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RESEARCH ARTICLE

Evaluation of Determinants of Media Consumption in Brazil

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Abstract

The core aim of this paper was to evaluate determinants of media consumption of Brazilians, and its use as a source of information for the purchase decision. To this end, we used the Brazilian TGI database, and then applied a correspondence analysis by crossing profile variables, media consumption, and its importance as a source of purchasing decision. In this context, six consumer groups were formed. The results obtained shall provide a clearer understanding of media consumption, and a pondering towards the use of attitudinal variables and profile variables on the excessive use of the single-variable *Social Class* as the main driver for the selection of communication channels.

Keywords: *Media, Brazil, Consumption.*

Introduction

This work has as main objective to explore the factors that best explain the media consumption of an individual in the Brazilian context today. In this sense, the recent visibility of Brazil as one of the world's largest markets of marketing is evident. Much has been discussed with regard to the increasing participation of the middle class in the economy, and the establishment of a new Brazilian social structure. However, little is known about the profile of media consumption of those classes and their consumption patterns. In reality, there is a great emphasis on Brazilian social class as a major prime mover of media consumption habits.

In terms of media share, yet according to the Inter-Media Project [1], the allocation of advertising investment in Brazil is fairly concentrated, having the two largest types of media - television and newspaper - representing over 73% of total investment. On the other hand, the types of media that hold less visibility among advertisers are Cinema, Guides and Directories, and Out-of-Home media, respectively securing 0.40%; 1.50% and 2.90% of total investment in media. This paper seeks to work on these specific antecedents of media consumption of Brazilian consumers and thus contribute to the understanding of this phenomenon by marketing practitioners interested in Brazil. Herein, we use the Brazilian TGI (Target Group Index) database and apply a correspondence analysis, crossing variables of consumer profile, media consumption, and its importance as a source for the purchase decision.

Goals

The objectives of this work are: (a) investigating whether the Socioeconomic Status of a Brazilian person can be used as a satisfactory index to determine their default media consumption, i.e., how social class relates to each medium; (b) exploring Behavioral and Attitudinal variables and their relationship to media consumption (c) identifying the individual profile in accordance with the means that each person considers most important when deciding on the purchase of products.

Theoretical Propositions on Media Consumption and Consumer Behavior

This section outlines theories and previous studies that investigated which factors affect the amount and type of personal media consumption. Accordingly, a research examination of individual characteristics, interpersonal and situational factors, and attributes of the media itself, which influence and interact with human behavior, will be undertaken. In total, there are four synthesized lines and then, a set of theoretical propositions will be presented.

Uses and Gratifications Theory

The Uses and Gratifications Theory (UGT) investigates which factors influence media consumption, considering the time of exposure to each media as a hobby, an outlet or either a form of entertainment. Markedly, Time usage in entertainment was a recurrent theme in the social science literature throughout the last century [2]. Over the years, the time of exposure to the media has become a frequently discussed issue based on economic theory [3], addressing time shortage as a financial resource.

Regarding the exposure to new media, it is worth noting that, historically, innovations in media constrain the time spent with other media. According to Dimmick [4], the time spent on traveling has been partly replaced by films, which, in turn, displaced the time spent books. Although the popular belief that new media may compete for the time spent on sleeping, meals, social or academic activities, Literature suggests that new communications media shall compete with the older media, due to the functional similarity between them.

The Uses and Gratifications Theory has been widely used in the field of communication since the 1940s. At that time, a new approach was developed to study the bonuses that attracted and held audiences of different types of content and media, by analyzing how they addressed the desires and needs of that audience. However, such theory evolved from initial socio-psychological models trying to measure indirect effects of media to incorporate the study of several variables, from the disposition of the individual to the relationship between media consumers [5].

Pertinently, the UGT was explained on the basis of social and psychological needs that generate expectations regarding mass media, which lead to different patterns of exposure to media sources, resulting in the gratification of needs [6].

For instance, some authors have proposed that the various forms of gratifying the audience should be associated with a broad spectrum of possible effects, such as the perception of social reality, the dependence of the media, changes in opinions and behaviors. Rubin [7] states that the perception of different forms of Medias, in correlation with the role expectations of personal conduct and content of the media, play an important role in the effects of media. Such theory contributes to the thesis that media is consumed based on a number of social and psychological factors, varying with each individual. In this case, the class would be one of the social factors impacting media consumption.

The Agenda-setting and Media Dependency Theories

Agenda-setting is a theory of communication where the media sets the agenda for public opinion by highlighting certain issues while passing over, obscuring or even ignoring others. The concept of agenda is one of the forms of assessing the influence that the media exerts on the public, and therefore it can be considered a type of social media effect.

According to Barros Filho [8], public interest spins around what the media publish. Hence, it is difficult to determine causality if media map the public interest or public interest feeds the media. However, these two variables are, in a certain degree, entangled.

The dependency theory posits that the influence that the media exert is determined by the interplay among media, audience, and society [9]. The desire that the individual displays for media information is the primary variable to explain why media messages exert cognitive, affective or variable effects. Media Dependency is high when the satisfaction goal of an individual is based on information from the media [9] system. Rubin and Windahl [10] extended the model to include the dependency gratifications sought by the audience as an interactive component of dependency media.

