
PROFILE AND BEHAVIOR OF THE HOMOSEXUAL FLOWER CONSUMER**PERFIL E COMPORTAMENTO DO CONSUMIDOR HOMOSSEXUAL DE FLOR**Adilson Anacleto¹
Eder Bruno Couto Curvelo²**ABSTRACT**

Flowers have a special meaning for humanity, and through them, it is possible to demonstrate and stimulate feelings, decorate and humanize places, among the groups of consumers who value these issues, the homosexual consumer stands out. Despite being classified as an expressive public, the surveys in Brazil to diagnose the composition and consumption preferences of this group of consumers are even more sparse. In this context, this study aimed to diagnose what were the relevant aspects for the homosexual who was also a flower consumer at the time of purchase decision. A descriptive and exploratory research was carried out with 100 flower consumers. The study revealed that education is a factor of relevance in the consumption being observed significant statistical differences as the homosexual advanced in education, greater was the number of purchases of flowers per year. The main factors that hampering consumption were the very high price and the difficulty of acquiring different species from the traditional ones found in the market. The study showed that the main products that could substitute flowers for the homosexual consumer were chocolate and clothes. It is urgent that the retail trade creates better conditions in order to serve the homosexual consumer, since flowers with different shades and colors as well as different species from those traditional ones and that are associated with the question of the identification of this group of consumers can be factors that favor the consumption and the loyalty of periodicity purchase of flowers for their own use.

Keywords: floriculture. LGBT products. Gays. Homosexuality. Ornamental plants.

RESUMO

As flores têm sentido especial para a humanidade, e por meio delas, pode se demonstrar e estimular sentimentos, ornamentar e humanizar lugares, entre os grupos de consumidores que

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valorizam essas questões se destaca o consumidor homossexual. Apesar de ser classificado com um público expressivo, as pesquisas no Brasil, para diagnosticar a composição e preferências de consumo desse grupo de consumidores são ainda mais esparsas. Neste contexto, esse estudo objetivou diagnosticar quais eram os aspectos relevantes para o homossexual que também era consumidor de flores no momento da decisão de compra. Foi realizada pesquisa exploratória descritiva junto a 100 consumidores. O estudo revelou que a escolaridade é fator de relevância no consumo sendo observada diferenças estatísticas significativas a medida que o homossexual avançava na escolaridade, maior era o número aquisições de flores por ano. Os principais fatores dificultavam o consumo eram o preço muito elevado e a dificuldade de se adquirir espécies diferentes das tradicionais encontradas no mercado. O estudo revelou que os principais produtos substitutos as flores para o consumidor homossexual era o chocolate e as roupas. Urge que o comercio varejista crie melhores condições no atendimento ao consumidor homossexual, assim flores com tonalidades e cores bem como espécies diferentes das tradicionais e que estejam associadas a questão da identificação deste grupo de consumidores podem ser fatores que favoreçam o consumo e a fidelização de periodicidade de compra de flores para uso próprio.

Palavras-Chave: floricultura. Produtos LGBT. Gays. Homossexualismo. Plantas ornamentais.

1 INTRODUCTION

Flowers have a special meaning for humanity, and through them, it is possible to demonstrate and stimulate feelings, decorate and humanize places, as well as they can show affection and love (ANACLETO et al., 2017b).

The flower market in the world is classified as a profitable business, although it is very competitive, it is also considered a market with great prospects. The flower trade in Brazil According to Junqueira and Peetz (2018) has been growing in the last decades and has been an important agribusiness segment, with potential for expansion. Although the consumption of flowers by Brazilians citizens is still limited by the lack of buying habits and the high cost, being the commercialization of flowers concentrated more strongly in commemorative dates (MARQUES, 2003; ANACLETO et al., 2020).According to Junqueira and Peetz (2014), the productive chain of flowers and ornamental plants in the country annually generates values close

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to R\$ 5.22 billion and projects average annual growth of 8.3% in the coming years, in addition to generating a large number of employment in rural and urban areas.

Although relevant, the flower trade in Brazil is still lacking in information about consumers. According to Reis et al. (2020), the lack of information on marketing levels as well as on commercial strategies, is considered in any segment a serious obstacle to the prospection of the activity, since based on this information it could be established market orientation plans in order to meet the set of costumers needs.

