate te rico. Revista interdisciplinar cient fica aplicada, 2008.
- DE MELO, Aline Jessica; KANNEBLAY, Carlos Henrique; CICCONE, Carlos Eduardo. Vantagens e implica es do marketing digital nas redes sociais comparado ao marketing tradicional. Tekhne e Logos, 2019.
- DE OLIVEIRA, Roger et al. An lise da concorr ncia-Um estudo de caso no setor de varejo de supermercados na cidade de Ourinhos. Anais Sintagro, 2019.
- DIAS, Carolina Tavares. As Ferramentas do Marketing Digital e a Influ ncia em Vendas de Servi os: Um Estudo de Caso para Educa o em Idiomas. 2021.
- HIRATA, Helena Sumiko; SALERNO, Mario Sergio. Metodologias para levantamento quantitativo sobre difus o das novas tecnologias no processo de trabalho. 1992.
- KINDER, Francis Herbert. Marketing digital e marketing tradicional: uma an lise comparativa. 2012. Tese de Doutorado.
- KOTLER, Philip. Administra o de marketing. 2000. KOTLER, Philip, ARMSTRONG, Galy. Introdu o ao Marketing. 4ed. Rio de Janeiro. LTC - Livros T cnicos e Cient ficos S.A., 2006.
- _____, Philip; KELLER, Kevin Lane. Administra o de Marketing. 12ed. S o Paulo. Pearson Education do Brasil, 2006.



MANZINI, Eduardo José. Inclusão e acessibilidade. Revista da Sobama, 2005. MCCARTHY, E. Jerome; PERREAULT JR, William D.; BRANDÃO, Ailton Bomfim. Marketing essencial: uma abordagem gerencial e global. 1997.

MORÃES, Martin; MACHADO, Helder. Efeitos do marketing viral negativo ao longo do tempo. Anais do EVINCI-UniBrasil, 2015.

OLIVEIRA, Diego Bianchi; MALINOWSKI, Carlos Eduardo. A importância da Tecnologia da Informação na Contabilidade Gerencial. Revista de Administração, 2016.

OLIVEIRA, Sérgio Luis Ignácio. Desmistificando o marketing. São Paulo: Novatec Editora, 2007.

REINO, Lucas Santiago Arraes. Redes Sociais e marketing digital, o caso do Firula's Café, 2010.

SEGURA, Cristina Marques. O estudo do marketing digital versus marketing tradicional e a percepção das suas campanhas por parte dos consumidores no mercado virtual e tradicional. 2009. Tese de Doutorado.

SILVA, Aline Cristini Batista da et al. Marketing digital vs marketing tradicional no século XXI. 2018.

TEIXEIRA, Enise Barth. A análise de dados na pesquisa científica: importância e desafios em estudos organizacionais. Desenvolvimento em questão, 2003.

TORRES, Elisabeth Fátima; MAZZONI, Alberto Angel; ALVES, João Bosco da Mota. A acessibilidade à informação no espaço digital. Ciência da Informação, 2002.