RELATIONSHIP MARKETING STRATEGIES APPLIED TO DIGITAL MEDIA: TRENDS AND IMPLICATION

Wesley Moreira Costa[1],
Rodrigo Fernando Belli[2],
Ruan Carlos dos Santos[3i]
[1]Bachelor's of Administration,
Center University Avantis – (UNIAVAN),
Balneário Camboriú, Brazil
[2]Specialist in Sales Administration,
Professor at Center University Avantis – (UNIAVAN),
Balneário Camboriú, Brazil
[3]PhD Student of Administration,
University of the State of Santa Catarina – UDESC,
Professor at Center University Avantis – (UNIAVAN),
Balneário Camboriú, Brazil

Abstract:

Purpose: To develop strategies that enable bars and restaurants to improve their relationship marketing with their consumers using digital media as auxiliary tools. **Method:** This is an applied research, with a problem approach configured as quantitative, whose objectives present a descriptive character, having as technical procedures the survey, it was conceived non-probabilistic sampling by convenience. **Originality/Relevance:** Makes visible the possibility of measuring and understanding the desires and expectations of consumers in relation to the target companies, which in turn can provide a scientific bias to the fulfilment of certain market demands, as in the case of the formulation of relationship marketing strategies directed to the expectations and desires of the consumer public. **Results:** The sample researched has a greater appreciation for the bars and restaurants that are present in the digital media and that, mainly, relate to their customers through them; still, it was observed the importance of good reviews linked to the bars and restaurants in the consumers' perspective; and lastly, it was noted the predisposition of consumers about the use of the social networks Instagram and WhatsApp. Finally, from the strategies developed, it was realized the too much relevance of performing relationship marketing based on the tastes and preferences of the one whose attention you want to get.

JEL: M30; M13

---

[i] Correspondence: ruan_santos1984@hotmail.com

Keywords: marketing of relationship, digital media, consumer experience

1. Introduction

As technologies become more and more present in our social life, several changes have been occurring in the economic scenario both locally and worldwide. The way consumption is being changed through the use of information and communication technologies (ICTs) has caused a greater demand for interaction and customization by consumers in relation to the organizations of which they are customers.

In this way, it is conceived as the organizations' responsibility the task of understanding, as well as observing which are the propensities of its target audience, as well as the way they want to gradually gain more interaction with the organization. Under this perspective, it is assumed that the consumer is the one to whom the company should direct its efforts, putting him at the heart of its operations in order to better understand him so that, in this way, it is possible to attract him, win him over and, finally, make him loyal (DE VRIES; GENSLER; LEEFLANG, 2012; FARIA; GIULIANI; PIZZINATTO; SPERS, 2014).

Therefore, understanding your consumer has never been more relevant than now, since competition has reached very high levels and, depending on the market niche, the entry of new competitors has been increasingly easy. Thus, it is understood that the use of digital media can provide advantages for the organization, since, with the help of technology, the approach between company and consumer can be increasingly assertive (KANG; KIM, 2017).

Thus, this study aims to develop strategies that allow bars and restaurants to improve their relationship marketing with their consumers using digital media as supporting tools; starting from the following problematic: how can bars and restaurants improve their relationship marketing with their consumers using digital media as supporting tools?

Moreover, corroborating with the general objective of the research, it was determined as specific objectives: a) to identify the sociodemographic profile of consumers surveyed; b) to understand the way consumers want companies to establish relationships through digital media; c) to propose suggestions directed to the relationship marketing of bars and restaurants.

Also, it is considered as an instigating element of this study the following hypotheses: i) it is assumed that consumers tend to frequent bars and restaurants whose evaluation is positive by other consumers; ii) it is assumed that consumers have a greater preference for communicating with bars and restaurants through the social network Instagram; iii) it is assumed that consumers prefer to frequent bars and restaurants that are present in digital media.

Thus, the present study is justified when considering that, facing the exponential growth of digital media use, both by people and companies, there is a great opportunity to create relationships, given that, currently, with the new information technologies, it

has become possible for companies to deal with a vast amount of information about their consumers and potential customers (SUBRAMANI; RAJAGOPALAN, 2003).

From this, it is understood that the consumer is the fundamental part of any business, because without him there is no reason to develop entrepreneurial activity. Thus, it is conceived that understanding your consumer, as well as their expectations and desires, makes it possible to create relationship marketing strategies directed to them.

That said, it is emphasized the importance of conducting this research for academia, since it makes visible the possibility of measuring and understanding the desires and expectations of consumers in relation to the target companies, which in turn can provide a scientific bias to meet certain demands of the market, as in the case of formulating strategies for relationship marketing directed to the expectations and desires of the consumer public (ALMEIDA; RAMOS, 2012; PINHEIRO; PINHEIRO, 2022).

Finally, it is highlighted the feasibility of this study, since about 82.7% of Brazilian households make use of the Internet (IBGE, 2021), demonstrating the existence of a vast amount of opportunities for companies to create and manage relationships with their consumers. Thus, it is noteworthy that after the application of this study, it will be possible for both the academic and social business environments, to use the research in order to understand how their consumers prefer to be served in the digital environment, as well as to determine strategies based on the data obtained.

2. Theoretical Background

2.1 Marketing

Although marketing is not a very old discipline, having around 100 years of existence, it is observed that it has great relevance and impact on society, is commonly studied, as well as disseminated by numerous authors, causing its exponential growth, as well as the origin of its strands and other areas of study. Furthermore, it can be observed that the evolution of marketing dates from long before the nineteenth century, being known as pre-marketing, going through evolutionary processes in the areas of knowledge and being modified as the cultural, social and economic dictates have been transforming (BACELLAR; IKEDA, 2011; STEPHEN, A. T., 2016).

From this, it is understood as marketing the use of resources, tangible and intangible, designated and aligned in order to provide benefit and satisfaction promotion for the parties involved in the negotiation context, where the search for meeting the needs is located as a premise (KOTLER; KELLER, 2012).

Moreover, it is also possible to understand that marketing can be established as one of the means by which organizations create and add value for their consumers. Once the strategies are established, marketing can provide value to consumers, which in short, provides a competitive advantage for the organization (DIAS, 2003).

In sequence, it is conceived that marketing plays its role focusing on the consumer as the center of the negotiation, seeking to understand and comprehend the best means to make the exchange between them as satisfactory as possible, considering that the purpose of the organization is based on the dedication to meet the consumer's needs,

which in turn makes it opportune to obtain profit for the organization, as well as the relational conception between company-consumer (BRITO, 2011; DIAS, 2003; KOTLER; KELLER, 2012).

From this, it is observed that numerous changes both macro and microeconomic, as well as of social and cultural origin have provided the birth of marketing strands, resulting in the realization of several new studies, among them the study on digital marketing and relationship marketing, both to be addressed in this work.

Finally, the study of Solo-Anaeto, Ojunta, and Lakanu, (2017) done in Yaba cities, Lagos State, Nigeria shows results revealed that Instagram is the most used social media platform for promotion, social media meetings for the promotional needs of SMEs and are effective as promotional tools as they help increase customers. Many SME owners chose social media as their choice of promotion compared to traditional media promotional tools because they are easy to use, less expensive and convenient.

2.2 Marketing Digital

As one of the strands of traditional marketing, digital marketing has grown exponentially, being driven by the development of connectivity, that is, one of the agents of great change originating from ICTs. On this premise, it is conceived that connectivity has generated new trends of consumption, bringing changes in concepts and assumptions that, in the past, tended to define the conception about the consumer, the product and brand management (KOTLER; KARTAJAYA; SETIAWAN, 2017).

Moreover, it is observed that digital marketing, in its strategic applications, has increasingly designed business, both for bussines to bussines (B2B) and bussines to customers (B2C). Thus, it is important for business organizations to use digital marketing as a strategy, so that it is possible to acquire through digital marketing tools, information capable of making more assertive the actions performed in the digital environment, aiming to gradually spread more the company and its products (LAS CASAS, 2019).

Therefore, when talking about digital marketing, it is understood that the interaction between consumer-company becomes more selective, since the consumer starts to hold the power over the amount, as well as the type of information he will receive from companies. Thus, digital marketing enables, through electronic channels (Internet), communication between the parties focusing on consumer preferences, allowing them to deliberate on the content that will be proposed (DIAS, 2003; OKADA; SOUZA, 2011).

From the assumption, it is pointed out the importance of creating a relationship between company and consumer, considering that the consumer is the one who will get the decision power in relation to what will be established, making business organizations assume the duty to develop connections that exceed the mere marketing and specific contact, in short, intended by the desire to sell. Thus, it is understood that each customer segment presents a unique and singular behavior, therefore, it is the responsibility of the organization to understand, as well as to comprehend, through data analysis and digital marketing strategies, the best way to communicate and establish relationships with its consumers (LAS CASAS, 2019; POSER, 2005).

Therefore, given the relevance regarding the relationship between company-consumer, it is versed in the next topic the second aspect of marketing situated in this study, that is, the relationship marketing.

2.3 Relationship Marketing

It is understood as relationship marketing the interaction between two or more parties, in which the main objective focuses on building long-term relationships, where satisfaction is established as a key element for the parties involved. It is also understood that relationship marketing has as an assumption the focus on the customer, as well as on the main stakeholders of the organization, since the satisfaction of this network of relationships, managed through mutual compensation, will provide gains and profitability for the organization (GUMMESSON, 2010; KOTLER; KELLER, 2012).

In this approach, it is observed that, among the conceptions about relationship marketing, there are those that focus in a generic way on all interested parties, i.e., stakeholders; those that focus specifically on the consumer; and those that attribute to relationship marketing the intermediation, as well as the creation of connections among all stakeholders (BRITO, 2011).