For these authors, the combination of dependency on desired and socially determined bonuses produces media effects. They claim that the dependence on media or message arises when individuals not only intentionally seek information, but also how they systematically use media communication channels or messages. For example, McIlwraith [11] found that people who call themselves television addicts oftentimes use the broadcast to wander off unpleasant thoughts, regulate mood and spend time.

Such theory contributes to strengthening the notion that although the media consumption occurs according to behaviors, preferences, and choices on an individual basis, the media per se is also a determinant of its own consumption. The more popular an attraction becomes, the more people start to follow him to remain equally informed, to have conversation threads in common with their family members, acquaintances, and colleagues, which makes a particular show, movie, magazine, newspaper,

book, website, and other communication channels, targeted to a specific audience.

Individual Influences on Media Consumption

Urban [12] examined the demographic, psychological and predisposing characteristics of a person. To this end, the author isolated and named such features as "individual influences". According to Urban [12], demographic characteristics are associated with a myriad of factors, such as income level, schooling, occupation, position and social status, among others. Therefore, the proposition to be investigated in this paper is that the socioeconomic status determines the consumption of media.

By the same token, social class is the most striking demographic factor in media consumption. This fact is supported by the study in which the author demonstrates the influence that the social class plays in the use and consumption of media, from exposure to each type of media, as well as the willingness and proximity by social class. The main influence is the size and type of media consumed. Still, the author claims that the higher the social class, individuals not only read and consume a larger amount of print media, as they also give more credibility to this type of media.

In this sense, the lower classes have a greater tendency to believe more in oral communication, in media such as radio and television, to give credit to written communication. Nevertheless, it is important that this information cannot be fully applied to the current reality, given the creation of new media such as the Internet, which completely changes the context and the scenario analyzed.

The second influence that social class has on the media consumption concerns the preference for the contents. More from Urban [12], while the upper classes exhibit a preference of content oriented to business, literature, politics and travel content, while the lower classes are inclined to comedies, soap operas, celebrity magazines. Such fact has its explanation in a functional perspective, based on the assumption that the need to use media differs among classes. Urban [12] states that while media consumption among the lower classes is passive, among the higher classes the consumer is active, in order to select, restrict and filter the media to be consumed or not. Therefore, it is evident that, according to the author's position, media consumption is considerably influenced by demographic characteristics and, primarily, social class.

The Consumer Behavior Theory

Hitherto, although the theoretical survey has served to emphasize that media consumption depends on social, psychological and demographic characteristics, it is critical to study the influence that media consumption has on the consumer behavior. The desired outcome of such investigation is a full diagnosis of how media is consumed in Brazilian society and its importance for the agent to invest in different types of media to reach different audiences.

According to Solomon [13], Consumer Behavior is the study of the processes involved when individuals or groups select, purchase, use or offer products, services, ideas or experiences to satisfy needs and desires. According to Sheth et al. [14], customer behavior is a mental and physical activity taken by individual or corporate customers, which results into decisions and actions to buy, pay and use for products and services. That definition covers a variety of activities and a number of roles that people perform.

According to Kotler and Keller [15], Cultural factors exert the broadest, intrinsic and significant influence on consumers. These components are divided into three items: culture, subculture and social class. The focus of this analysis is in the subsection 'social class,' more precisely on the role of social class on consumer buying behavior. For Sheth et al. [14] Social class refers to a relative position held by society members, so that a high position implies a given 'status.'

The model designed by Schultz et al. [16] takes into account the time spent in each media, and combinations of different media used at the same time. The authors reached three categories: (a) Use of media: this category includes the following variables: newspapers; direct mail; magazines; radio; internet and television; (b) Influence of the Media: This category includes the following variables: Electronic; clothing; food; improvements to the residence; vehicles; telecommunications and food away from home services, and (c) simultaneous use of networking. This last variable is the average concurrent usage between all pairs of uses of media. In addition to these three categories, the authors used the following groups of variables in the form of

clusters or factor analysis: demographic profile; type of activity; type of purchase and buyer profile.

The study of Schultz et al. [16] resulted in two sets of media consumption styles. These two clusters are not based on homogeneity. Instead, they rely on the use of media without depending on demographic, geographic or psychographic variables. The media consumption patterns show that the usage does not vary only between diverse consumers' carriers, but by incorporating the relationship of digital media (electronic and print) and its influence on purchasing decisions.

Summary of Propositions

Therefore, based upon the above theories, it is possible to formulate the following propositions:
Media consumption is affected by socioeconomic status, which leads to a predisposition of ways depending on the social class [12] and Rubin [7]. For instance, higher social classes will value print media, while lower social classes incline toward oral media such as radio and TV;

The social, psychological and demographic characteristics also affect the consumption of media [6], Mcllwraith [11], Dimmick [4]. Therefore, it is expected that aspects of opinions and attitudes are relevant regarding the choice of media and their influence on consumption;

The influence that each media has on consumer behavior towards the buying decision emerges from other variables that are not the same that influence the consumption of certain media (Schultz, Pillota and Block [16]. Shopping and Entertainment are not necessarily similar moments.

