

**MANAGEMENT OF PROMOTION COMPOUND ON RETAIL SMALL BUSINESS:
A Case Study of Tocantins City**

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ABSTRACT

This study aims to explore and describe the use of the main tools of the compound of communication used by clothing retailers of Tocantins city, in the state of Minas Gerais, in Brazil, and what is its level of use. The research was based on literature about the state of the art and analysis of data obtained through direct research with local entrepreneurs. For data collection, it was used a proper instrument consisting of open and closed questions, aiming exploit the full profile of these entrepreneurs and market practices they have implemented. It was observed that the profile of the segment's business is very similar to those shown nationally. On the management of the compound of communication, it was observed the use, albeit fledgling, of digital marketing, reasonable use of available mass media, use of sales promotion with incentive to sellers and consumers, high use of merchandising tools, lack of partnerships among entrepreneurs, reasonable participation in events in order to promote the company, and also a high level of importance given to the owners and employees' contacts network was observed on the results of the companies. These data indicate a good level of communication compound management, given the companies size limitations, city and consumer market and shows the points where there is still room for improvement in management of communication compound.

Keywords: Retail Marketing, Promotion compound, Small Business, Promotional Strategy.

INTRODUCTION

This study aims to carry out an exploratory analysis of marketing practices on the P of the Promotion, a mix-marketing element, in Tocantins city clothing retail belonging to micro region of Ubá, in the area of local forest.

According to the Brazilian Institute of Geography and Statistics - IBGE (2014), the clothing and accessories retail increased 3.5% in 2013. According to Global Entrepreneurship Monitor data - GEM (2013, p.58) 8.6% of initial entrepreneurs chose clothing and accessories retail to work with, as the main thread in 2013, but the segment participation rate among entrepreneurs with more than 5 years in the market drops to only 3.9%, which represents a rate of mortality of more than 54% of companies in the sector. Being one of the most democratic segments, creating jobs for men and women of all ages regardless of education level, race or religion, the entrepreneur who operates in this segment cannot act without knowing the market and its changes, without assessing the possible scenarios. This situation justifies the realization of this study, especially due to the shortage of research on retail in micro region of Ubá, mainly in the city of Tocantins. Tănase and Demyen (2013) also highlight the importance of small and micro enterprises to regional development, a fact that contrasts the relevance of the study.

The main theoretical basis will be the 4 Ps. The term was first worked by Neil Borden (1949) and later improved by Jerome McCarthy, spread worldwide by Philip Kotler and exploited by various international and national researchers with focus especially regarding the Promotion Compound. It will also be used GEM 2013 data, the most comprehensive research on entrepreneurship in the world held in Brazil by the Brazilian Quality and Productivity Institute for a comparative analysis of the profile of Tocantins entrepreneurs, plus a wide range of updated data on the segment studied, which is digitally available.

The central question of this study is to verify if the clothing retail sale of Tocantins, in Minas Gerais state, makes a good management of the P of the Promotion, that is, do the entrepreneurs of this small town perform a satisfactory management of communication compound?

Although the city is away from the great centers of excellence in technical and academic training in management, it is believed that through the daily experience in business management, exchange of information with stakeholders and other means of information, entrepreneurs of the city are able to attain a good level of communication management of their stores.

For performing the study, as well as an extensive literature review, a primary data collection instrument composed of two parts was elaborated: the first part is the identification of the studied company and the second deals with matters pertaining to the store communication management. The questionnaire took place in 2013.

The adopted method will be the exploratory research, because this type of research aims to provide greater familiarity with the problem, expecting to make it more explicit. The vast majority of these researches involve three steps: 1) literature; 2) interviews with people who have had practical experience with the researched problem; and 3) analysis of examples that encourage comprehension (GIL, 2007). These studies can be classified as literature review and case study (VERGARA, 2013).

This article was prepared in six parts. The first part of the work is the introduction, where are exposed the research problem, methodology and the objectives and assumptions involved. In the second part, the theoretical framework that will support the study, the concepts of Marketing, Marketing Compound and Promotional and Retail Compound will be addressed. The third part will cover the methodological aspects under which the research is performed. The fourth part shows the presentation of the city where the study was conducted, the characterization of the companies and interviewed managers, diagnosis and analysis of the results concerning the questions answered by the companies. In the fifth part it will be made the closing remarks. At last, the references closed the article.