From the assumption, it is conceived that relationship marketing, addressed as a consumer-oriented tool, has as its premise the creation of value for the customer through strategies that make the interaction between both the most personal and close as possible, so that it is feasible the dissemination of appropriate offers and focused on what the consumer really wants to consume. Thus, it is understood that the consumer will have greater loyalty as the relationship gradually gains more trust (MADRUGA, 2021; ZENONE, 2017).

Moreover, it is understood the application of relationship marketing, not as a mere tool for attracting and interacting with consumers, but as a mechanism by which the organization starts to restructure its physical provisions such as infrastructure, and especially its intangible nuances, as in the case of organizational culture. That said, it is noteworthy that relationship marketing can be observed in three environments, namely, the market, the organization and society, environments that configure the relational intermediations of the parties that make up a network of relationships (GUMMESSON, 2010; PALMATIER; HOUSTON; HULLAND, 2018).

Thus, it is highlighted the importance of understanding of the perspectives on relationship marketing, specifically, the way the market, the organization and the society understand the use of this concept. Therefore, the perspectives mentioned above will be addressed in the next subsections.

2.3.1 Relationship Marketing under the Market Perspective

In sequence, it is conceived that relationship marketing, when consumer-oriented, demands, in a predominant way, the understanding of the interaction points through which the consumer relates with the company, so that it is possible to map the entire consumer journey, that is, the entire experience that he or she will have as a result of the contact with the organization (MADRUGA, 2021; ZENONE, 2017).

That said, from the market's perspective, it is understood that traditional marketing, i.e., the one focused on the promotion of certain goods and services under the advertising focus, is no longer able to express the complexity of the modern consumer, given that consumption habits, as well as the way individuals relate to brands, have been transformed to the extent that only the product no longer has enough consistency to generate sustainable competitive advantage, which, in short, makes viable the application of a new concept of marketing, i.e., the experiential marketing (SCHARF, 2011).

Within this perspective, experiential marketing is conceived as a strategy that aims to provide experiences for the consumer, addressing sensory, emotional and intellectual aspects, focusing its efforts on the creation of a personality, in which both the brand and the people who make up the organization are integrated and connected to the purpose of the company, providing the creation of an image that is in accordance with its objectives (LAS CASAS, 2019).

Still, it is understood the real importance of establishing good points of contact and interaction with the consumer, since it is through them that the consumer will start his experiential journey towards the satisfaction of certain needs in relation to the brand, company, product or service with which he is interacting. Therefore, it is observed a need to understand what is the best way to interact with the consumer, in specific, considering the experiences that he will have when establishing contact with the organization (MADRUGA, 2021).

2.3.2 Relationship Marketing from an Organizational Perspective

From the organizational perspective, relationship marketing becomes one of the main tools that enable the creation and development of strategies aimed at providing the consumer with the best experience based on the interaction between the individual and the organization. Thus, the premise is to add value at each point of contact in order to transform the relationship between company and consumer, migrating from simple service to a new stage of interaction, that is, the customer experience (MADRUGA, 2021). In this approach, it is understood that customer experience is based on the experiences that the consumer has as he interacts with a particular organization, highlighting the positive or negative aspects arising from the consumer's preconceived expectations regarding the processes of interaction with the company. Thus, it is understood that customer experience covers the consumer's personality, because it considers his involvement at different levels, i.e., sensory, emotional, physical, cognitive and relational (BORGES et al., 2014; IZQUIERDO-YUSTA et al., 2021).

Thus, it is noteworthy that within the organizational perspective, the concept of customer experience is qualified as a strategy that aims to provide a competitive advantage for the organization, sustained through the creation of memorable experiences for consumers, through the points of interaction that the company has. That said, it is conceived that the relationship between relationship marketing and customer experience becomes closer to the extent that the data obtained starts to be guided by the experiential bias of the consumer, since the focus of the organization is situated in understanding the

various aspects that involve the experience, as well as the desires of the consumer (BORGES et al., 2014; MADRUGA, 2021).

2.3.3 Relationship Marketing from Society's Perspective

When considering the social perspective of relationship marketing, it is understood the analysis and understanding of consumer behavior as one of the main instigators in the creation and development of strategies that enable companies to have greater loyalty from their consumers. Thus, it is observed that the modern consumer is characterized by its uniqueness and complexity, since consumption habits have been increasingly modified by specific behaviors, as well as by the diverse needs and emotions of which each individual has and exercises as a consumer (MADRUGA, 2021; POSER, 2005).

From the assumption, it is understood that the nuances that permeate social conduct are strongly influenced by technological development, so that the modern consumer has vast accessibility to an almost endless network of information and conceptions of other consumers, which in turn provides the creation of what is commonly known as connected consumer society (CARVALHO, 2011; COSTA; PICCHI, 2017).

Thus, it is conceived as preponderant for the achievement of success in relationship marketing strategies the understanding of how consumers want to raise their experiences from the interaction and contact with companies, taking into account the intrinsic aspects that make up the social consumption habits. Thus, it is noteworthy that among the characteristics of the modern consumer is the propensity for customized consumption, the constant sharing of opinions regarding the products and services consumed and the freedom of choice that they have when facing the too many offers on the market (CARVALHO, 2011; CERETTA; FROEMMING, 2011; SOLO-ANAETO; OJUNTA; LAKANU, 2017).

Finally, considering the market complexity, as well as the new demands and social demands, i.e., the diversification of the precepts that guide the consumption habits and consumers' desires, it is observed the growing need for the application of marketing strategies that understand the distinct and unique needs of consumer groups that you want to reach (CERETTA; FROEMMING, 2011).

2.4 Information Technologies

When talking about Information Technology (IT), it is assumed the macro environment in which one is inserted, since, most of the world federations have been impacted by advances in technology which, in short, gradually generate more opportunities to create new knowledge, as well as processes and means that aim at the improvement of life, given that, in its effects, technology has provided changes and positive impacts in the most varied social, economic and cultural sectors (SANTOS, 2011).

Therefore, it is understood that information technology is characterized by the storage and processing of data through computational resources in order to provide information that is intended to make the decision-making process more assertive. From this, it is understood that IT assumes a very important role in the business organization aspect, since IT development has repercussions in all areas and business disciplines,

acting as an intermediator, as well as the main promoter of changes not only in the market, but also in the processes, in operations, in logistics, in human resources, in the financial sector, in the relationship with suppliers and, above all, in the relationship with consumers (TURBAN; VOLONINO, 2013).

Moreover, it is understood that information technologies are designated as informational channels through which organizations and individuals interact and communicate. In this way, it is also highlighted the strategic character that IT has, since it makes possible the observation, as well as the analysis of the transformations that occur in micro and macroeconomic scenarios. Given the above, it is noteworthy that IT, used as an instrument of advantage, becomes unable to be dissociated from any activity, given that its incorporation makes possible the conception of knowledge as the main aggregator of value to products, processes and services provided by the organization to its consumers (ROSSETTI; MORALES, 2007).

2.5 Information and Communication Technology

About information and communication technologies (ICTs), it is observed that these can be defined as a set of technological resources, adjusted and integrated, designed through a common goal, with the premise of mobilizing information, facilitating communication and providing the achievement of predetermined variables (BEIRA; NAKAMOTO, 2016). Thus, it is understood the ICTs as a fostering instrument of new changes in the social and economic spheres, since, in their effects, they have caused transformations in consumption habits, as well as in the way individuals interact and relate (PEREIRA; SILVA, 2010; SANTOS, 2011).

From the assumption, it is conceived that the development of ICTs has enabled organizations to become more competitive, covering their relations with the market and its agents (IZQUIERDO-YUSTA et al., 2021). Thus, it also made feasible the economic growth both in specific areas of performance of ICTs as in several other sectors that began to integrate the use of them in their processes and operations (PEREIRA; SILVA, 2010).

Finally, among the aspects that make up the use of ICTs, it stands out the connective character that they have when generating connections between individuals and organizations, providing the creation and linking of ideas, experiences, knowledge, propositions, skills and learning, that is, a set of formulations that instigate and characterize the conception of the new, the emerging and the potential generator of new knowledge about various contexts and situations (VELOSO, 2011).

2.6 Digital Media

With the technological advancement in the scope of ICTs, as well as the growth and popularization of the Internet, it is observed the emergence of digital media as a response to the traditional communication model, where the transmission of information was conceived in the relationship between sender and receiver in a limited way; however, with the digital media, it became possible the direct, interpersonal and interactive communication between several agents, even if located in different places and times (BARROS, 2010; BRONSZTEIN; BARROS, 2013).

From this, we highlight the indispensable character that the Internet has when associated with TIC's in the movement that fostered the origin and dissemination of digital media, as well as its ability to promote interactions between interested agents. Still, it is noted the relevance that digital media have gained, so that they began to gain more space within organizations, becoming, in some cases, the main means of communication between companies and their consumers (ROMANO et al., 2014).

Furthermore, given the use of digital media by organizations, the counterpoint of this perspective is highlighted, i.e., the consumer's use of digital media. In this approach, it is conceived the plurality of information available to the consumer, i.e., from the positioning of companies in the field of digital media to the feedback provided by other consumers who have already experienced the process of interaction with the company. Thus, the consumer now has a greater basis, through the information available both on the Internet and in digital media, to make the decision (KOTLER; KELLER, 2012; ROMANO et al., 2014; MELANCON; DALAKAS, 2018).

Finally, it is understood that individuals are more integrated into digital media and, consequently, to ICTs, because they make their use of something every day and trivial. People express themselves, generate opinions and share them on the networks, generating opportunities for organizations to capture and understand the perception of their consumers and thus design better strategies for the development of a more socialized, technological and pertinent interaction to the current consumption habits (KAPLAN; HAENLEIN, 2010; DREYER; CORRÊA, 2013).

3. Methodological Proceedings

3.1 Research Characterization

As for the research nature, it is conceived that this study was characterized as an applied research, which, in the conception of Appolinário (2012), is constituted as a research model used as the researcher takes as an intention the development of new processes that aim to meet the market needs, i.e., it has in itself commercial objectives.