Method

In this work, we used the correspondence analysis with data generated from the Target Group Index (TGI) to analyze the relationship between media consumption and socioeconomic status. This examination will contribute to ensuring that such information is sufficiently conclusive and also help devise a statistically satisfactory correspondence analysis. Thereafter, such analysis will identify what the most striking and accurate features of each media type are, as well as identify most applicable profile traits of the public who sees the media as an important influencing factor towards the purchase decision. According to Hotelling [17], the correspondence analysis essentially converts a non-negative data matrix into a given graphical representation in which the matrix rows and columns are simultaneously represented in a reduced dimension, i.e., by points in the graphic. That approach allows the examination of the relationships and similarities among categories of lines within categories and columns of a contingency table, as well as within the number of categories of rows and columns of all categories.

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In 1968, the British Market Research (BMRB) established the Target Group Index Bureau (TGI). Henceforth, the entity operates as a research model for measuring the consumption of media, products, behaviors and attitudes. In Latin America, the TGI is present in 12 countries. In Brazil, the TGI collects information annually, based on a sample of approximately 15 000 adults. The sample is not proportional by socioeconomic status of the population; that is 25% of interviews are conducted on each level (A, B, C and D), ensuring the same representation for social classes. The universe of TGI consists of a probability sample designed to represent the total urban households and the total number of individuals aged 12 to 75 years. The basis of TGI

encompasses the urban population of the nine largest metropolitan regions (Sao Paulo, Rio de Janeiro, Porto Alegre, Curitiba, Belo Horizonte, Recife, Salvador, Fortaleza, Brasília) and municipalities with over 50,000 inhabitants thorough South and Southeast.

Thus, in order to analyze the relationship between media consumption and socioeconomic status and classification, based TGI responses were explored, based on the frequency of use of each type of media through the following sample: a) Internet: have accessed within the last seven days; b) Magazine: have read recently; c) Broadcast television: have watched within the last seven days; d) Cable Television: have watched within the last seven days; e) Journal: have read recently; f) Radio: have heard within the last seven days; g) Cinema: have attended within the last 30 days. Additionally, we inserted and analyzed the 155 socioeconomic, behavioral and attitudinal variables. Subsequently, we selected the 40 variables that were closer to each other, indicated by the value of the chi-square (Annex 1). Therein, the data were classified based on the following criteria: income, socioeconomic status, schooling, age and attitude.

Results

The results are presented in two stages. In the first phase, the exploratory profile of the population and media consumption crosses are shown. In the second phase, clusters made based correspondence analysis exploring the consumer profile of particular media are shown.

Analysis of Crossings

The vertical analysis (% vert) defines the profile of consumers of media and shows the percentage among all consumers within that universe, corresponding to the criteria established by the line. For instance, taking broadcast television and women, 52.50% of people who watched television in the last seven days are female. On the other hand, the horizontal analysis (% horz) indicates the penetration means, that is, the percentage of people that match the criteria set by the line, and who consumed the medium at issue in the last seven days. Considering the same example, women and broadcast television, 97.44% of the women attended the broadcast television in the last seven days.