THEORETICAL REFERENCE

Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society in general (AMA, 2014). Kotler and Keller (2006, p. 172) state that the purpose of marketing is to satisfy the needs and desires of target customers.

Kotler (2011) defines marketing as an administrative and social process by which individuals and organizations get what they need and want through creating and exchanging value with others, and this should lead managers to always rethink and renew this concept. In a more specific business environment, marketing aims to establish profitable and valuable relationships among all involved. Thus, marketing can be characterized by the process in which companies create value for customers and build lasting relationships in order to establish satisfactory exchanges for all (HOOLEY, 2011).

Parente (2013) argues that marketing encompasses many activities beyond the ones most people imagine. Marketing should be analyzed in terms of its interactions and activities it involves. Thus, it is possible to state that marketing process begins with the environmental analysis (KOTLER and ARMSTRONG, 2009). This analysis has as objective to gather information that enable and justify the decision making. Soon after, based on the analysis, strategic marketing decisions must be taken. In considering the market segmentation shares and the offer positioning, these decisions are the basis for operational decisions involving the marketing mix, also known as the 4 Ps (OLIVEIRA, 2011).

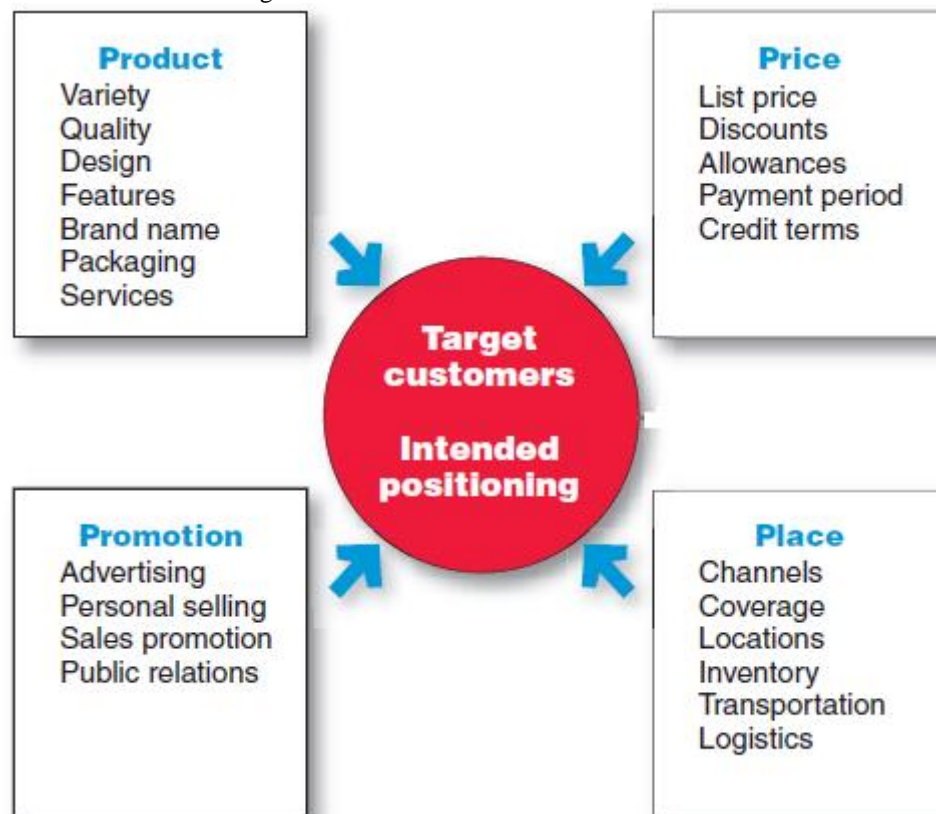
Mix Marketing

Many authors try to simplify or summarize the concept of marketing, not only to spread it, but also to cooperate with its application. The model which survived and became a reference is enhanced by McCarthy, also known as marketing mix or marketing compound (GREWALA et al. 2011). The 4 Ps are a group of decision-making