Given the above, in relation to the problem approach, this study was configured as quantitative, given the intention to measure predetermined variables that can be statistically analyzed (APPOLINÁRIO, 2012; KUROSKI, 2019).

Furthermore, as for the objectives, the descriptive character stands out, since the research sought to describe a certain phenomenon without the direct interference of the researcher (APPOLINÁRIO, 2012; PRODANOV; FREITAS, 2013).

From this, regarding the technical procedures, it is conceived that these qualified as a survey, i.e., a procedure used in order to question a certain population or sample with the intention of obtaining knowledge about certain behaviors that, through a quantitative analysis, provide the necessary subsidies to reach the research conclusions (GOBBO, 2017; PRODANOV; FREITAS, 2013).

Then, regarding the research population, a non-probabilistic sampling by convenience was carried out, which, in the perspective of Appolinário (2012), is

characterized by the choice of participants who are able and available to participate in the study.

Therefore, in relation to the sample studied, it is conceived that it was constituted by academics of the Administration course of a University Center located in the city of Balneário Camboriú (SC). Thus, the total number of the sample studied was 88 students enrolled in the in-class modality of the course.

Therefore, with regard to the inclusion criteria, all the students enrolled in the Administration course, in the in-class modality, at the researched University Center were included. On the other hand, regarding the exclusion criteria, the students who had visual impairment, difficulty in accessing the Internet, or who, for any reason, chose not to participate in the research, were excluded from the sample.

Likewise, as an instrument of data collection, it was conceived the use of the questionnaire of closed multiple-choice questions based on various assessment scales, namely: assessment scale on importance; frequency scale; judgment scale; and probability scale (APPOLINÁRIO, 2012).

That said, still with regard to data collection, it is conceived that the research was applied through the use of *QR Code*, i.e., a tool generated from a link that provided access to the Google Forms site where the questionnaire was located. Thus, the *QR Code* was distributed, printed on A4 paper sheets, to the students of the Administration course in the classroom modality.

Finally, as for the data analysis and interpretation, it was chosen the descriptive analysis, since, according to Appolinário (2012), descriptive analysis aims to provide the measurement of the data obtained, approaching them in order to describe them, as well as summarize and totalize them in order to provide the researcher with results that enable the confirmation or refutation of their hypotheses.

4 Analysis, Interpretation and Discussion of Results

After the application of the research and data collection, the data obtained were tabulated and calculated so that it was possible to analyze them under a statistical perspective. Therefore, the underlying sections containing the analysis, interpretation, and discussion of the variables elucidated and tabulated by means of the calculations performed follow.

4.1 Characterization of the Sample

As a starting point, it is intended to address the characterization of the sample, that is, to review, analyze and characterize the sociodemographic profile of the sample surveyed. For this purpose, we sought to show the above-mentioned data in table format in order to facilitate their contemplation. Next, we highlight the data concerning the gender, age, and marital status of the sample surveyed, see Table 1.

Table 1: Variables related to gender, age and marital status of the sample

Variables	N	%
Total Sample	**88**	**100%**
Sex		
Male	30	34,09%
Female	58	65,91%
Age		
From 18 to 25 years old	54	61,36%
From 26 to 35 years old	30	34,09%
From 36 to 46 years	4	4,55%
Marital Status		
Single	63	71,59%
Married	15	17,05%
Divorced	1	1,14%
Widowed	0	0,00%
Stable Union	9	10,23%

Source: Elaborated by the authors, (2022).

Observing the above, one notices that, among the 88 individuals surveyed, the vast majority of the sample is concentrated on the female audience, with 65.91% (n=58) of the participants, while 34.09% (n=30) of the sample is composed of males. Therefore, regarding the data on ages, it is noted that the vast majority of the sample is conceived by ages 18 to 25, representing 61.36% (n=54); however, between ages 26 to 35, the sample is characterized by the participation of 34.09% (n=30) of the individuals surveyed; still, about the individuals between ages 36 to 46, it is noted the representation of 4.55% (n=4) of the sample.

Furthermore, the classification of the marital status of the sample, i.e., 71.59% (n=63) is characterized as single, 17.05% (n=15) as married, 10.23% (n=9) as a stable union, 1.14% (n=1) as divorced and 0.00% (n=0) characterized as widowed. Next, we address the data related to the professions, as well as the average income provided by the sample surveyed, see Table 2.

Table 2: Variables related to the profession and average monthly income of the sample

Variables	N	%
Total Sample	**88**	**100%**
Profession		
Public sector employee	6	6,82%
Employee of the private sector	64	72,73%
Businessman	6	6,82%
Self-employed professional	7	7,95%
Unemployed	3	3,41%
Private employee, self-employed professional	1	1,14%
Public sector employee, self-employed professional	1	1,14%
Average Monthly Income		
Up to R$1,212.00	3	3,41%
From R$1,212.00 to R$2,424.00	39	44,32%
From R$2,424.00 to R$3,636.00	25	28,41%
From R$3,636.00 to R$4,848.00	10	11,36%

Above R$4,848.00	9	10,23%
I have no income	2	2,27%

Source: Elaborated by the authors, (2022).

In view of the above, it can be observed that among the listed professions, it is conceivable the occurrence of greater preponderance on the part of the classification of employee of the private sector, receiving 72.73% (n=64) of the sample participation; however, the second highest occurrence is given to the classification of self-employed professional, gathering 7.95% (n=7) of the sample participation; finally, regarding the third highest occurrence, the duplicity of the classifications of employee of the public sector and entrepreneur stands out, both having 6.82% (n=6) of the sample participation.

Therefore, from the perspective of the sample's average income, the classification from R$1,212.00 to R$2,424.00 (one to two minimum wages) is predominant, representing 44.32% (n=39) of the sample. However, in relation to the second highest position, we observe the classification from R$2,424.00 to R$3,636.00 (two to three minimum wages), representing 28.41% (n=25) of the sample. Finally, about the third position, the classification from R$3,636.00 to R$4,848.00 (three to four minimum wages), representing 11.36% (n=10) of the sample, stands out.

4.2 Scales Used in the Development of the Research

From what was elucidated in the topic above, we proceed to the analysis of the data obtained from the application of the survey. However, due to the methods used in the creation of the questionnaire, it is important to present the evaluation scales used in the development of the research instrument, see Table 3.

Table 3: Rating scales used in the questionnaire

Point	1	2	3	4	5
Scale of Importance	It doesn't matter	It matters little	More or less	Important	Very Important
Frequency Scale	Never	Seldom	Sometimes	Often	Always
Judgment Scale	Very bad	Bad	Fair	Good	Excellent
Likelihood Scale	Not at all	Unlikely	Probably	Very Likely	Absolutely
Digital Media Scale	Instagram	Facebook	WhatsApp	YouTube	TikTok
Expenditure Scale	Up to $50	From $50.00 to $150.00	From $150 to $250	From $250 to $350	Above $350.00
Numeric Scale	From 0 to 1	From 2 to 3	From 4 to 5	From 6 to 7	Over 8

Source: Elaborated by the authors, (2022).

From the above, it is emphasized that the evaluation scales had paramount importance in conducting the research, since, accurately, corroborated with the intent of the questions presented to the participant sample, in order to provide a greater understanding of what was requested in each assertion.

It is also worth mentioning that to perform the statistical calculations, namely mean, mode, median, variance, and standard deviation, we chose to convert the scales into numerical values framed in a 5-point evaluation scale, where 1 is the lowest score and 5 is the highest score.

4.3 Survey Analysis

In as much as the data obtained is concerned, it was opted to demonstrate them in an orderly manner, organized and arranged in tables and graphs so as to make feasible, as well as facilitate their interpretations. Therefore, it is noteworthy that the answers obtained by the research were segmented and divided into sections, so that, enjoyed uniquely, they could represent the dimensions that make up the layers of investigation abstracted from the hypotheses, objectives, and propositions undertaken at the beginning of this work.

4.3.1 Aspects Related to Organizations

Thus, we proceed to the exercise deduced due to the analysis, interpretation and discussion of the data. Therefore, we begin with the assertions arising from the layer called aspects related to the organizations, see Table 4.

Table 4: Aspects related to the organizations

Aspects Related to Organizations						
Assertions	MÉD.	MOD.	MEDI.	VAR.	D. PAD.	Scale Used
Do you think it is important that bars and restaurants have a presence in digital media?	4,39	5	4	0,47	0,69	Importance Scale
Do you think it is important that bars and restaurants communicate through digital media?	4,35	4	4	0,62	0,79	Importance Scale
Do you usually check the social networks of a bar before visiting it for the first time?	4,17	5	4	1,02	1,01	Frequency Scale
Do you usually search for reviews from other consumers before visiting a new bar?	3,64	3	4	0,99	1,00	Frequency Scale
Do you usually check the social networks of a RESTAURANT before visiting it for the first time?	4,26	5	4,5	0,84	0,92	Frequency Scale
Do you usually look for other consumers' reviews before getting to know a new RESTAURANT?	3,86	4	4	0,92	0,96	Frequency Scale
How often do you check the social networks of the bars and restaurants you frequent?	3,74	4	4	0,77	0,88	Frequency Scale
What is your opinion about bars and restaurants that do NOT communicate through digital media?	2,25	2	2	0,58	0,76	Judgement Scale
How do you feel when the establishment takes a long time to answer you?	1,65	1	1,5	0,53	0,73	Judgement Scale

Source: Elaborated by the authors, (2022).

At this point of the research, it is noted, according to the first assertion, i.e., do you think it is important that bars and restaurants have a presence in digital media?, the almost

uniform consent of the sample, evidenced by the variance of 0.47 and the standard deviation of 0.69, in relation to the importance of bars and restaurants manifest their respective images in the digital environment, so that it was possible to realize a mean of 4.39, as well as a mode of 5 and median of 4, which in short, can be characterized in the scale of importance as very important.

