CONSTRUINDO SABERES, FORMANDO PESSOAS E TRANSFORMANDO A PRODUÇÃO ANIMAL

MANAGEMENT OF BOVINE MEAT BRANDS IN BRAZIL: AN ANALYSIS OF INFORMATION AVAILABLE TO CONSUMERS IN OFFICIAL AND OUTSOURCED SITES

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The term e-marketing demonstrates the efforts of a company to inform communicate or promote its products. The objective of this work was to identify strategies for brand promotion and marketing. The survey was conducted through official and outsourced websites that advertise beef brands available in Brazil. A data analysis was applied in software with MAXQDA12 software. The evaluated contents were: a) Characteristics of the product: (Product photo, location of cut, characterization of cuts, fat finishing, marbling, maturation, sensoriality, categories); b) Description of production system: (animal welfare, animal age, type of diet, race, sanity, traceability, certification, environmental and social responsibility, regionalization, producers' subsidies; c) Other: (indication of preparation, recipes, nutritional table); d) Focus of the text: target public, text focus, reference, type of disclosure (Official website, third party or both).In the systematic analysis we considered the use of verbal and non-verbal content available on the page, as well as the categorization and codification of the information evaluated through frequency (or absence) of elements. In the statistical analysis with the aid of the software SPSS © version 20.0 three clusters were defined, using the scores obtained in the factorial analysis and the Ward method based on the square of the Euclidean distance. Segment profiles were tested with one-way ANOVA and Tukey test. Approximately 75% of brands use the internet to promote their products. Three clusters were obtained: I "Differentiated" the largest group of all with diverse information associated to the products, however, it is the one that uses the least of the dissemination channels; group II "Outsourced" publishes 88% of its brands, it differs from others by partnering with third-party sites; group III "Categorized" its strong point is the categorization of products, the group that uses the most sites for disclosure (95.5%) with own sites (77%). In general, the characteristics of the products, the use of photos, the location of cuts and the categorization of the product are usually more used, the other characteristics appear in small proportion. The animal production system does not stand out during the publicity of the brand. Regarding the focus of the text the product quality is the most used feature referring to celebration and domestic preparation. With regard to the target audience, this is not always mentioned in the text, leaving a vague reading often without focus.

Keywords: beef brands, e-marketing, marketing