variables that include the product, price, distribution and promotion. According to Luan and Sudhir (2010) the mix marketing is one of the main concepts of modern marketing and is a set of tactics and controllable tools that the company combines to reach the target audience. The marketing compound works with combination of variable elements that make up the marketing activities and guide the entire organization's strategic planning. The product deals, in a simplified way, with the set of goods and services offered; price is the value that consumers exchange for obtaining the product; the square involves the activities to put the product available to target consumers; and finally, the promotion communicates the strengths of the product for consumers to acquire them (MUZONDO and MUTANDWA, 2011).

Below there is the figure designed by Kotler and Armstrong (2009, p.42) with the description of the sub-sets which compose each item of marketing mix.

Figure 01: The 4 Ps from marketing mix



Source: Kotler and Armstrong (2009, p.42)

Ciochină and Cebuc (2013) state that due to the fragility of micro and small companies entrepreneurs must strive for excellence in the sector of the company and managing marketing mix is the means by which the company turns its strategy of a declaration of intention in efforts to consumers. Each of the compound items should be designed to reinforce the desired positioning.

Promotion Compound

According to Kotler and Armstrong (2009, p. 357), Total Promotion Compound, also called Marketing Communication Mix, is the specific combination of advertising, sales promotion, public relations, personal selling and direct marketing that the company uses to communicate persuasively the value to its customer and to build relationships with them.

Ogden and Crescitelli (2007, p. 13) affirm that each member of the organization involved in marketing and sale of a product or service should convey the same message to the consumer. Also according to the authors, the tools of the compound of promotion used to deliver this message can be subdivided into three categories: 1) composed of traditional tools such as advertising, sales promotion, direct marketing, digital marketing, personal selling, public relations and advertising; 2) composed of complementary tools such as product placement, cooperative actions as trade, digital marketing, events, merchandising, brochures/catalogs, relationship marketing; and finally, 3) made up of innovative tools such as advertainment, viral marketing and buzzmarketing .

Tybout and Calder (2013) state that due to the high speed of social and technological changes, it becomes impossible to list all of the communication compound tools, because every day there are new ways to communicate with consumers.

Retail

According to Parente (2013, p. 22), retail consists of all the activities that comprise the process of selling products and services to meet a personal need of the consumer. The basic retail functions, still in accordance with the author, are to provide a variety of products and services, share large batches in small quantities, maintain storages and provide services to facilitate the purchase and use of the goods purchased.

Retail institutions can be classified by type of goods, level of service, level of variety and assortment, prices level, property type or relationship with other organizations, independent stores with a single store, corporate networks, retail associations and cooperatives, rented offices and franchises (BERNARDINO, et al. 2011).

Kotler and Armstrong (2009, p. 330) punctuate that although most of the retail is done through shops, in recent times the retail without store has grown much faster. Barki, Botelho and Parente (2013) state that although the first image that is associated with retail is that of a store, the activities can be developed by mail, internet and even consumer's home. Lenartowicz and Balasubramanian (2009) say that regardless of the ways in which retail activities are defined, the essence is that it is marketing to end users.

METHODOLOGY

Type of Research

According to Yin (2010), case study is an investigation about an individual, a family, a group or a community, that is representative of its universe, in order to examine several aspects of its life. It is also applied to descriptive research, once it records, notes, correlates and analyzes facts or variable phenomena without manipulating them (SEVERINO, 2013).

This study used the method of exploratory, descriptive and quantitative research, making use of a questionnaire with open and closed questions, applied to clothing retailers in the city of Tocantins, in Minas Gerais Brazilian state, in order to observe and analyze the practices of marketing promotion compound. Vergara (2013) emphasizes that the methods are not exclusive but rather complementary to the research objective.

Sample Selection

The research group consists of 20 clothing and accessories stores, according to the Commercial and Industrial Association of Ubá (2013). There are 31 stores in this segment in the city of Tocantins. Tocantins retailers are associated to Commercial Association and Industrial Ubá because the city does not have their own association. The original sample corresponds to 64.52% of the universe, which, according to Mattar (2012) can be considered a huge sample proportion.