Moreover, according to the analysis carried out, it was possible to identify that among the respondents of the assertion, 87 individuals gave scores higher than or equal to 3, i.e., 98.86% of the sample. Still, it is noteworthy that among the 87 respondents, 34.48% (n=30) are male and 65.52% (n=57) are female.

This way, one can observe the importance conceived by the sample in relation to bars and restaurants making their respective representations in digital media, so that, even among the different ages and genders, 98.86% (n=87) of the sample composed of 88 people pointed out the relevance of such practice.

Next, mention is made to the next assertion whose premise counters and strengthens the question previously analyzed. Thus, it is observed that when questioning the sample about what is your opinion about the bars and restaurants that do not communicate through digital media, it was possible to obtain data that demonstrate and at the same time represent, in judgment scales, a bad perception in relation to the bars and restaurants that do not communicate through digital media. To this end, the average of the answers was 2.25, the mode was 2, and the median was also 2.

In addition, it is considered a useful element for comparison purposes the analyses that were done on the agenda of the aforementioned question, under the perspective of the majority of the answers classified as less than or equal to 3. Thus, it is noteworthy that among the 88 individuals characterized as sample, 97.73% (n=86) were averse to non-communication via digital media practiced by these establishments. Furthermore, it should be noted that of this majority, 32.56% (n=28) are male, and 67.44% (n=58) are female.

Therefore, one can notice the connection between the notes evidenced by the sample and what is found in the scientific literature about the assertions addressed previously, since corroborating the subject, there is Romano et al. (2014) referring to the availability of social networks as one of the main means of communication between companies and their consumers (MELANCON; DALAKAS, 2018).

Also, according to Dreyer and Corrêa (2013), digital media can be configured as an environment where consumers can get more information, as well as interact with the companies they are interested in, which in turn clarifies and makes plausible the presence of companies, in this case, bars and restaurants, in digital media (CHAUDHARY, 2019).

4.3.2 Consumer-related Aspects

Furthermore, in order to understand some of the aspects that comprise certain variables interconnected to the sample, we will go on to analyze the layer denominated as consumer-related aspects, see Table 5.

Table 5: Consumer-related aspects

Consumer Related Aspects						
Asserts	MÉD.	MOD.	MEDI.	VAR.	D. PAD.	Scale Used
How often do you frequent BARS?	2,98	3	3	1,15	1,07	Frequency Scale
How many times a month do you usually go to BARS?	2,11	2	2	1,32	1,15	Numeric Scale
How often do you frequent RESTAURANTS?	3,35	3	3	0,71	0,84	Frequency Scale
How many times a month do you usually go to a RESTAURANT?	2,74	2	3	1,30	1,14	Numeric Scale
Do you usually have someone with you when you go to a BAR?	4,27	5	5	1,21	1,10	Frequency Scale
How many people do you usually take as companions when you go to a BAR?	1,94	2	2	0,51	0,72	Numeric Scale
Do you usually have someone with you when you go to a RESTAURANT?	4,32	5	5	0,73	0,85	Frequency Scale
How many people do you usually take as companions when you go to a RESTAURANT?	1,93	2	2	0,43	0,66	Numeric Scale
How much do you usually spend each time you go to a BAR?	2,23	2	2	0,98	0,99	Spending Scale
How much do you usually spend each time you go to a RESTAURANT?	2,53	2	2	1,03	1,02	Spending Scale

Source: Elaborated by the authors, (2022).

Thus, when considering the statement treated as how many times a month do you go to bars? it can be seen that the sample tends toward a frequency of 2 to 3 times a month; a value that can be corroborated by the mean obtained by the statement, i.e., 2.11, as well as by the mode of 2 and the median of 2.
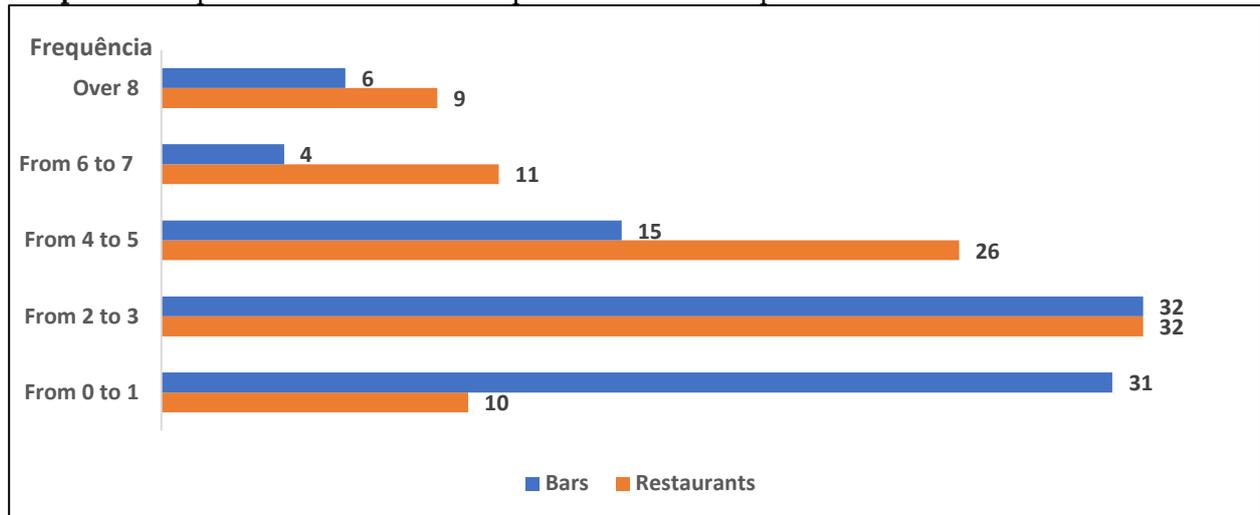
In view of this, it was considered pertinent to analyze the same statement under the bias of the majority, comprising some characteristics of the respondent sample with scores lower than or equal to 3. Therefore, it is observed that among the sample of 88 individuals, 88.64% (n=78) of the people correspond to this majority. Of these individuals, 29.49% (n=23) are male and 70.51% (n=55) are female.

On the other hand, when analyzing the statement correlated to the previous one, i.e., how many times a month do you usually go to restaurants?, it is observed that the average reflects a frequency of 2 to 3 times a month, being represented by the value of 2.74, with a mode equal to 2 and a median equal to 3.

In view of the above, we also chose to show the analysis of the statement from the perspective of the majority, including some characteristics of the sample respondents with scores lower than or equal to 3. To this end, it can be seen that among the sample of 88 individuals, 77.27% (n=68) of the people make up the majority. Of these individuals, 27.94% (n=19) are male and 72.06% (n=49) are female.

Finally, after explaining and describing the aforementioned data, it was observed that when considering the answers in an isolated manner, it can be evidenced that the sample tends to frequent restaurants more often than bars. Even if, by means of the average, such evidence is plausible, the elucidation of the answers attributed in regard to the frequencies of each assertion is fundamental, see Graph 1.

Graph 1: Comparison between the frequencies of the sample in relation to bars and restaurants

Frequência

	Bars	Restaurants
Over 8	6	9
From 6 to 7	4	11
From 4 to 5	15	26
From 2 to 3	32	32
From 0 to 1	31	10

■ Bars ■ Restaurants

Source: Elaborated by the authors, (2022).

Therefore, according to the graph above, it is noted that as the sample tends to increase the number of frequencies in relation to the times they go to a particular bar or restaurant, it is noticed that the variables incline to different extremities, since, with the lowest frequency (below or equal to 3), the consumer's option is for bars; on the other hand, with the highest frequency (above or equal to 3), the option is concentrated in restaurants.

Next, we address the next statement to be considered, that is, how much do you usually spend each time you go to a bar? Based on the results, we can see that the sample tends to spend about R\$50.00 to R\$150.00 each time they go to bars. Thus, the mean is 2.23, the mode is 2, and the median is 2.

In view of this, it was conceived as appropriate to analyze the same assertion under the majority, comprising some characteristics of the respondent sample with scores less than or equal to 3. Thus, it was verified that among the sample of 88 individuals, 88.64% (n=78) of the people correspond to this majority. Of these individuals, 30.77% (n=24) are male and 69.23% (n=54) are female.

Similarly, when analyzing the statement correlated to the previous one, i.e., how much do you usually spend each time you go to a restaurant?, we can observe that the sample tends to spend approximately R\$50.00 to R\$150.00 each time they go to restaurants. Thus, it is mentioned the average of 2.53, as well as the mode of 2 and the median of 2.

Given the above, it is considered relevant to demonstrate the analysis of the statement from the perspective of the majority, comprising some characteristics of the sample respondents with scores less than or equal to 3. To this end, it is noted that among the sample of 88 individuals, 85.23% (n=75) of the people make up the majority. Of these individuals, 32.00% (n=24) are male and 68.00% (n=51) are female.

Consequently, in view of the analyses carried out in the preceding paragraphs, a variation could be seen in relation to the expenses spent in the circumstances that make up the frequency of the sample in bars and restaurants. Thus, in addition to the statistical data previously discussed, it is appropriate to explain the individual results for each

statement regarding the amount of money used in consumption in bars and restaurants, see Graph 2.

