

DIAGNOSTIC OF THE CONSUMER MARKET OF VEGETABLE IN SÃO DOMINGOS OF POMBAL-PB-BRAZIL

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SUMMARY The systematization in the process of vegetable production is directly dependent on the efficient and rational commercialization of these products, elements that make up the marketing channel should be known in the local context of trade, because for the market factors such as frequency of buying, preference for certain vegetables can vary from place to place, in this sense was realized a study in Sao Domingos de Pombal - PB aiming to make a diagnostic of the consumer market of vegetables of that community, through questionnaire were interviewed representatives of 60 families. It was found that three quarter of those surveyed buy vegetables every week, among the most preferred are coriander, tomatoes, peppers, carrots and potatoes. Was also diagnosed that approximately 69% are from the local market, but most consumers is devoid of information concerning the vegetables they consume.

KEY WORDS: Vegetables, Diagnostic, Market

DIAGNÓSTICO DO MERCADO CONSUMIDOR DE HORTALIÇAS EM SÃO DOMINGOS DE POMBAL-PB-BRASIL

RESUMO A sistematização no processo de produção de hortaliças está diretamente condicionada pela forma eficiente e racional de comercialização desses produtos, elementos que formam o canal mercadológico precisam ser conhecidos no contexto local de comercialização, pois para o mercado fatores como frequência de compra, preferência por determinadas hortaliças podem variar de um lugar para outro, nesse sentido realizou-se um estudo no Município de São Domingos de Pombal - PB com objetivo de fazer um diagnóstico do mercado consumidor de hortaliças daquela comunidade, através de questionário foram entrevistados 60 representantes de famílias. Constatou-se que três quarto das pessoas entrevistadas compram hortaliças todas as semanas, dentre as mais preferidas estão o coentro, tomate, pimentão, cenoura e a batatinha. Também foi diagnosticado que aproximadamente 69% são oriundas do mercado local, mas a maioria dos consumidores é desprovida de informações referentes às hortaliças que consomem.

PALAVRAS-CHAVE: hortaliças, Diagnóstico, Mercado

DIAGNÓSTICO DEL MERCADO CONSUMIDOR DE VERDURAS EM SAN DOMINGOS DE POMBAL-PB-BRAZIL

RESUMEN - El proceso sistemático de la producción de hortalizas depende directamente de la comercialización eficiente y racional de estos productos, los elementos que conforman el canal de comercialización debe ser conocido en el contexto local de comercio, porque el mercado de factores tales como la frecuencia de la preferencia de compra de determinados vegetales pueden variar de un lugar a otro, en este sentido hubo un estudio en São Domingos de Pombal - PB con el objetivo de hacer un diagnóstico del mercado de consumo de hortalizas de esa comunidad, a través de cuestionario se entrevistó con representantes de 60 familias. Se encontró que tres cuartos de los encuestados comprar verduras cada semana, entre las más preferidas son el cilantro, los tomates, pimientos, zanahorias y patatas. Se le diagnosticó también que aproximadamente el 69% son del mercado local, pero la mayoría de los consumidores carece de información relativa a las verduras que consumen.

PALABRAS CLAVE: verduras, mercado de diagnóstico

INTRODUCTION

The horticulture only began to evolve in Brazil since the mid-nineteenth century, more precisely during the Second World War, these developments occurred both in the question production but also in function of the diversification of species produced and marketed. The country is among the largest producers of vegetables with a volume of production of 16 million tons in 2004 (EMBRAPA, 2006). But consumption is still small getting on average 43 kg per capita-1-1 year-1 (FAO, 2007). The limited consumption of vegetables exposes children and adults to a series of illnesses, including blindness. Through studies conducted in some communities in the state of Sao Paulo was found a per capita consumption 10-83 g daily vegetable consumption and found this insignificant (RONCADA *et al.*, 1981).

Moreover, consumers of vegetables has become more demanding, requiring produce it in quantity and quality, and maintain their supply throughout the year. The vegetables are a source for a balanced diet, because they are a major supplier of vitamins, minerals, carbohydrates, fiber and other substances such as b-carotene, which undoubtedly contribute to the health of the population (CAMPOS *et al.*, 2006).