The city of Tocantins, despite being small, with only 16,494 inhabitants according to estimates from Brazilian Institute of Geography and Statistics - IBGE (2013), has an urban population of around 81%, making it a highly urbanized city.

As more recent data from IBGE (2011), R\$ 92,068,000.00 (69.89%) of the city's Gross District Product comes from the service sector, R\$ 27,924,000.00 (21.20%) comes from industry and only R\$ 11,749,000.00 (8.92%) comes from agricultural production, which ensures the municipality an income per capita of R\$ 9,053.01. These data confirm what had already been pointed out by Small and Elias (2010) where it is explained that the strong trend of urbanization of the city of Tocantins is aligned with the national reality, which contributes to the validity of the sample, that is within the outlook for the future years of interior urbanization.

DATA ANALISYS

Sample Characterization

Employees Number

Regarding the number of employees, the sample is distributed as it follows: 35% of stores (7 stores) have only one employee, 30% of the sample (6 stores) have 2 employees, 10% of companies (2 stores) have 3 employees, 15% of stores (3 stores) have 4 employees and 10% of the companies surveyed (2 stores) have 5 employees, being the maximum number of employees found in the sample. For the classification adopted by the Brazilian Service of Support for Micro and Small Enterprises - SEBRAE (2014), all stores in the sample are micro-enterprises because they are commercial enterprises with up to nine employees. According to the Institute of Applied Economic Research - IPEA (2013), the micro-enterprises account for 99% of the country's companies and are

responsible for 51% of all existing jobs, these data confirm the relevance of the small contribution of this research to the national socio-economic scenario.

Owners Gender

The genres of the owners on the studied stores sample are arranged so that 75% of the sample (15 stores) is owned by women, and only 25% (5 stores) is property of men. These data point to a positive situation, because according to Dornelas (2013), companies with women forward business has greater potential for survival.

According to the GEM (2013), historically the male entrepreneurship rate is higher, but it has been achieved by women's entrepreneurship. In 2013 in Brazilian southeast, proportional rates between male and female early entrepreneurs are respectively 48.8% and 51.2%, considering the established entrepreneurs this difference between men and women increases respectively to 58.2% and 41.20%. But when clothing and accessories segment is specifically observed, GEM (2013) points out the proportion of 16.88% of male entrepreneurs against 83.13% females, where we can infer that the sample is in accordance with Southeast reality.

Academic Training from the Sample

Using the classifications and GEM data (2013), shown in Table 01, the Specific Rates of Early Entrepreneurs (TEA) which are composed of companies with up to 5 years of activity in relation to academic training, stand on two points: 1) education rate up to the first degree for owners (63.63%) and managers (54.54%) are much higher than the average of the Southeast (40.80%) and national (40.20%); 2) education rate on third degree for owners (9.09%) and managers (18.18%) are much higher than the average of the Southeast (6.90%) and Brazil (6.06%).

Table 01: Academic education of the sample in comparison to GEM (2013)

Scholarity	Direct Survey				GEM 2013			
	Owner (TEA)	Manager (TEA)	Owner (TEE)	Manager (TEE)	Southeast (TEA)	Southeast (TEE)	Brazil (TEA)	Brazil (TEE)
No formal education	0,00%	0,00%	0,00%	0,00%	2,10%	3,20%	2,20%	3,50%
Primary school incomplete	18,18%	18,18%	44,44%	44,44%	26,80%	32,20%	26,00%	32,10%
Primary school complete	45,45%	36,36%	11,11%	11,11%	11,90%	10,50%	12,00%	12,70%
Secondary school incomplete	0,00%	0,00%	0,00%	0,00%	11,90%	13,20%	10,70%	10,20%
Secondary school complete	27,27%	27,27%	0,00%	0,00%	35,30%	28,20%	35,10%	29,40%
College incomplete	0,00%	0,00%	0,00%	0,00%	3,90%	4,10%	5,70%	4,60%
College complete	9,09%	18,18%	44,44%	44,44%	6,90%	7,60%	6,60%	6,20%
Post-graduation incomplete	0,00%	0,00%	0,00%	0,00%	0,30%	0,30%	0,50%	0,30%
Post-graduation complete	0,00%	0,00%	0,00%	0,00%	1,00%	0,60%	1,20%	1,00%