Graph 2: Comparison of the sample's spending in relation to bars and restaurants
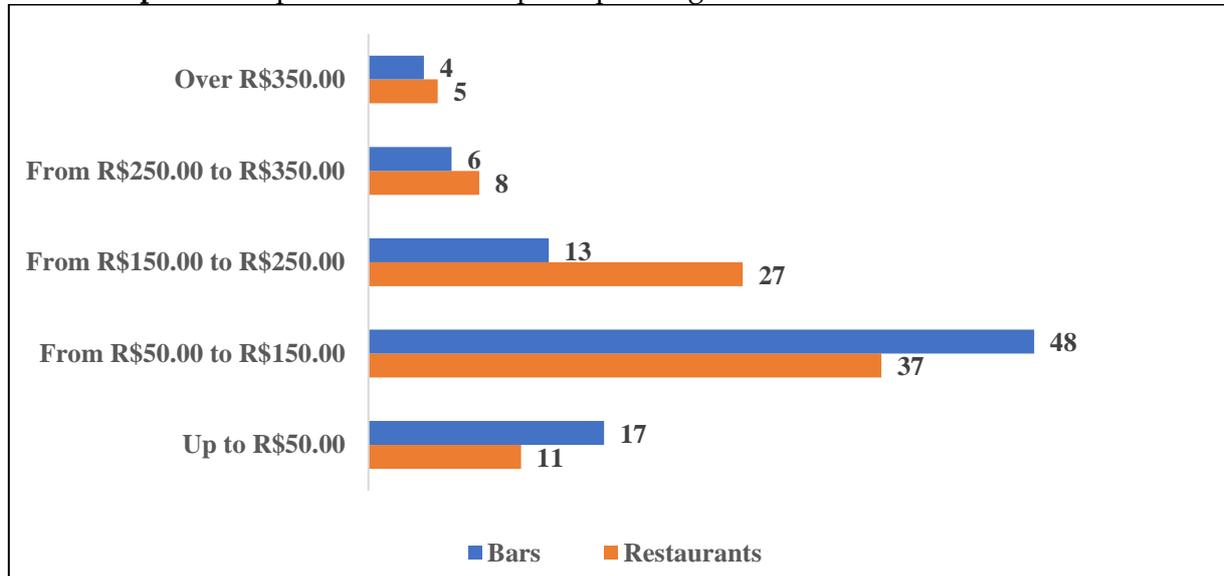
Source: Elaborated by the authors, (2022).

Finally, in order to express the variation mentioned above in a more adequate way, we expose, according to the graph above, the alternations in the disbursement pattern of the sample, which is characterized by the realization of expenses translated into lower amounts when the question is dedicated to bars and expenses characterized in higher amounts when the theme is applied to restaurants.

4.3.3 Aspects Related to Digital Media

Therefore, we proceed to the analysis of the assertions promoted to the sample. To this end, we aim to discuss some variables corresponding to the layer denominated as aspects related to digital media, see Table 6.

Table 6: Aspects related to digital media

Aspects Related to Digital Media						
Assertions	**MÉD.**	**MOD.**	**MEDI.**	**VAR.**	**D. PAD.**	**Scale Used**
How likely are you to go to a bar or restaurant that is well rated by other consumers?	4,14	4	4	0,46	0,68	Probability Scale
Would you be willing to go to a bar or restaurant poorly rated by other consumers?	1,88	2	2	0,39	0,62	Likelihood Scale
Which social network do you use the most?	2,19	1	1,5	1,84	1,35	Digital Media Scale
Through which social network do you prefer to communicate with bars and restaurants?	1,93	1	1	1,01	1,00	Digital Media Scale
Through which social network do you prefer to consume content from bars and restaurants? (Photos and videos)	1,14	1	1	0,37	0,61	Digital Media Scale

Source: Elaborated by the authors, (2022).

When considering the statement about how likely are you to go to a bar or restaurant that is well evaluated by other consumers? one can verify the congruence of responses, evidenced by the variance of 0.46 and the standard deviation of 0.68, in relation to the statement very likely, while the mean was set at 4.14, as well as the mode that was set at 4 and the median, similarly, at 4. Therefore, it is noted that such evidence can be understood as the convergence of opinions on the importance of good reviews that a particular bar or restaurant has in front of its consumers.

Thus, according to the analyses carried out, it was possible to notice that among the respondents of the assertion, 86 individuals attributed grades higher than or equal to 3, i.e., 97.73% of the sample. Still, it is noteworthy that among the 86 respondents, 32.56% (n=28) are male, and 67.44% (n=58) are female.

In view of the above, we can verify the real importance of the evaluations that a particular bar or restaurant can gather from its consumers, since, in the perception of the sample surveyed, the evaluations assume a preponderant character in the choice assigned by them when making a decision about the idea of which establishment to frequent.

Finally, it is noteworthy that the sample positioning, although notorious through the analysis of the investigated data, can also be perceived within the scientific literature, given that, according to Kotler and Keller (2012), as well as Romano et al. (2014), the plurality of information available in digital media can favor or even obstruct the chances of some organization in achieving their goals, since, being such information regarded as positive or negative, in both cases the establishment will be prone to be weighted in the decision-making process of its consumers (WILLIAMS; CHINN, 2010).

4.3.4 Consumer Experiences

Finally, the analysis and discussion of the last layer, called consumer experiences, is conceived. Thus, it is pointed out that this class of assertions was defined with the intention to promote, as well as to understand the types of strategies that consumers could declare as achievable and, at the same time, attractive in their own perceptions. Therefore, we show, see Table 7, the determination of such strategies.

Table 7: Consumer experiences

| Consumer Experiences						
Assertions	MÉD.	MOD.	MEDI.	VAR.	D. PAD.	Scale Used
How would you evaluate a bar or restaurant that has a virtual queuing system?	3,44	4	4	1,33	1,15	Judgment Scale
What do you think about bars and restaurants that offer promotional discounts on their products?	4,66	5	5	0,37	0,60	Judgment Scale
What do you think about promotions for birthdays?	4,67	5	5	0,45	0,67	Judgment Scale
Would you go to a BAR with promotions for birthdays on your birthday?	4,15	5	5	1,32	1,15	Likelihood Scale
Would you go to a RESTAURANT with a birthday promotions on your birthday?	4,32	5	5	1,00	1,00	Likelihood Scale
Would you accept to do an Instagram story in exchange for some courtesy offered by the	3,72	5	4	1,88	1,37	Likelihood Scale

bar or restaurant?							

Source: Elaborated by the authors, (2022).

In sequence, after the glimpse of the strategies previewed in the table above, we chose to list, among them, those whose applicability may be feasible by bars as well as by restaurants. Furthermore, it is evident that, according to the scores established by the sample on a judgment scale, these strategies obtained indexes that allow an understanding of which ones the sample appreciates the most.

Therefore, we demonstrate, see Graph 3, the strategies named as: virtual queues; promotional discounts; promotions for birthdays; and publication of stories on Instagram in exchange for courtesy.

Graph 3: Comparison between the sample's positioning regarding the proposed strategies
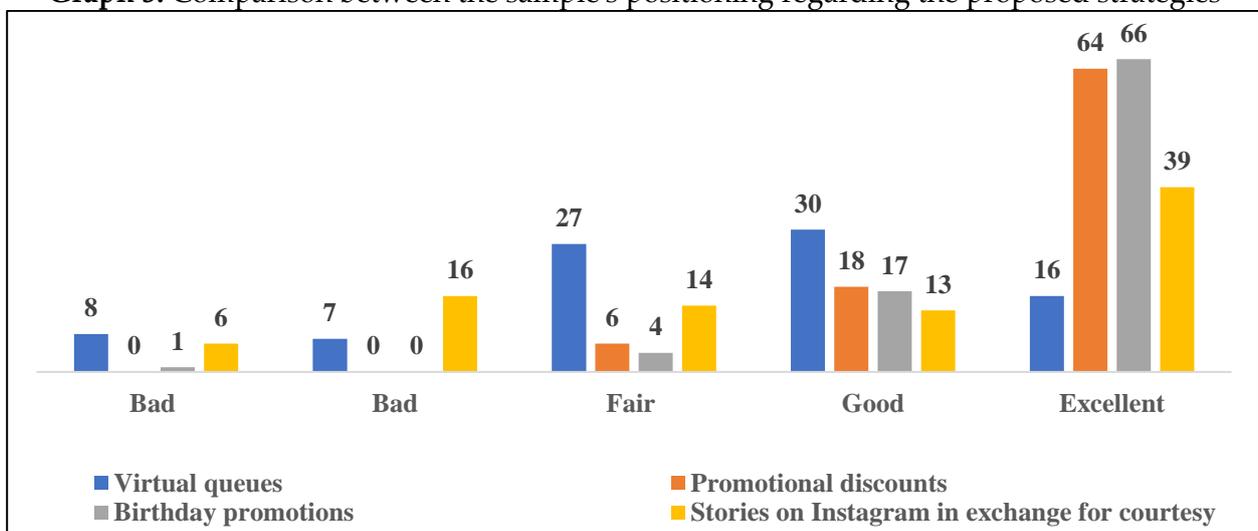
Source: Elaborated by the authors, (2022).

Therefore, it can be seen that among the aforementioned strategies, in particular those that received higher frequencies in the scope of excellence, according to the judgment scale conferred, are ranked among the best, in descending order, the promotions for birthdays (n=66), the promotional discounts (n=64), then the publications of stories on the social network Instagram in exchange for amenities (n=39) and, finally, the virtual queues (n=16).

Furthermore, corroborating the above delineation, it is deemed relevant and compatible to mention Table 7, which deals with digital media, in order to list certain variables consistent with the strategies seen above, so that it is feasible to direct the bars and restaurants about the digital media of higher prevalence under the bias of the sample researched, see Graph 4.