Table 1: Penetration of means and socioeconomic profile

	Elementos	Amostra total	Internet (7d)	Revista (Recente)	Televisão (7d)	TV Aberta (7d)	TV por Assinatura (7d)	Jornal (Recente)	Rádio (7d)	Cinema (30d)
População total	Amostra total	% horz	100,00%	51,29%	40,02%	98,51%	97,24%	30,33%	34,96%	76,80%	16,41%
	Idade Média	anos	37	32	36	37	37	37	38	36	31
	Trabalha	% vert	58,44%	61,10%	61,82%	58,40%	58,16%	60,16%	66,20%	59,50%	58,31%
		% horz	100,00%	53,63%	35,04%	98,45%	96,77%	31,23%	52,98%	78,19%	5,34%
	Superior completo	% vert	9,00%	15,25%	16,08%	9,06%	8,89%	17,92%	12,99%	8,59%	20,17%
		% horz	100,00%	86,86%	59,17%	99,08%	96,03%	60,37%	67,47%	73,25%	12,00%
	Feminino	% vert	52,39%	51,04%	62,24%	52,42%	**52,50%**	50,67%	49,26%	51,39%	54,24%
		% horz	100,00%	49,97%	39,36%	98,57%	**97,44%**	29,33%	43,97%	75,33%	5,54%
Classe AB	Amostra total	% horz	100,00%	74,47%	56,87%	99,36%	96,89%	51,96%	46,89%	77,62%	28,77%
	Idade Média	anos	38	35	39	38	39	39	40	38	33
	Trabalha	% vert	60,64%	63,94%	61,71%	60,51%	60,14%	61,13%	65,65%	61,88%	61,42%
		% horz	100,00%	78,53%	49,44%	99,16%	96,10%	52,38%	63,78%	79,21%	10,19%
	Superior completo	% vert	20,14%	23,75%	25,17%	20,12%	20,02%	25,15%	23,27%	19,12%	24,78%
		% horz	100,00%	87,84%	60,73%	99,27%	96,31%	64,88%	68,06%	73,71%	12,38%
	Feminino	% vert	51,22%	50,41%	59,58%	51,07%	51,06%	51,95%	48,68%	49,88%	55,41%
		% horz	100,00%	73,30%	56,51%	99,08%	96,59%	52,70%	55,99%	75,60%	10,89%
Classe C	Amostra total	% horz	100,00%	41,96%	32,56%	98,62%	97,99%	19,35%	30,14%	77,17%	10,10%
	Idade Média	anos	36	28	34	36	36	33	36	35	27
	Trabalha	% vert	58,49%	59,11%	62,03%	58,49%	58,32%	59,42%	66,90%	59,31%	50,76%
		% horz	100,00%	42,41%	27,43%	98,63%	97,70%	19,66%	48,82%	78,25%	2,46%
	Superior completo	% vert	2,43%	4,71%	4,60%	2,41%	2,33%	3,98%	3,64%	2,20%	8,28%
		% horz	100,00%	81,47%	48,99%	97,78%	94,09%	31,73%	63,97%	69,80%	9,67%
	Feminino	% vert	53,27%	52,26%	65,80%	53,36%	53,51%	48,08%	49,96%	52,32%	51,63%
		% horz	100,00%	41,17%	31,95%	98,79%	98,44%	17,46%	40,03%	75,79%	2,75%
Classe DE	Amostra total	% horz	100,00%	15,91%	16,98%	95,43%	95,37%	6,21%	16,83%	72,78%	2,74%
	Idade Média	anos	38	22	32	38	38	29	35	36	25
	Trabalha	% vert	51,46%	40,49%	61,35%	51,25%	51,28%	44,22%	65,56%	52,47%	36,16%
		% horz	100,00%	12,52%	16,26%	95,05%	95,05%	5,33%	32,02%	74,21%	0,42%
	Superior completo	% vert	0,16%	0,25%	0,66%	0,17%	0,17%	0,00%	0,29%	0,22%	0,00%
		% horz	100,00%	24,27%	55,45%	100,00%	100,00%	0,00%	44,55%	100,00%	0,00%
	Feminino	% vert	52,62%	47,58%	65,34%	53,02%	52,99%	48,98%	48,79%	52,55%	41,61%
		% horz	100,00%	14,39%	16,93%	96,15%	96,04%	5,78%	23,30%	72,68%	0,47%

Subtitles table 1	
Elementos	Elements
Amostra total	Total sample
Internet (7d)	Internet (7d)
Revista (recente)	Magazine (recent)
Televisão (7d)	TV (7d)
TV aberta	Broadcast TV (7d)
TV por assinatura (7d)	Pay TV (7d)
Jornal (recente)	Newspaper (recent)
Rádio (7d)	Radio (7d)
Cinema (30d)	Cinema (30d)
População total	Total population
Classe AB	Class AB
Classe C	Class C
Classe DE	Class DE
Amostra total	Total sample
Idade média	Average age
Trabalha	Work
Superior completo	University graduation
Feminino	Female
Idade	Age

Source: Matrix developed by the authors based on data from TGI [20].

The first variable to be evaluated in this analysis is age. The average age of the sample population is 37 years. The age range of the class AB and class A is 38 years, while Class C is only 36 years. However, considering the consumption of internet only, the average age is 32 years, the class AB drops to 35 years, the Class C drops to 28 years, and the class DE drops to just 22 years, becoming 16 years shorter than the average age of this class. That shows that the public pertaining to class DE that used the internet in the last seven days is not only much younger than internet users in Classes AB and C; they are also 42% younger than the average age of their members. It is also noted that consumers of media "magazine," "pay television," "newspaper" and "cinema" exhibit higher average age as their socioeconomic status increase. For instance, while the average age of moviegoers belonging to Class DE is 25 years, the ones within Class AB and C respectively range between 27 and 33 years.

Thus, that is consistent with the influence of demographic issues raised in the second proposition reinforcing Katz [6], Mcllwraith [11], Dimmick [4] and brings the importance of age when it comes to communication planning.

As to the "work" category, 60.64% of the respondents belonging to the class AB reported to be working, while only 58.49% of Class C and Class A 51.46% are workers. In all socioeconomic classes, it is evident that the segment of newspaper readers comprises the largest concentration of people who work. In contrast, the highest concentration of individuals who do not work and are in class A belongs to the niche of television subscribers, and moviegoers are in classes C and DE. Interestingly, the dependency theory in search of information, leisure and sociability (subjects) of Defleur and Ball-Rockach [9] is strengthened here.

Regarding the level of schooling, 20.14% of individuals reported in AB class are a college degree. In class C that number drops to 2.43%, and within the class DE only 0.16% of individuals are highly educated. On the issue of media consumption, in class AB and DE, the "magazine" is proportionally the means that has more readers that hold full high school education. In this setting, broadcast television is the means that displays the lowest proportion of graduates. The scenario in class C is a little different. That is, the means "Cinema" proportionally concentrates the higher demographic holding a superior education degree, whereas the "Radio" is the least popular media to the same population.