Source: Adapted from GEM (2013) and Direct Survey

Regarding the Specific Rates of Established Entrepreneurs (TEE) formed by companies with more than 5 years in the market, concerning academic background, two points can also be highlighted: 1) 44.44% of owners and managers do not have the primary school against average 32.20% in the Southeast and 32.10% of the national average; 2) regards the higher education of owners and managers from Tocantins, which is 44.44% and the averages from Southern and national region are respectively 6.90% and 6.60%. For Orth and Green (2009), there is a clear relationship between high-performance businesses and research in relation to training their managers, precisely the group of established entrepreneurs have a higher level formal education as Table 01.

Market Time and Specific Experience

Companies considered beginners by the criterion of the GEM (2013) are those with five years or less experience in the market. The sample has 11 companies in this condition, 6 of them with less than a year old, 1 store with one year, two stores with about two years and 2 stores with five years of market. Among the companies considered established by the criterion of GEM (2013) is comprised of companies with six years or more in the market. The sample has 9 companies in these conditions, being five of them stores aged between 6 and 10 years, between 11 and 15 years, another store between 21 and 25 years and two over 35 years of market.

Among the 20 stores involved in the research, only two work with products beyond clothing and accessories, one of these acts with toys and the other with gifts and stationery.

ANALYSIS OF THE PROMOTION COMPOUND IN TOCANTINS-MG CLOTHING STORES

Digital Marketing Use

When the subject is digital marketing, online advertising, web marketing, Internet advertising, or any other creative compositions that can be done involving these words, it is discussing about the use of the internet as a marketing tool, involving communication, marketing, advertising and the whole arsenal of strategies and concepts known in marketing theory (TORRES, 2012).

According to Fávero and Alvarez (2014), Brazil is immature in digital marketing when compared to other countries, but it is growing fast. Because of advances in data network in the country and the decrease of computers and internet costs, the growth in the use of digital tools by micro and small enterprises is a very strong trend.

According to data presented in Table 02 below, the use of digital media by Tocantins entrepreneurs has hardly begun. Only one store (5% of the sample) makes use of the most popular media. Only two stores (10% of the sample) have a website and three stores (15% of the sample) have their own email. Interestingly, the Whatsapp despite being the youngest of the most popular social networks, is already used in Tocantins for marketing purposes, confirming a trend pointed by Ramalho (2010, p. 131), in which it is highlighted the increasingly frequent use of the internet on mobile devices.

Table 02: Use of digital media by clothing and accessories retail entrepreneurs in Tocantins-MG.

Makes use of digital media	Has a store website	Has a store e-mail	Has a store Orkut account	Has a store Facebook account	Has a store Twitter account	Has own Facebook account	Has a store Instagram account	Has a store Whatsapp
Yes	10%	15%	5%	10%	5%	5%	5%	5%
No	90%	85%	95%	90%	95%	90%	95%	95%

Source: Direct survey

Terra and Almeida (2011, p. 26) point out that the use of internet and social networks by retail allow people and companies to have access to information on an ongoing basis and points out that the globalization domain, globally thinking and locally acting, empower the results obtained through digital marketing by organizations as they are tuned to what happens in the world and can, then, better act locally.

Advertising Means

Urdan and Urdan (2013) state that the correct selection of media alternatives is fundamental to the success of an advertising campaign. Castor (2006) points out, however, that the access to mass media by micro and small enterprises is very limited due to high cost.

No shopkeeper from the sample advertises in magazines, newspapers, TV and there is no such media to specifically cover the city. No shopkeeper from the sample advertises on walls and outdoor, even though there is no legal restriction in the city.

The city of Tocantins has only one broadcaster¹, however 60% of the sample makes radio ads as follows on Table 03. Crescitelli and Shimp (2012) state that this media offers many advantages for small entrepreneurs, once it speaks regionally to consumers, it is the cheapest of traditional mass media, it is easy to audience segmentation and can take advantage of the reputation of local personalities.