Graph 4: Comparison between the most prevalent digital media according to the sample
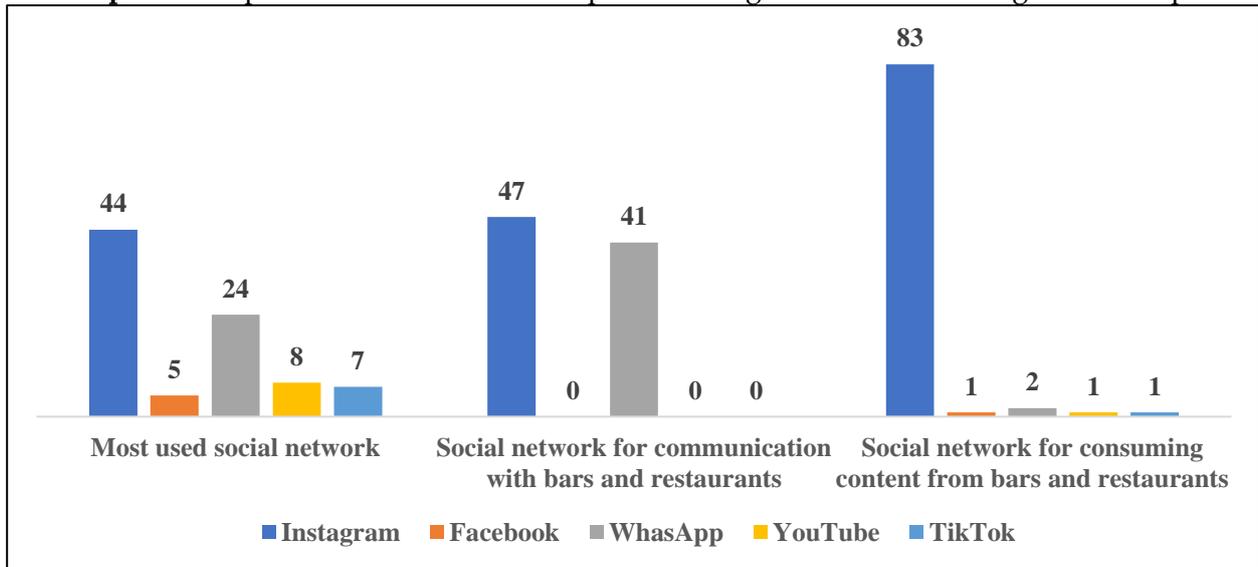
Source: Elaborated by the authors, (2022).

Finally, regarding the digital media which use is more evident, even considering all the aspects promoted by the three assertions distributed above, we have Instagram taking the primary position before the other digital media. Secondly, WhatsApp prevails as the most used digital media, reaching the second position in all the statements in the chart above.

Thus, this concludes the descriptions, as well as analysis, interpretations and discussions of the proposed tables, as well as the data obtained from the application of the research.

4.4 Relationship Marketing Strategy

As delimited by the general research objective, this study has as its premise the development of strategies whose purpose is configured to improve the relationship marketing of bars and restaurants with their consumers using digital media as auxiliary tools. To this end, the data previously analyzed is used in order to achieve the achievement of such strategies.

Therefore, it is about the digital positioning of bars and restaurants, pointing out as a strategy the creation of a profile on social networks, specifically on Instagram and WhatsApp, so that on Instagram the focus is intended for publications of content and communication in general; on WhatsApp, the focus is oriented to more specific communications, in order to meet the consumer in a more personalized way.

In line with the research findings, authors Abagu et al. (2020) show that social media not only creates product awareness but also results in product adoption among competing brands, so they recommend creating and widely using awareness of the existence of a range of social media platforms based on the peculiarities of the business organization's market segment (s) (BOATENG, 2019).

Thus, it is conceived that by instituting a profile that represents a particular bar or restaurant, such a company will gain greater ways to create connections with its

consumers, since, through digital media, it will be able to conduct dialogues, exchange information, receive reviews, garner followers, and reach a larger audience through its posts, as well as through the shares made.

Kaushik's (2012) research statement shows the growing popularity of social media in marketing, so social media is mainly internet-based or cell phone-based applications and tools to share information between people. The author says the number of social media users is more than the population of some of countries today. The impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media

Still, it is noteworthy that the creation of a profile in digital media, besides corroborating with the spread of the company's identity, can also act as a mechanism by which the organization starts to achieve direct interaction with the public of greater proximity, so that it becomes possible to carry out surveys, researches and evaluations on the perspectives that the public has in relation to the enterprise that the company has developed (CARTWRIGHT; DAVIES; ARCHER-BROWN, 2021).

Moreover, it is noted that what was called presence in digital media is not just the institution of a mere profile, but the creation of a tool that enables the interaction with the target audience, enabling the development of a community based on the exchange of information that fosters the growth and improvement of the service and the product offered (DESSART, 2017).

Moreover, the strategy based on the frequency of consumers in relation to bars and restaurants is raised, so that, depending on a variable number of frequency, the establishment can offer discounts or even gifts and amenities in order to stimulate the return of the desired consumer. Thus, it is possible to stipulate a number of times that the consumer must visit in order to get his or her free gift. Thus, it is observed the creation of a competitive differential, making the bar or restaurant more attractive and, consequently, gaining greater preference in the consumer's pondering when making a decision.

Going forward, there is as another strategic element the feedbacks capturing, highlighting the digital media as helpful tools, since, through them, one can make the offer of promotions, as well as amenities in exchange for consumers' evaluations. Also, given the aforementioned strategy, it is noteworthy that the organization can deliberate together with the consumer the dissemination of feedbacks, sharing them in the digital media themselves in order to gain greater reliability in the intention of becoming more attractive to other consumers.

Furthermore, the issue of promotions for birthdays is addressed, given that, in the perception of the sample, it was considered one of the best-evaluated strategies. This way, it is understood that bars and restaurants can set up a database in order to register the birthdays of their customers and, in this way, make personalized contacts on specific dates in order to show appreciation for them, thus generating a closer relationship with the consumer. That said, it should be noted that during the personalized contact, the

company can offer a series of promotions or amenities with the intention of encouraging the consumer to enjoy his birthday in the company's environment.

In sequence, we talk about promotional discounts as a strategy to be directed to commemorative dates such as: New Year's Eve, Carnival, International Women's Day, Easter, Mother's Day, June Festival, Valentine's Day, Father's Day, Children's Day, Christmas, among other dates. However, it should be noted that, depending on the bar or restaurant, certain dates will be more profitable than others.

Similarly, the above strategy is corroborated by evidencing that the discounts offered can be characterized as gifts, products with reduced prices, drinks or desserts as courtesy and discount coupons.

We highlight the last strategy proposed, which consists of the publication of a story by the consumer in order to get some discount or courtesy of the bar or restaurant frequented. Thus, it is understood that such a strategy does justice to the use of Instagram as a tool to benefit both the company and the consumer, since, through this action, the establishment gets disclosure while the consumer has a benefit on such action.

The results show that social media knowledge and following have positive effects on attitude towards social media marketing and social media use, while fear and anticipation of social media have no effect on attitude towards SMM (Social Media Marketing) and social media use. This theme addressed by Sohail and Al-jabril (2017) shows that attitude towards social media marketing is also an important factor in social media usage, conclusive aspects broaden and deepen our understanding of the factors affecting consumer attitudes towards social media marketing and usage in Saudi Arabia. Finally, it is understood that the organization should publicize the existence of the aforementioned strategies on its digital media for the purpose of making its consumers aware of their occurrence, likewise, the organization should also explain the nuances surrounding the value of the discount or courtesy offered, as well as the requirements necessary for participation in such strategies.

5. Final Considerations

Finally, after countless researches, analyses, interpretations, discussions, and mainly a lot of work, the fastness of this study is reached, in order to make possible the contemplation of the efforts undertaken in relation to the increment of scientific knowledge. To this end, this last chapter is a condensation of all the progress made throughout the occurrences that followed such production.

Therefore, here begins the conclusion of the explanations made in the previous chapters; however, it should be noted that such diligence will be carried out from the perspective of the hypotheses outlined in the prologue of this study, as well as the previously defined objectives and problematic.

Consequently, when addressing the first hypothesis raised in this work, that is, it is assumed that consumers tend to frequent bars and restaurants whose evaluation is positive by other consumers, it could be perceived the veracity of this statement, since, according to the results obtained, the sample proved favorable to bars and restaurants

whose evaluation is positive (CHRISTODOULIDES; MICHAELIDOU; SIAMAGKA, 2019).

In sequence, regarding the second hypothesis, i.e., it is assumed that consumers have a greater preference for communicating with bars and restaurants through the social network Instagram, it could be noticed, according to the responses obtained, the consonance of the sample in relation to the preference disposed on the social network Instagram, followed by the preference about the social network WhatsApp.

Therefore, regarding the third and last hypothesis, i.e., it is assumed that consumers prefer to frequent bars and restaurants that are present in digital media, it could be observed the inherent inclination of the sample for establishments whose presence also unfolds in the digital environment.

In summary, it is noteworthy that the proposed hypotheses, besides playing an instigating and fostering role in the research, also represented the core of some of the assertions developed. Therefore, obtaining certain results in order to confirm or refute these hypotheses was conceived as one of the fundamental elements of this construct. Thus, after the evidences made during the period of analysis, it was observed the verification of the aforementioned hypotheses, confirming them and, at the same time, granting them veracity.

Furthermore, in sequence, the specific objectives that were conceived at the beginning of this study are addressed. At first, we address the first objective developed, that is, to identify the sociodemographic profile of the consumers surveyed. This goal was achieved through the sociodemographic questions promoted to the sample, which all respondents answered promptly, so as to enable such an investigation.

Thus, it was noted that the majority of the sample was composed of women, and the predominant age range was 18 to 25 years, as well as the most prevalent marital status was classified as single. Still, among the professions in the sample, it was observed the preponderance of employees from the private sector and, as a last sociodemographic data, the majority of the sample has an income of R$1,212.00 to R$2,424.00, i.e., one to two minimum wages.

Therefore, regarding the second specific objective, i.e., to understand the way consumers want companies to establish relationships through digital media, it could be observed certain patterns regarding what the sample wants in relation to the relationships developed with bars and restaurants.