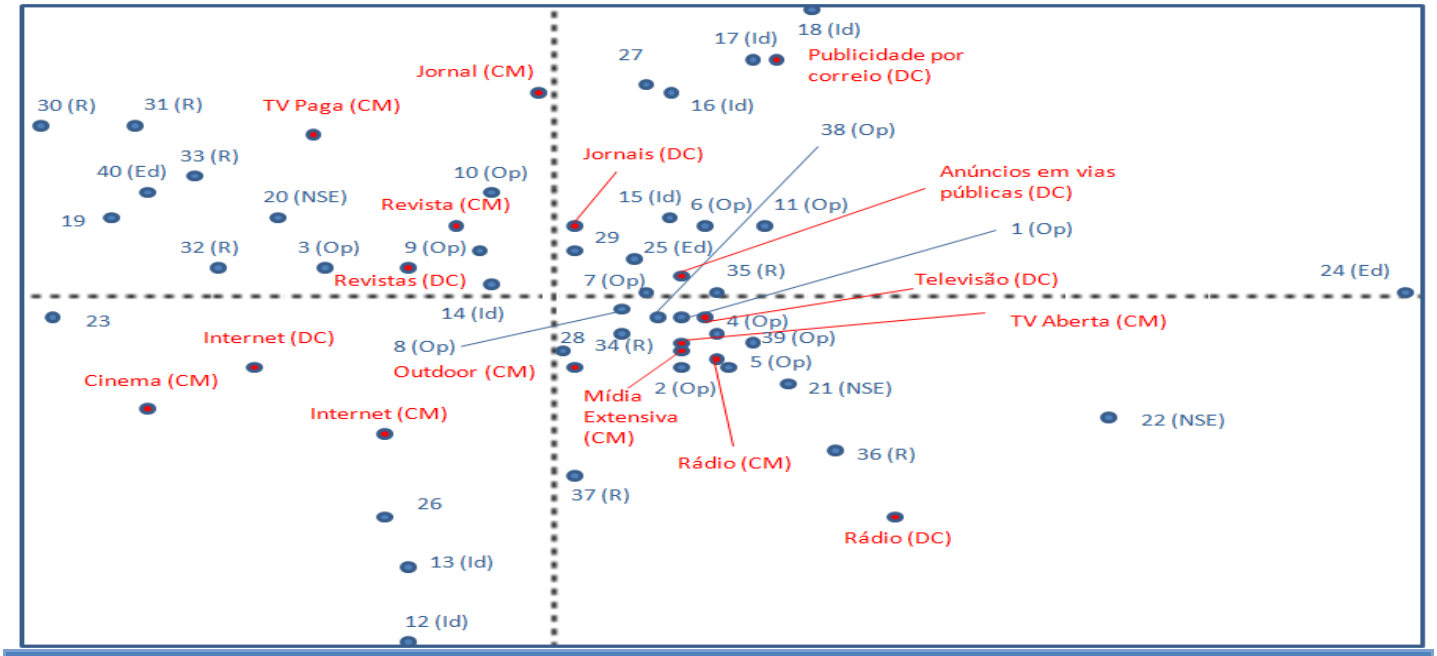
Considering the “Gender” criterion, Class C holds

the largest female demographic, with 53.24%, followed by Class DE, with 52.62%, and finally, Class AB, with 51.22%. The behavior of both classes, AB and C, is similar, in the sense that, proportionally, the medium that concentrates the higher concentration of female readers is the "Magazine"-59.58%-, in contrast to "Newspaper"-48.68%. Once again dependencenow reinforces the aspects of leisure and information of Defleur and Rockach-Ball [9].

After the initial exploration, the next topic aims to perform a correspondence analysis in order to identify and separate the profiles more similar characteristics, and evaluate whether the behavior and opinion are as impactful as demographic factors.

Correspondence Analysis Results

For correspondence analysis, we selected the first 40 criteria with greater distance, indicated by the value of chi-square. As stated earlier, 155 variables were used. The variables were divided into the categories: Opinion (Op); Income (R), socioeconomic status (NSE), Schooling Level (Ed), Age (Id) and Other (gender, marital status, etc.). Variable of the type "Opinion" (Op) were classified based on the degree of agreement with the statements (we selected only those who said they agreed with the statements). The following is the result of the correlation matrix developed by the authors.



Subtitles Figure 1	
Jornal (CM)	Newspaper (CM)
TV Paga (CM)	Pay TV (CM)
Revista (CM)	Magazine (CM)
Revistas (DC)	Magazines (DC)
Internet (DC)	Internet (DC)
Cinema (CM)	Cinema (CM)
Outdoor (CM)	Billboard (CM)
Internet (CM)	Internet (CM)
Jornais (DC)	Newspapers (DC)
Publicidade por correio(DC)	Mail Advertising (DC)
Anúncios em vias públicas (DC)	Transit Advertisement (DC)
Televisão (DC)	Television (DC)
TV Aberta (CM)	Broadcast TV (CM)
Mídia Extensiva(CM)	Out-of-Home media (CM)
Rádio (CM)	Radio (CM)
Rádio (DC)	Radio (DC)

Fig.1: Correspondence matrix

Source: Matrix elaborated by the authors based on data from TGI [20].