Table 03: Media used by clothing retail entrepreneurs from Tocantins-MG.

Announces in:	Magazines	Newspaper	Radio	TV	Internet	Outdoor	Wall	Others: Sound Motorcycle
sim	0%	0%	60%	0%	5%	0%	0%	45%
não	100%	100%	40%	100%	95%	100%	100%	55%

Source: Direct survey

¹ <http://www.radioalcancefm.net.br/>

In this group of media highlighted in Table 03, the sound motorcycle noteworthy because it was mentioned spontaneously in the gap other and 45% of the sample stated announcing this way. Tavares and Rabin (2003) classify this media as traffic outdoor media, as well as outbus, taxis, private cars and sound cars. Traffic outdoor media is suitable when the advertiser wants to reach consumers at the heart of a market. The direct simplicity of its message by highlighting the point of sale, and the promotion products of the day, increases the frequency of perception of a brand. Traffic outdoor media is ideal for the local market. The flexibility and low cost of production allow to quickly modify an advertising by market opportunity or reaction of competition.

Sales Promotion

Kotler and Armstrong (2009, p.421) define sales promotion as short-term incentives to encourage the purchase and sale of a product or service. Mondo and Costa (2013) state that while advertising offers reasons to buy a product or service, sales promotion offers reasons to buy at the moment. Sales promotion focus is divided into two: sellers and customers.

It was made an open question to tenants asking if they were used to doing client-focused promotions how it was done. The data grouped according to exposed concepts point that 5% of the sample makes constant and rotating discount promotions, always putting some emphasis in a certain piece, 25% makes discount promotion at the end of the season, and 70% does not make any special promotion, as follows on Table 04. Among all the companies in the sample that do some promotion focused on the client, 30% of the sample is based do it based on discounts, however Las Casa (2013) warns that if this type of promotion is constantly offered, it may create a habit on the consumer to wait this period of discount and disrupt sales.

Table 04: Client-focused promotion

Client-focused promotion	Accession
Discounts at the end of the season	25%
Constant and rotative promotions	5%
Promotions not offered	70%

Source: Direct survey

Teixeira et. al. (2011) argue that the differential is neither product nor price but added values to the company-customer relationship. The relationship is the human element as a value, because in an increasingly commodified market, it is evident that people make the difference. To Parente (2013, p. 362), a well-trained and motivated staff is the greatest asset of a company.

Table 05: Incentives to selling staff

Incentives to sales staff	Strategy adopton
Gifts	10%
Good relationship between employees and employers	10%
Awards for sales quotas	15%
Commission	20%
No incentive policy is offered	55%

Source: Direct survey

It was made an open question asking if the company had any policy to encourage the sales staff and what it was. The results indicate that 55% of the sample has no incentive policy for sales staff, 10% gives gifts to sellers, 15% works with commission for sales quotas, 20% of the sample applies direct commission on sales and 10% indicates that a good working environment is the adopted policy, but it is observed that the vast majority of the strategies adopted has financial nature. It is also important to mention that there was a company which cited more than one incentive policy.

Tybout and Calder (2013) state that the sales commission is a great motivator for sales staff, but it is not the only thing, relationship among the members is also very important.

The research also examined whether the sample has printed materials to support sales staff, and data show that the low level of use of these materials, where only 25% of stores has business cards, 10% owns catalogs and there was not citation on the use of any other type of printed material. Lino et al (2013) affirms that the use of a good quality printed material facilitates the perception of quality in relation to the company and the offered product, in addition, it is a very important tool in attracting customers.

Table 06: Incentive to sales staff

The store has	business card	brochure	catalog	others
Yes	25%	0%	10%	0%
No	75%	100%	90%	100%

Source: Direct survey

Merchandising

According to Lupetti (2012), merchandising aims to induce potential customers to trial the product, introduce innovations, encourage the distribution channels, in addition to causing traffic in the store. Christiano et al. (2014) state that clothing retail must make the most varied customer profiles. Merchandising is a good tool for innovation in retail business.