Therefore, from the perspective of the analysis of the assertions provided to the sample, the following desires were identified: that bars and restaurants are present in the digital media and that, especially, relate to their customers through them, in order to enable communication between the parties; also, it was observed the importance of good reviews linked to bars and restaurants from the perspective of consumers; and finally, it was noted the predisposition of consumers about the use of social networks Instagram and WhatsApp, generating, in this way, the notorious duty of bars and restaurants to make use of such tools (CLARK; MELANCON, 2013).

Thus, it was also possible to evidence the excessive appreciation of the sample in relation to promotions for birthdays, being one of the preferred strategies by those

surveyed; in addition, the desire for promotional discounts stands out, which, in short, can be characterized as a tendency to price sensitization, so that, under the sample bias, the discounts stand out as a major attraction.

In addition, regarding the last specific objective, that is, to propose suggestions directed to the relationship marketing of bars and restaurants, it is conceived the realization of this objective based on the strategies mentioned in the previous chapter, highlighting the tastes and preferences of consumers as the fuel for the development of a better relationship between establishments and their consumers. Thus, from the strategies developed, it was realized the essential relevance of performing relationship marketing is based on the tastes and preferences of the one whose attention you want to get (ASHLEY; TUTEN, 2014; FURTADO et al, 2023).

Finally, the consummation of this study is reached, evidencing the aspects that gave it origin, shape, and development, and that, in a way, presided over all the gradations that culminated in what is observed in the chapters preceding this one. Thus, with great enthusiasm and joy, it is verified that all dedication, care, zeal and diligence in achieving the general objective of this research, as well as its problem question, obtained the degree of full satisfaction, while, through the content exposed in the meanders of this production, it can be observed the strategies that provide the bars and restaurants with means that allow them to improve their relationship marketing with their consumers (STEINHOFF, L. et al., 2019).

In view of the above, the limitations of the research are evidenced, discussing, mainly, the processes that included its application, given that, in an uncontrollable and invariable manner, it was not possible to reach the totality of the desired population. We also highlight the limits of the interval granted for the analysis, interpretation, and discussion of the data collected, which, in short, made it impossible to go into depth about them. Therefore, the inherent limitation of the problem's approach is emphasized, since, being quantitative, consequently, the subjective bias of the researched was excluded about what he himself understands as taste and preference, given that, in his answers, he could only show something that was already predetermined in the proposed assertions. Given this, the continuation of this research is suggested, due to the perception that there is still a universe of possibilities to be explored about this theme. Therefore, it is also understood the validity of the data collected, proposing, then, a direct sequence of this study due to the increment of scientific knowledge.

Finally, it is necessary to go one mile further, corroborating the final outcome of this work, in order to demonstrate that, even after days and nights of great commitment and dedication, it was observed that the difficulties, as well as the limitations gradually gained an inseparable character of the research, in such a way that, the closer to the general objective, whether going through the theoretical foundation, or even the methodological procedures, or even the application, analysis and interpretation of the questionnaire, such difficulties were always present. However, it is understood that such attributes, as onerous as they may seem, also present in themselves the design of greatness, because, upon noticing the work enjoyed and what was triggered from it, one realizes too much joy and contentment with the end of this trajectory.

Conflict of Interest Statement

The authors declare no conflicts of interest.

About the Authors

Wesley Moreira Costa, Bachelor's of Administration, Center University Avantis – (UNIAVAN), Brazil., Orcid: https://orcid.org/0009-0001-4397-4572

Rodrigo Fernando Belli, Professor at Center University Avantis – (UNIAVAN), Brazil in the disciplines of Fundamentals of Management; Marketing Management, Services Marketing and E-commerce, Business Models, Labor Market and Career, Finance and Gastronomic Services and Strategic Administration. - Tutor Professor at Centro Universitário Avantis - UNIAVAN of the Technologist in Marketing and Bachelor in Administration courses. - External Tutor Professor at Leonardo da Vinci University Center - UNIASSELVI, in the courses of Technologist in Logistics and Management Processes. - External Tutor Professor at UNIGRAN in the courses of Administration, Managerial Processes, Logistics, Accounting and Human Resources. - Post-graduation professor at AVANTIS on the subject Business Strategic Administration and Client Management. - Post-graduation professor at AUPEX in the disciplines Scientific Methodology, Logistics and Business Management. - Master's student in Administration at the Universidade do Vale do Itajaí - UNIVALI - Specialization in Sales and Marketing - Universidade do Vale do Itajaí - UNIVALI - Specialization in Teaching and Tutoring - Center University Avantis – (UNIAVAN) - Specialization in Higher Education Teaching - Center University Avantis – (UNIAVAN) - Bachelor in Administration - Universidade do Vale do Itajaí - UNIVALI - Technician in Logistics, Storage, Distribution and Transportation. Orcid: https://orcid.org/0000-0002-8254-7389.

Ruan Carlos dos Santos, Bachelor's Degree in Philosophy from the University of Southern Santa Catarina (2002-2005). Full Degree in Philosophy and Social Sciences from Faculdade Integrada Cruzeiro- FIC (2018). Bachelor in Theology from FAJE/ITESC (2006-2009). Specialization and MBA in Strategic Business Management by FAPAG (2012). Specialization in Teaching Methodology of Philosophy and Sociology by FACEL (2017-2018). MBA in Corporate Governance at UnIBF (2018-2019). Specialization in Auditing and Accounting Expertise by UnIBF (2019-2020). Specialization in School Administration, Supervision and Coordination by UnIBF (2019-2020). Bachelor's degree in Administration at UniFCV (2021). Bachelor in Accounting Sciences at UniCV (2022). Master in Administration at UNIVALI (2015-2017). Associate at ANEGEPE (National Association of Studies in Entrepreneurship and Small Business Management) and ABEC (Brazilian Association of Scientific Editors). Professor and Tutor at UniAvan in the Course of Technology in Financial Management, Bachelor in Administration. Consultant/accredited professor at École National D'Administration (ENA-Brazil). PhD student in Administration at UDESC-ESAG (2022). Orcid: https://orcid.org/0000-0001-7396-8774

References

ABUGU, James O.; CHUKWU, Amaechi M.; OBASI, Obasi K. (2020). Exploring Social Media Marketing in Business: Influence on Product Adoption Perspective. European Journal of Business and Management, v. 12, n. 21, pp. 117-129. https://doi.org/10.7176/ejbm/12-21-14

ALMEIDA, V. N. T; RAMOS, M. S. A. Os Impactos das reclamações On-line da lealdade dos Consumidores: Um estudo Experimental. Revista RAC - Revista de Administração Contemporânea, Rio de Janeiro, v. 16, n. 5, p.664-683, set./out., 2012.

ASHLEY, C.; TUTEN, T. (2014). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. Psychology & Marketing, 32(1), 15–27. https://doi.org/10.1002/mar.20761

APPOLINÁRIO, Fabio. Metodologia da ciência: filosofia e prática da pesquisa. 2. ed. São Paulo: Cengage Learning, 2012. 226 p.

BACELLAR, Fátima Cristina Trindade; IKEDA, Ana Akemi. Evolução do ensino de marketing: um breve histórico. Organizações & Sociedade, [s.l.], v. 18, n. 58, p. 487-511, set. 2011.

BARROS, Ana Cirne Paes de. Relacionamento mercadológico nas mídias interativas digitais: inovações na comunicação transmidiática entre empresas e consumidores. Revista de Pós-Graduação em Comunicação da PPGC-UFPB, João Pessoa, v. 3, p. 1-15, mar./ago. 2010.

BEIRA, Diovane; NAKAMOTO, Paula. A formação docente inicial e continuada prepara os professores para o uso das Tecnologias de Informação e Comunicação (TICs) em sala de aula?. In: WORKSHOP DE INFORMÁTICA NA ESCOLA, 22., 2016, Uberlândia. Anais [...]. Porto Alegre: Sociedade Brasileira de Computação, 2016. p. 825-834.

BORGES, Fábio Roberto et al. Qualidade em serviços e gestão da experiência do cliente no comércio eletrônico. Revista Pensamento Contemporâneo em Administração, Rio de Janeiro, v. 8, n. 2, p. 126-143, abr./jun. 2014.

BOATENG, S. L. Online relationship marketing and customer loyalty: a signaling theory perspective. International Journal of Bank Marketing, v. 37, n. 1, p. 226–240, 2019.

BRITO, Carlos Melo. Marketing Relacional: das origens às actuais escolas de pensamento. Revista Portuguesa de Marketing, Porto, v. 14, n. 26, p. 15-26, 2011.

BRONSZTEIN, Karla Macena Patriota; BARROS, Ana Cirne de. Comunicação mercadológica na contemporaneidade: a construção de diferentes interações entre empresas e consumidores na Web. Intexto, Porto Alegre, n. 28, p. 137-155, jul. 2013.

CARTWRIGHT, S.; DAVIES, I.; ARCHER-BROWN, C. Managing relationships on social media in business-to-business organizations. Journal of Business Research, v. 125, n. November 2020, p. 120–134, 2021.

CARVALHO, João Henrique Dourado de. A publicidade nas redes sociais e a geração Y: a emergência de novas formas de comunicação publicitária. Revista Negócios em Projeção, Brasília, v. 2, n. 2, p. 91-105, jul. 2011.

CERETTA, Simone Beatriz; FROEMMING, Lurdes Marlene. Geração Z: compreendendo os hábitos de consumo da geração emergente. RAUnP, Natal, v. 3, n. 2, p. 15-24, abr./set. 2011.