According to Camargo Filho *et al.* (2001), information about the market system of vegetables is so important that a tool must be inserted in terms of

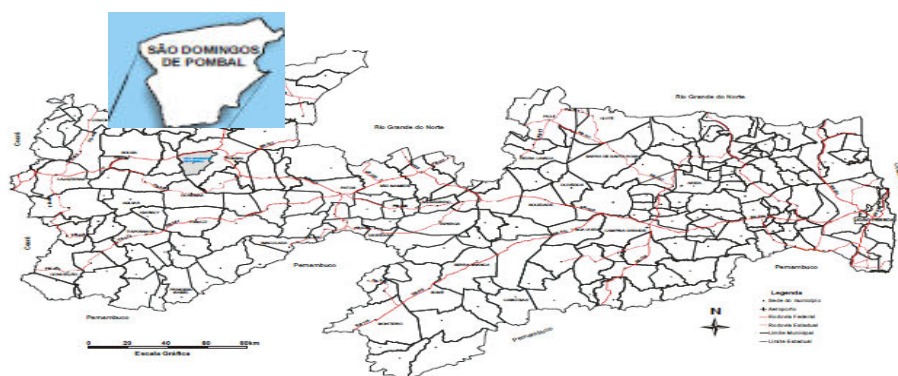
production planning. The vegetable market is heavily influenced by consumer preference, which also has redirected output (SAASP, 1997).

For Vilela *et al.*, (2003) for the vegetables have a high rate of perecibilidade makes the marketing of these products even more complex.

The better knowledge of channel marketing is the consumers preference based on transparent relation between each link in of the chain according to the product characteristics and market serve as tools for better organization of the context in which it is inserted into the various systems of production of vegetables, which generally behave in different ways by local study, that is what our objective is a study of the consumer market of vegetables in Sao Domingos of Pombal, in the categories of frequency of purchase and indicators of preference in consumption.

MATERIAL AND METHODS

The results presented in this work were obtained during the month of May of 2010 through a survey in the population of Sao Domingos of Pombal, a town in the western region of Paraíba state more precisely in the interior of this State, occupying an area of 227, 2km². The municipal seat presents under the geographic coordinates of 37 ° 56 '31"west longitude and 06 ° 48' 50"south latitude.



Localization of Sao Domingos of Pombal

The climate is tropical semi-arid, with summer rains. The rainy period begins in November and finish on April. The annual average precipitation is 431.8 mm.

According to the census of 2000 the municipality has a population of 2498 inhabitants being that of 910 from those ones reside in the urban area.



Partial view of the city center of Sao Domingos of Pombal – PB

This research was based on data derived from an interview carried on the locus where were heard sixty representatives of families of that city, where each family was composed of at least for five members. The tool used in the interview was a questionnaire formulated with five questions inherent in buying habits and preference shares of vegetables for the families interviewed. The first question of the form was how often those families usually buying their vegetables, this question had the following alternatives: seven days, fifteen days or twenty-two days (Figure 1). The second question asked consumers enumerated in an open five vegetables they buy more often for family consumption (Figure 2).

In the third question sought to determine whether they have any information about the process of producing vegetables that are consumed by his family, where they answered yes or no, then was asked where the vegetables are purchased if in the local market or in neighbor cities, the answer was YES, respectively and if in another center

to answer NO, closing the interview arose a situation where that city was aware of a totally organic vegetable production, they would prefer or not to products from that process of production, the resulting from the last three questions are showed in (Figure 3).

After collecting all the numbers resulting from that interview, was realized a transformation for percentage values, which were arranged in the graphical representation of the type bar, then interpreted and discussed with existing data in the current literature referring to the subject studied.

RESULTS AND DISCUSSION

For Azevedo & Faulin (2003), the consumers make their purchases of vegetables once a week because they are highly perishable products; therefore, purchases are in lower volumes.