In general, the tools at point of sale are the most used by Tocantins retailers in the sample, obtaining the highest rate of use in relation to other communication compound tools.

Among the surveyed retailers, 55% asserts that shop decor was designed to be a difference and 85% asserts that stores receive special decorations for the key dates. Oliveira (2011, p. 410) states that approximately 85% of purchasing decisions are taken at point of sale and that a large number of customers do not minutely plan purchases, so a proper setting can stimulate additional purchases providing a significant increase in sales.

The use of mannequins is present in 100% of the sample. For Bernardino et al. (2011), the mannequins are the most theatrical elements of visual merchandising, a kind of showcase in-store aimed at giving an artistic touch to the exposure of products. With the on-sale commodity and some accessories, the retailer can compose a scenario that entertain and stimulate the senses of the observer. The mannequins attract the attention of customers and give an air of novelty to the store.

The sample showed a rate of 60% of use of signaling prices and promotions, 45% of the sample makes use of decorative posters. Blesa (2011) highlights the importance of using posters, mainly for convenience, low cost and the speed it is made and can be put into action to maximize sales results. The author also points out that the identification of product prices, as well as legal, can influence up to 10% the consumers purchase decisions.

Store internal lighting was planned by 50% of the sample. Parente (2013) asserts that there is evidence that the lighting affects the shops selling volume as consumers appreciate the clarity. Clearer spaces are perceived as more pleasant and invite people to stay longer in stores, which leads to higher consumption.

External Board ID is present in 55% of the sample, and the same percentage of entrepreneurs claim to have had a special concern during the preparation of the facade of their stores. Crescitelli and Shimp (2012) argue that the outdoor signage is considered the most efficient and effective form of communication, in terms of costs, available for retail sales. The authors also emphasize that the external layout is responsible for introducing the store to people, surpassing other media and causing the first impression on the consumer, and the authors are emphatic stating that a readable signal, placed in a prominent place, easy to read and detected inside the motor square field of view, is essential for the survival of small businesses.

Showcases, following the percentage of other elements of the external layout of the stores, are present in 55% of the sample. Las Casas (2013) says that the showcase has a responsibility to induce the customer to enter the store. To Demetresco (2014), the product in the showcase presents itself to the eyes of consumer. Feijó and Botelho (2012) state that the showcase is very important for the small shopkeeper that do not do advertisings, because it is the main sales attraction tool, and the modern retailer should know that well exposed merchandise is the most requested item by customers, thus, besides promotion and advertising, products exposure should not be neglected.

Dressing room is present in 85% of the sample. Parente (2013) states that this space in clothing stores is an important element that contributes to the image and customer satisfaction, a good location can stimulate the flow of customers through the store and boost sales by putting the consumer in touch with a wider range of products and stimulating impulse buying.

Table 06: Merchandising tools

Tool	Yes	No
Shop decor was planned to be a difference	55%	45%
Store receives special decor for key dates	85%	15%
Store has mannequins	100%	0%
Store has signs with prices and promotions	60%	40%
Store has decorative posters	45%	55%
Internal lightning was planned to make the store more beautiful	50%	50%
Store has External Board ID	55%	45%
Store facade was planned to be a difference	55%	45%
Showcase	55%	45%
Dressing room	85%	15%
Stock is exposed in the store:	65%	35%

Source: Direct survey

The stock is exposed in 65% of the sample. Bernardino et al. (2011) states that the interaction in the retail environment provides greater consumer involvement with the goods and, after interacting with the product, the consumer becomes more confident in his/her purchase decision. Parente (2013, p. 298) also emphasizes that physical contact with the product produces great satisfaction to the consumer, generates an anticipated pleasure to own that product and is often an indispensable step in buying decision process. Therefore, the store should facilitate physical access to the product for the consumer.

Partnerships, Contacts Network and Events

To Crescitelli and Shimp (2012) the horizontal and vertical partnerships can represent great advantages, especially in such a competitive segment as retail. However, this great tool is ignored by entrepreneurs of the sample, when they were asked if about partnership with other entrepreneurs to promote the store, there was no citation, and when asked if they had any special partnership with a supplier, the answer was also void.