As displayed in the figure, the media studied are visible in red. For this analysis, we examined the consumption of a particular type of media (CM) and the influence of such means in the purchase decision (DC). Similarly, the nearest forty variables are represented in blue, i.e., with higher chi-squared among all variables. Moreover, to enhance visualization in the matrix, each variable was labeled with a number, present in the table in Annex 1.

In this context, the matrix given shall be interpreted as a geographical map. Accordingly, smaller distances between Line-categories and Column-categories represent stronger associations, whereas greater distances represent dissociation (repulsion) among those categories [21].

Consequently, the proposed model adequately met the statistical parameters; with 85% of variance, within the desired to validate the correspondence analysis limit. Thus, it is possible to analyze the results of the model and its development by media vehicle.

Thus, the analysis of the media consumption shows that the proximity between the points referring to the consumption of "Radio" and "Broadcast TV," compared their distance from "Pay TV" and "Cinema", indicates that the axes reflect a contrast between the first two and the last two categories. Therefore, the profile of people who listen to the radio mirrors the profile of people who watch broadcast television. At the same time, such profile (people who listen to the radio) is quite different from the public relating to pay television, or Cinema, for example, as shown in the figure below, which depicts the study of the columns in correspondence analysis.

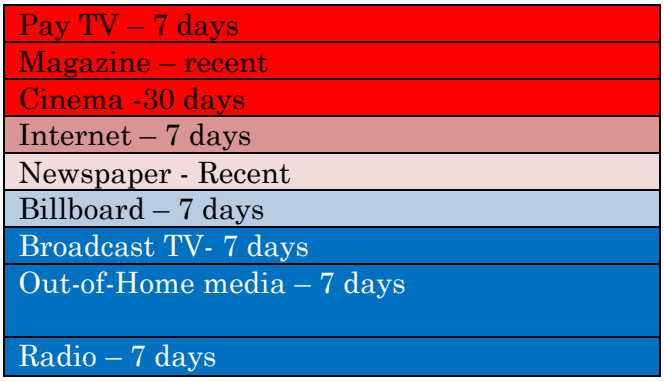


Fig.2: Analysis of means by media consumption
Source: Matrix elaborated by the authors based on data from TGI

The color scale refers to the closeness and similarity among the means according to their consumption. According to the above figure, it is observed that the consumption of pay TV is very similar to the magazine and cinema, i.e., that the profile of the consumers of those media is very close. Subsequently, the Internet is the closest to these three means. The figure also shows that the Newspaper is the medium whose consumption is different for everyone. Finally, one can observe that the following three media broadcast television, extensive media and radio, have a very similar consumption regarding the public.

Nevertheless, In view of the analysis of the importance of each one concerning the buying decision, as well as the similarity and discrepancy between them, the ordering of the means is quite different from that depicted in the figure above. Their behavior is illustrated in the following fig.

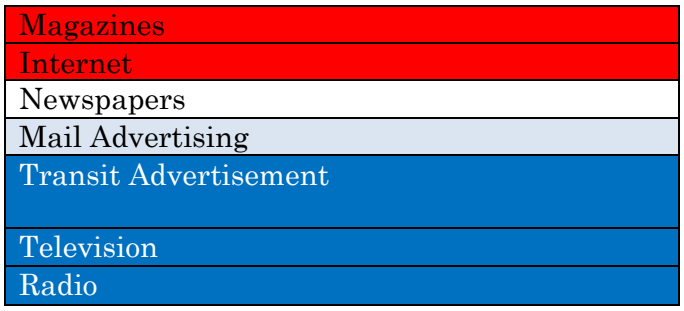


Fig. 3: Analysis of means by buying decision
Source: Matrix elaborated by the authors based on data from TGI.

The above figure shows which media are closest to each other, in accordance with the behavior of those who consume them. It is evident that the public who prioritizes magazine in the purchase decision, also prioritizes the internet. In addition, there is the identification of the following means: radio, television, and transit advertisement, as the most important in influencing purchase. Such identification is made by a similar group of consumers of these media.

First, that analysis will take place by media consumption, and then, by breaking each medium as the most influential in the purchase decision of the consumer. The examination was separated, in order to facilitate the interpretation of data by media of consumer groups which are more similar. The colors highlighted in the table, dark yellow and pale yellow, correspond, in this order, to the first and second most influential factors towards the consumption of a particular media.