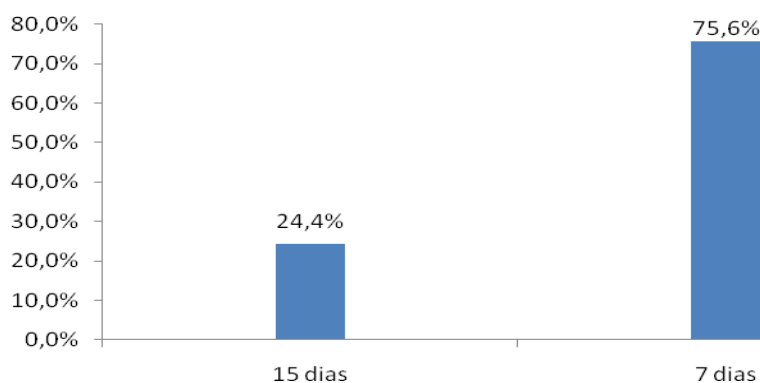


Figure 1. Frequency of purchase of vegetables by consumers in the city of Sao Domingos of Pombal PB

The figure 1 shows the regularity with which the population of the city of Sao Domingos goes to open market on the street, about three-third of respondents buy vegetables every week, as the remainder held their shopping twice a month. Silva *et al.* (2009), analyzing the consumer profile of vegetables at the fair in Pombal, comprising people who will show 70% belongs to the female gender, the same author also mentions that the females are primarily responsible for making decisions on buying, as they show more attention in the selection of quality products. In a study conducted in Santo Antonio of Discovered - GO, where it was analyzed the profile of consumers of vegetables in light of socio-economic status of two groups of consumers that locality it was found that the type and frequency of vegetables purchased are influenced by family income, with poorer households consuming less, results show that 92% of households bought vegetables and consumed them weekly for a maximum of three days (Castelo Branco *et al.*, 2006).

According to the results presented in Figure 2 the five most vegetables consumed by the studied population,

are coriander, tomatoes, peppers, carrots and potatoes, respectively, cucumber, being the cucumber garlic and pumpkin species less consumed.

According to Castelo Branco *et al.* (2006), the lettuce is the most consumed vegetable by two consumers groups analyzed, being the tomatoes the second most consumed vegetable, but only the class with greater purchasing power has access to the tomatoes. In a survey done at the market fresh fruits and vegetables in the city of Mineiros-GO, it was observed that among the vegetables by related research, the tomato, watermelon, onion and English potato were sold weekly in bigger volume (TOFANELLI *et al.* 2007).

To Furlan-viebig *et al.* (2009), analyzing the consumption of fruits and vegetables by elderly people living in low income areas of Sao Paulo observed that the vegetables consumed daily by more elderly people were tomatoes (21.0%), lettuce (14.4%) and carrot (8.8%). The other vegetables did not meet daily consumption by more than 2% of the studied population.