Regarding participation in events in order to promote the store, 70% of the sample is not participating, 15% is sponsoring cultural events, 5% carries out projects in radio, event website, projects with the Church, 5% announces at parties in the region, 5% participates in clothing parades, uses big screen when there is an event. Zauner, Fink and Koller (2012) report that the event sponsorship allows direct communications and promotional efforts in specific geographic regions or groups with specific demographics and lifestyles. This characteristic is very important for small retailers as it allows direct communication with a very specific audience.

When asked about the degree of influence of personal networks of contacts of the owner or of the other employees in the company's sales, 50% of the sample said that there is average influence, 40% of the sample answered that the influence is high and only 10% said to be low. The answer of 90% of influence between medium and high influence stresses the importance of the relationship to the success of micro and small enterprises. Ries and Ries (2002) claim that it is a very strong tendency to replace the company's efforts focused on advertisement for a greater focus on customer relationships. Pelissari, Gonzalez and Vanelle (2011) report that the small entrepreneur figure is often confused with the company, and also states that most of micro and small companies do not have money to hire a public relations professional and this activity is then made, even in an amateur way, by the entrepreneur himself.

Tools for Greater Return according to Shopkeepers's Point of View

The last open question was about which promotional campaign brings higher income, and for that, 20% of the sample answered the ad in mass media bring greater return, from this, 15% using motorcycle sound and 5% using radio. Facebook ads were cited as greater return tool for 5% of companies. The owner network was cited by 15% of the sample as the higher return factor, and 5% cited word-of-mouth as their greater return action in sales, however, Tineu and Fragoso (2009) warn that word-of-mouth is a great marketing tool but is complex and difficult to control.

Another group of promotions worth mentioning among the shopkeepers are the ones related to price and ways of payment, representing 30% of the sample, being distributed as follows: 5% cite prices cheaper than the

competition, 5% cites promotions when paying with card credit, 5% state that promotions with high discounts for cash payments bring the highest return, 5% says that promotions with the parts from R\$10,00 represent the most leverage sales, 5% highlights discount on swimwear as most attractive and 5% says the good price policy is what brings better results. Santos and Botelho (2011) brings out that the retailer needs to deal with the strategies and tactics of discounts, be aware of the competition and his own contribution margin not to generate injury.

The management products as a tool that generates greater leverage in sales was cited by 10% of the sample, and 5% of respondents claims that the largest generation of sales factor is the assortment of products, while the other 5% states that the quality products is the strategy that generates more sales for their companies.

FINAL CONSIDERATIONS

Tocantins City clothing retail is exclusively formed by micro-enterprises, following the national trend of the segment having a high percentage of women in front of this segment. The high level of academic training of owners and managers is also highlighted by its growth potential. The city has stores in all stages of development and with ages ranging from a few months to more than 35 years of market.

Regarding the use of the compound of communication, specifically in the use of digital marketing, shopkeepers are still in its infancy, once that only a store makes extensive use of these tools. The use of traditional mass media is also restricted as there are not many vehicles available and the financial resources for this purpose in microenterprises is scarce, but the radio and the sound motorcycle are widely used and has recognition of its effectiveness by retailers

Companies conducting sales promotion focused on the customer, make it just based on discounts, and 45% of the sample have some policy of encouraging the sales staff, which leaves room for improvement in this regard. Few stores have printed graphic material to support the sellers.

Merchandising was the communication tool that had the highest utilization rate with rates above 50% in 10 items of a total of 11. For the small entrepreneur, investment in physical aspects of your store is what generates the best cost-benefit, bringing great results in sales. The social network also presents a high level of use, with 90% of respondents claim that this tool has medium and high importance to the company's results. Counter point there is a huge gap in partnerships, because no shopkeeper said to possess them, and finally, only 30% of retailers states attending events, where they can improve brand equity instead of disclosing the store.

Small Tocantins-MG clothing retailers have a considerable level of communication tools development, even considering the size of the companies, the size of the city and the financial potential of the market to which they belong, however there is much room to improve management of the promotion compound.

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