The first group corresponds to the selected consumers of the broadcast television, radio and Out-of-Home media that resemble each other. In the case of the broadcast television and the Out-of-Home media (encompassing advertisement in means of transportation, billboards and other

types of ads on the public road), the behavior refers to the variable that most affects consumption of these media. Typically, these media are more consumed by persons who hold more conservative characteristics. In both media, Social Class is the second most influential variable on consumption. In regard to the radio, Social Class appears as a major consumption determinant, before the behavioral characteristics of the individual. In conclusion, for these three media, Social Class is a crucial factor in defining the consumption of these media and, therefore, shall be taken into consideration by the advertiser. The consumer profile of these three means is clearly defined as: lower class and lower middle class, conservative workers; aged above 35 years and with a low-schooling level, as shown in the table below. This characterization also reinforces the findings of Urban [12], in relation to the Brazilian market and its peculiar characteristics.

	Broadcast TV	Radio	Out-of-Home Media
Behavior	1.Conformist; sexist; career-oriented; conservative	2. Career-oriented; conformist; sexist; conservative	1. Career-oriented; conformist; sexist; conservative
Income	3. low	3. low	3. low
Gender			
Age	5. 35-75 years	5. 35-44 years	5. 35-54 years
Social Class	2. Class DE; Class C	1. Class C	2. Class C; Class DE
Schooling level	4. Low	4. Low	4. Low
Marital status			

Fig. 4: Profile of consumers - Group 1
Source: Matrix elaborated by the authors based on data from TGI [20].

In the second group, these three media (billboards, newspaper and internet) were classified in this group because they have peculiar characteristics in their media consumption, not resembling any other means. While for Newspaper and Internet, the Status is the biggest influence consumer (the Internet is more consumed by unmarried individuals, while the newspaper is read by more married persons). Billboard for such issue is the Gender, being more consumed by male individuals. However, for the three media, Social Class is a factor of minor consumption impact. In the consumption of newspapers, Social Class does not appear among the four major influential factors. For Outdoor and Internet, Social Class is only the fourth factor of influence. Again, one senses a balance of behavior and profile factors, now having the issues of interest more prevalent on Social Class [8].

	Billboard	Newspaper	Internet
Behavior			
Income	2. Low	4. High	5. High
Gender	1.male	2.Female	
Age	3.12-19 years	3. 45- 75 years	2. 12-34 years
Social Class	4. Class C		4. Class AB
Schooling level			3. High
Marital status		1.Married	1. Unmarried

Fig. 5: Profile of consumers - Group 2
Source: Matrix elaborated by the authors based on data from TGI.

The third group, which comprises the users of Cinema, Magazine, and Pay Television, displays a very characteristic profile. All three are characterized by the youth of the public, included in Class AB, and highly educated. However, the main factors affecting the consumption of Pay Television and magazine items are income and social class. Regarding the Cinema, the most impacting factors are age and education, and social class as the third greatest influence. Thus, the issue of Social Class Urban [12] and its placement on the influence of income and social class as determinants is reinforced.

It is noteworthy that, in almost all media, the Socioeconomic Status, Income and Schooling Level variables are together, confirming Urban [12], since they are highly correlated and dependent on the Brazilian scenario, in which social inequality prevails. Thus, it can be affirmed that Social class (along with the variable income) directly affects consumption Paid and, to a lesser extent, the medium Cinema.

The tables presented in this work were assembled and show the relevance of each media in the buying decision.

	Cinema	Magazine	Pay Television
Behavior			
Income	4. Medium-High	1. High	1. High
Gender			
Age	2. 12-34 years	4. 25-34 years	4. 25-34 years
Social Class	3. Class AB	2. Class AB	2. Class AB
Schooling level	1.High	3. High	3. High
Marital status	5. Unmarried		

Fig. 6: Profile of consumers - Group 3
Source: Elaborated by the author, based on data from the Target Group Index (Fev10 - Jan11)

The media *Internet* and *Magazines* are similar, in the context of the importance within the purchase decision for the consumer. Consumers who reported that the two media are important influences at the time of purchase are young, unmarried, belonging to the Upper Class, and hold a high Schooling level, as shown in the following table.

	Magazines	Internet
Behavior		
Income	4. High	3. High
Gender		
Age	1. 25-34 years	2. 20-34 years
Social Class	3. Class AB	3. Class AB
Schooling level	2. High	1. High
Marital status	5. Unmarried	5. Unmarried

Fig. 7: Purchase decision - group 1
Source: Elaborated by the author, based on data from the Target Group Index (Fev10 - Jan11)

However, Social Class, in this case, does not exert the same influence on the consumption of the same media. In the case of Magazines, it is the second most important factor that impacts the consumer, and drops to the third factor of influence on the importance of the decision to purchase. That is, not all people of Class AB (larger audience of that particular medium) who read magazines consider it important when buying products.
In contrast, in the case of the Internet, Social Class is the fourth factor influencing the consumption of the medium and rises to third in the analysis of its importance in the buying decision. In other words, the influence of social class in determining the Internet as an essential means towards a decision to purchase is greater than the influence of social class in choosing the Internet consumption. The media Newspapers and Mail Advertising are quite different from other media and even among themselves in regard to purchase decision. However, the points of confluence between the two means is that, in both media, Social class exerts little influence in determining the environment as an important source for the purchase decision, as shown in the table below.