CHAUDHARY, A. (2019). Influencing Factors of Social Media Marketing on Consumers Buying Decisions. Asian Journal of Managerial Science, 8(2), 40–48. https://doi.org/10.51983/ajms-2019.8.2.1553

CLARK, M.; MELANCON, J. (2013). The Influence of Social Media Investment on Relational Outcomes: A Relationship Marketing Perspective. International Journal of Marketing Studies, 5(4). https://doi.org/10.5539/ijms.v5n4p132

COSTA, Barbara Regina Lopes; PICCHI, Danilo. As relações entre os consumidores do século 21 e as empresas, no âmbito da internet, pelas redes sociais virtuais. Revista da FAE, Curitiba, v. 20, n. 1, p. 7-26, jan./jun. 2017.

CHRISTODOULIDES, G., MICHAELIDOU, N., SIAMAGKA, N.-T. (2019). Social media, content marketing and engagement strategies in B2B. Industrial Marketing Management, 81, pp. 87–88. https://doi.org/10.1016/j.indmarman.2018.03.013

DESSART, L. (2017). Social media engagement: a model of antecedents and relational outcomes. Journal of Marketing Management, 1–25. https://doi.org/10.1080/0267257x.2017.1302975

DE VRIES, L., GENSLER, S.; LEEFLANG, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. Journal of Interactive Marketing, 26(2), 83–91. https://doi.org/10.1016/j.intmar.2012.01.003

DIAS, Sergio Roberto. Gestão de Marketing. São Paulo: Saraiva, 2003. 540 p.

DREYER, Bianca Marder; CORRÊA, Elizabeth Nicolau Saad. Ecossistemas midiáticos na comunicação organizacional: a presença das empresas nas mídias sociais digitais. In: SIMPÓSIO NACIONAL DA ASSOCIAÇÃO BRASILEIRA DE CIBERCULTURA, 7., 2013, Curitiba. Anais [...]. Curitiba: Associação Brasileira de Pesquisadores em Cibercultura (ABCiber), 2013. p. 1-15.

FARIA, L. H. L., GIULIANI, A. C., PIZZINATTO, N. K., & SPERS, V. R. E. (2014). 20 anos de publicações sobre marketing de relacionamento no Brasil: uma análise da produção acadêmica de 1992 a 2012. REMARK - Revista Brasileira de Marketing, 13(1), 106-118.

FURTADO, G. F., BOEING, R., ALMEIDA, Q. M., SOUSA, A. M. R., & SANTOS, R. C. (2023). Influence factors of consumers' decision-making: the behavioral perspective on car buying. Brazilian Journal of Marketing, 22(1),223-260, Jan./Mar. https://doi.org/10.5585/remark.v22i1.17462.

GOBBO, André. Ciência e metodologia da pesquisa e do trabalho científico. Balneário Camboriú: Faculdade Avantis, 2017. 191 p.

GUMMESSON, Evert. Marketing de relacionamento total. 3. ed. Porto Alegre: Bookman, 2010. 364 p.

IBGE. Diretoria de Pesquisas. Coordenação de Trabalho e Rendimento. Pesquisa Nacional por Amostra de Domicílios Contínua. Acesso à internet e à televisão e posse de telefone móvel celular para uso pessoal 2019. Rio de Janeiro: IBGE, 2021.

12 p. Disponível em: https://biblioteca.ibge.gov.br/index.php/biblioteca-catalogo?view=detalhes&id=2101794. Acesso em: 21 mar. 2022.

IZQUIERDO-YUSTA, Alicia *et al*. Determinantes da experiência do cliente com serviços eletrônicos: o caso das universidades online. Revista Brasileira de Gestão de Negócios, São Paulo, v. 23, n. 1, p. 1-20, jan./mar. 2021.

KANG, J.-Y.M.; KIM, J. (2017). Online customer relationship marketing tactics through social media and perceived customer retention orientation of the green retailer. Journal of Fashion Marketing and Management, Vol. 21 No. 3, pp. 298-316. https://doi.org/10.1108/JFMM-08-2016-0071

KAPLAN, A. M.; HAENLEIN, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

KAUSHIK, R. (2012). Impact of Social Media on Marketing. International Journal of Computational Engineering and Management, vol. 15 issue 2, pp. 91-95.

KOTLER, Philip; KARTAJAYA, Hermawan; SETIAWAN, Iwan. Marketing 4.0: do tradicional ao digital. Rio de Janeiro: Sextante, 2017. 208 p.

KOTLER, Philip; KELLER, Kevin Lane. Administração de marketing. 14. ed. São Paulo: Pearson Education do Brasil, 2012. 767 p. Tradução Sônia Midori Yamamoto; revisão técnica Edson Crescitelli.

KUROSKI, Cristina. Práticas digitais e metodologia. Balneário Camboriú: Faculdade Avantis, 2019. 134 p.

LAS CASAS, Alexandre Luzzi. Administração de marketing. 2. ed. São Paulo: Atlas, 2019. 774 p.

MADRUGA, Roberto. Gestão do relacionamento e customer experience: a revolução na experiência do cliente. 2. ed. Barueri: Atlas, 2021. 320 p.

MELANCON, J. P.; DALAKAS, V. (2018). Consumer social voice in the age of social media: Segmentation profiles and relationship marketing strategies. Business Horizons, 61(1), 157–167. https://doi.org/10.1016/j.bushor.2017.09.015

OKADA, Sionara Ioco; SOUZA, Eliane Moreira Sá de. Estratégias de marketing digital na era da busca. Revista Brasileira de Marketing, São Paulo, v. 10, n. 1, p. 46-72, jan./abr. 2011.

PEREIRA, Danilo Moura; SILVA, Gislane Santos. As Tecnologias de Informação e Comunicação (TICs) como aliadas para o desenvolvimento. Cadernos de Ciências Sociais Aplicadas, Vitória da Conquista, v. 7, n. 8, p. 151-174, ago. 2010.

PALMATIER, R. W.; HOUSTON, M. B.; HULLAND, J. Review articles: purpose, process, and structure. Journal of the Academy of Marketing Science, v. 46, n. 1, p. 1–5, 2018.

PINHEIRO, Thyciane Santos Oliveira; PINHEIRO, Leonardo Victor de Sá. (2022). Marketing de Relacionamento nas Mídias Sociais: Revisão Sistemática e Agenda de Pesquisa. R. Adm. FACES Journal, v.21, n.1, p. 85-100, jan./Mar.

POSER, Denise von. Marketing de relacionamento: maior lucratividade para empresas vencedoras. Barueri: Manole, 2005. 172 p.

PRODANOV, Cleber Cristiano; FREITAS, Ernani Cesar de. Metodologia do trabalho científico: métodos e técnicas da pesquisa e do trabalho acadêmico. 2. ed. Novo Hamburgo: Feevale, 2013. 277 p.

ROMANO, Fernanda Martins *et al.* O impacto das mídias sociais digitais na comunicação organizacional das empresas. Future Studies Research Journal: Trends and Strategies, São Paulo, v. 6, n. 1, p. 53-82, jan./jun. 2014.

ROSSETTI, Adroaldo Guimarães; MORALES, Aran Bey Tcholakian. O papel da tecnologia da informação na gestão do conhecimento. Ciência da Informação, Brasília, v. 36, n. 1, p. 124-135, jan./abr. 2007.

SANTOS, Adriana dos. Tecnologias de Informação e Comunicação: limites e possibilidades no ensino superior. Anuário da Produção Acadêmica Docente, Valinhos, v. 5, n. 12, p. 129-150, 2011.

SCHARF, Edson Roberto. O estilo de vida e a experiência: aspectos da marca no entendimento dos seus usuários. Revista Brasileira de Gestão de Negócios, São Paulo, v. 13, n. 38, p. 99-113, jan./mar. 2011.

SOHAIL, M. S.; AL-JABRIL, I. M. (2017). Evolving factors influencing consumers attitudes toward social media marketing and their impact on social media usage. International Journal of Marketing Communication and New Media, Special Number 2 – October, pp, 1-25.

SOLO-ANAETO, Margaret; OJUNTA, Law; LAKANU, Oyinkansola (2017). Evaluation of Social Media as Promotional Tools for Small and Medium Enterprises (SMEs) in Yaba, Lagos State, Nigeria. Journal of Marketing and Consumer Research, vo. 41 (12), pp. 356-371.

STEINHOFF, L. et al. Online relationship marketing. Journal of the Academy of Marketing Science, v. 47, n. 3, p. 369–393, 2019.

STEPHEN, A. T. The role of digital and social media marketing in consumer behavior. Current Opinion in Psychology, v. 10, p. 17–21, 2016.

SUBRAMANI, M. R.; RAJAGOPALAN, B. (2003). Knowledge-sharing and influence in online social networks via viral marketing. Communications of the ACM, 46(12), 300–307. https://doi.org/10.1145/953460.953514

TURBAN, Efraim; VOLONINO, Linda. Tecnologia da Informação para gestão: em busca do melhor desempenho estratégico e operacional. Porto Alegre: Bookman, 2013. 478 p.

VELOSO, Renato. Tecnologias da informação e da comunicação: desafios e perspectivas. São Paulo: Saraiva, 2011. 179 p.

ZENONE, Luiz Claudio. Fundamentos de marketing de relacionamento: fidelização de clientes e pós-venda. 2. ed. São Paulo: Atlas, 2017. 146 p.

ZULKIFLI, Z.; TAHIR, I. M. (2012). Developing and validating customer relationship management (CRM) practices construct. International Journal of Business and Behavioral Sciences, 2(1), pp. 35-48.

WILLIAMS, J.; CHINN, S. J. (2010). Meeting Relationship-Marketing Goals Through Social Media: A Conceptual Model for Sport Marketers. International Journal of Sport Communication, 3(4), 422–437. https://doi.org/10.1123/ijsc.3.4.422

WONGKITRUNGRUENG, A.; DEHOUCHE, N.; ASSARUT, N. Live streaming commerce from the sellers' perspective: implications for online relationship marketing. Journal of Marketing Management, v. 36, n. 5–6, p. 488–518, 2020.