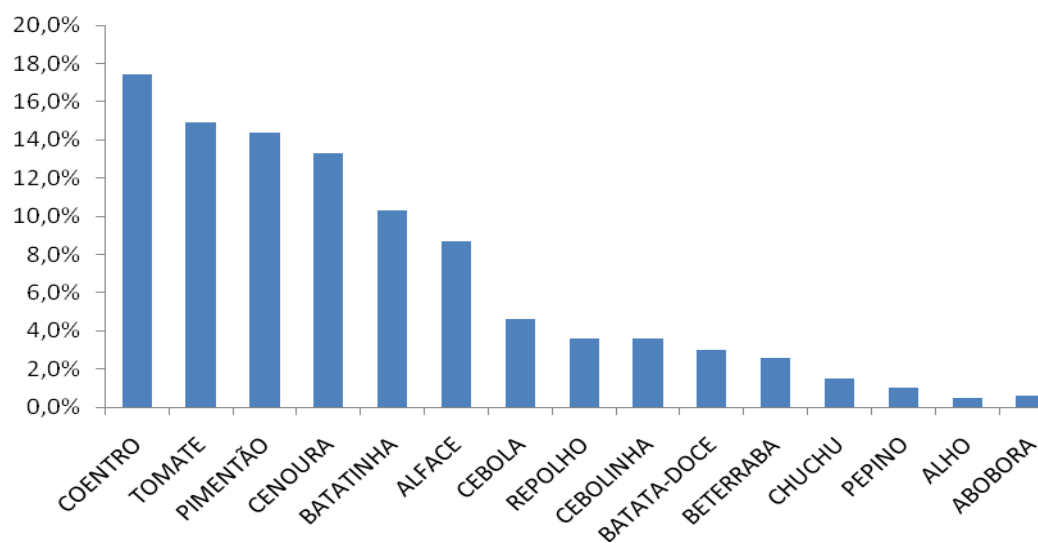


Figure 2. Vegetables most commonly consumed by inhabitants of Sao Domingos of Pombal.

The figure 3 shows the level of information about the process of production and marketing that consumers have of the vegetables that come to their tables, where

they buy the vegetables as they also behave in choosing between organic and conventional products.

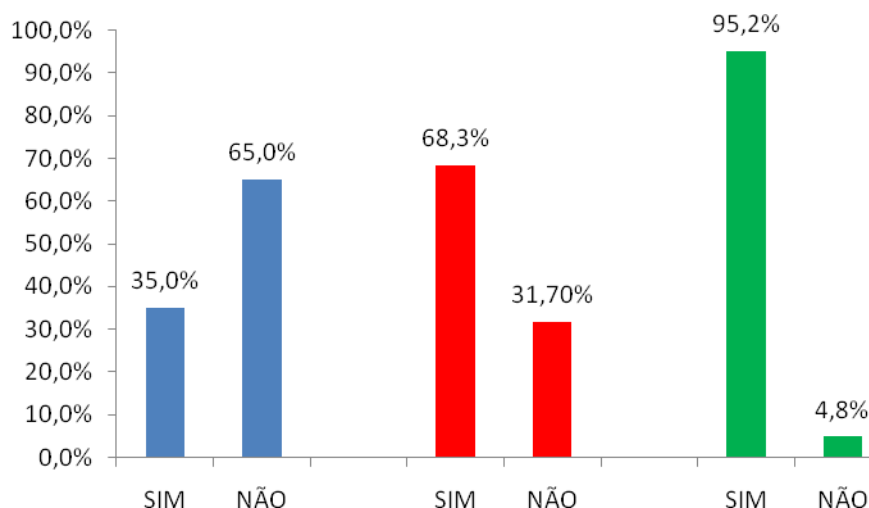


Figure 3. Level of information about the process of production, marketing and preference for organic or conventional

The figure 3 shows the level of information about the process of production and marketing that consumers have of the vegetables that come to their tables, where they buy the vegetables as they also behave in choosing between organic and conventional products.

To Smith *et al.* (2009) observing the profile of consumers in the free market in Pombal-PB, It was diagnosed about more than half of consumers are unhappy about the lack of organization, hygiene and irregularity of the bunker, while the other party does not find problems related to free market. The state that was found in structures such as bunkers, tents, trays, tanks, shops and markets where they work most merchants do not offer the lowest operating condition (OLIVEIRA, 2007). It was also noted that most respondents get their vegetables on the local market only 31.7% moving to other centers to buy their vegetables, which turns into a major expense for this small portion of the population.

Duarte & Andrade Junior (2003) found that raising the price of melon in Piauí probably was related to the importation of this product in other states in the Northeast.

We also see from the picture above the preference for vegetables from the organic production system, because when it has been hypothesized to exist by chance in the city a production or marketing of vegetables completely organic, over 95% of respondents said they would give preference these products.

CONCLUSIONS

The population of Sao Domingos of Pombal most of them buy vegetables every week and most of these products from the local market;

In that community over the vegetables consumed are: coriander, tomatoes, peppers, carrot and potato, pumpkin and the less consumed;

Most of the consumers do not have any information about the process of production and marketing, despite not having access to organic products that consumers would be consuming organic vegetables.

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