The last group analyzed is composed of the following media: Advertisement Out of Home,

	Newspapers	Mail Advertising
Behavior		
Income		
Gender	2. Female	2. Female
Age	3. 35-75 years	1. 45-75 years
Social Class		5. Class DE; Class C
Schooling level		4. Low
Marital status	1. Married	3. Married

Fig. 8: Purchase decision - group 2
Source: Matrix elaborated by the authors based on data from TGI.

Television and Radio. With respect to the amount that the medium has, the three means are similar when perceived by the consumer at the time of purchase in accordance with Fig. 8. Though the profile of these consumers is similar, the order of the variables changes considerably. While, in the

midst TV, the behavior is the variable that most affects the importance given to the environment in the buying decision in Radio, this variable income. As for transit advertisement, this variable is the level of Schooling. The social class variable is the second most important in the definition of the environment as an important source for the buying decision, when the means are TV and Radio. To the advertisements in transit, it is only the fourth variable in order of importance [22-26].

	Transit Advertisement	Television	Radio
Behavior	3. Sexist; Conformist; Career-oriented	1. Career-oriented	3. Sexist; Conformist
Income	2. Low	3. Low	1. Low
Gender			
Age	5. 45-65 years	5. 35-44 years	
Social Class	4. Class DE; Class C	2. Class DE; Class C	2. Class C; ClassDE
Schooling level	1. Low	4. Low	4. Low
Marital status			

Fig. 9: Purchase decision - Group 3
Source: Matrix elaborated by the authors based on data from TGI.

Final Considerations

After the theoretical survey, and with the aid of correspondence analysis, it was possible to identify the main variables that affect media consumption. From the analysis of the intersections between social class and media as well as correspondence analysis, it was possible to highlight which factors have the most impact on the consumption of each media. In this sense, it was also possible to explore the propositions raised in this paper.

The data proved that there is a strong relationship between social class and the use of some means such as radio, television and magazines. However, there is the same relation to other media such as newspapers and the Internet, and other factors are more relevant in determining the consumption of the latter means, such as beliefs, ages and lifestyles.

Furthermore, this work also allowed the analysis of the influence of media on purchase decision. In conclusion, one can observe that the radio and the television are the media most affected by social class as determinants of purchase. Therefore, these study results are essential for advertisers who seek to reach a particular social class. Another application of this work is in the layout of the consumer of each media profile. Indeed, this can be used either to plan and develop specific campaigns or for each media learn the best way to communicate with their audience.

A limitation of this study lies in the fact that the base used for the analysis comes from variables formatted view that includes only the population of nine Brazilian capitals, researched by the Target Group Index and may not be representative of the entire Brazilian population. However, this does not invalidate the study. This only limits it to the metropolitan areas of Brazil, which, in this case, represent the majority of consumers and inhabitants in the Country.

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Annex 1 - Identification of the 40 selected variables

#	Type	Criteria
1.	Opinion (Op)	There are few things I can do to change my life
2.	Opinion (Op)	I'm easily influenced by the opinions of others
3.	Opinion (Op)	I like foreign food
4.	Opinion (Op)	I only think of work
5.	Opinion (Op)	A woman's place is at home
6.	Opinion (Op)	It's hard to say no to my kids
7.	Opinion (Op)	The reason is drinking alcohol to get drunk
8.	Opinion (Op)	Men do not cry
9.	Opinion (Op)	I like trying new alcoholic beverages
10.	Opinion (Op)	Only private school guarantees the quality of education
11.	Opinion (Op)	Computers confuse me, I'll never get used to them
12.	Age (Id)	12 to 19 years
13.	Age (Id)	20 to 24 years
14.	Age (Id)	25 to 34 years
15.	Age (Id)	35 to 44 years
16.	Age (Id)	45 to 54 years
17.	Age (Id)	55 to 64 years
18.	Age (Id)	65 to 75 years
19.	Other	Have a Maid
20.	Socioeconomic Status (NSE)	Brazil - AB
21.	Socioeconomic Status (NSE)	Brazil - C
22.	Socioeconomic Status (NSE)	Brazil - DE
23.	Other	Proficient in the English language
24.	Schooling (Ed)	No formal / official studies
25.	Schooling (Ed)	Medium - Full College / 29 School graduate
26.	Other	Unmarried
27.	Other	Married
28.	Other	Male
29.	Other	Female
30.	Income (R)	R $ 9,000 or more
31.	Income (R)	Between R $ 4,000 and R $ 8,999
32.	Income (R)	Between R $ 3,000 and R $ 4,499
33.	Income (R)	Between R $ 2,400 and R $ 2,999
34.	Income (R)	Between R $ 1,200 and R $ 1,499
35.	Income (R)	Between R $ 600 and R $ 899
36.	Income (R)	Between R $ 150 and R $ 299
37.	Income (R)	Less than R $ 150
38.	Opinion (Op)	If I were a politician, I would help my friends first
39.	Opinion (Op)	I always vote for the candidate who will win the election
40.	Schooling (Ed)	Higher with duration of four years or more (full)