In the trade of flowers and ornamental plants, specifically, for this relationship to be installed and satisfaction of the need is perceived, it is necessary to create the favorable conditions to attract the consumer (REIS et al., 2020).

The products chosen primarily by consumers are those that offer the highest quality, performance or special characteristics desired by consumers or by consumers' groups. According to Constâncio (2007) among the consumer groups that have gained prominence in several market segments, about 10% of the Brazilian population is made up of homosexuals, or similar classifications in relation to the gender.

The term homosexual is formed by the Greek word "hómos" which means "similar" and the Latin one "sexu" which means to belong to the same sex. The homosexual person sexually has relation to a person of the same sex, remaining satisfied with their biological sex (ANDRADE; DIAS, 2014).

Despite being classified with an expressive public, the researches in Brazil in order to diagnose the composition and consumption preferences of this group of consumers are even more sparse, since this public has appreciation for the use of flowers as an ornamental plant, it is urgent to perform new studies that try to understand what they want and what they desire in relation to flowers (ANACLETO et al. 2017b).

Athayde (2005) argues that information on the homosexual market is still limited, its consumption habits, purchasing power and buying behavior and its needs are still not fully known. However, many studies point out that homosexuals are demanding, creative and faithful consumers and they are more willing to spend to have the desired product (Fugate, 1993). The scholars on consumer behavior emphasize the relationship between consumption and consumer culture, which can be understood as the ideas and activities through which a society or group perceives the meanings of the world in which they live (MALHOTRA, 2019). Based on this idea,

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tudying how individuals and their groups and sub groups construct these meanings through the purchase and possession of goods can become a crucial point to understand the behavior of the consumer and the several segments that make up a market.

According to this scenario, this study aimed to diagnose what were the relevant aspects for the homosexual person who was also consuming flowers at the time of the purchase decision, in order to subsidize the establishment of marketing actions for the flower retail trade segment directed to this class of consumers. In this way, this study specifically aimed to:

- a) Identify the annual average of flower consumption of the homosexual consumer;
- b) Identify whether the behavior of the homosexual consumer who was also a consumer of flowers was changed according to economic class, schooling, income or gender of birth.
- c) Identify the main species preferred by the flower consumer who are also homosexual.
- d) Identify the main reasons that may hinder the consumption of flowers by a homosexual consumer who was also a consumer of flowers, as well as what were the main products that can replace the flowers when they did not meet the desired species.

2 MATERIAL AND METHODS

The study similar to that proposed by Reis et al. (2020) and Almeida et al. (2020) was carried out based on face-to-face interviews directed to 100 people who defined themselves as homosexuals, who lived in Paraná Coast and, according to Anacleto et al. (2017a) had bought flowers at least once in the last twelve months, and also agreed to participate in the survey. A new field data collection was carried out between August and September 2019, and the justification for the long research time and the difficulty of finding volunteers for the study in the researched region. In this last phase of the study, it was checked whether the purchasing behavior remained unchanged in relation to the first data collection, which was confirmed.

The unidentified, descriptive and exploratory research occurred between February and August of 2017 and met the marketing research and consumer profile guidelines when the population is unknown (MALHOTRA, 2019), using a semi-structured questionnaire as the data collection instrument.

The age distribution (IBGE, 2020) and the classification of economic condition was adopted according to Critério Brasil (ABEP, 2020). The data analysis sought to identify the

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existence of correlation between the average of annual flower consumption among the class investigated in function of some variables: gender self-definition, education, income, age and formal or informal marital status that the interviewees classified themselves, and these were considered as explanatory factors (MALHOTRA, 2019).

The qualitative variables were characterized by absolute and relative frequencies (%) and quantitative variables by average and standard deviation. The normality of the data was evaluated with the Kolmogorov-Smirnov test. The results of the test ($p < 0.05$) led to the rejection of the normality of the variables evaluated in relation to the number of purchase of flowers for own use and as a gift, leading to the decision to use non-parametric tests.

The evaluation of the self-definition influence, age, education and economic condition on levels of flower consumption was evaluated. For this, non-parametric tests of Mann-Whitney and Kruskal-Wallis were applied, followed by the averages multiple comparison test of Dunn, at a significance level of 5% ($p < 0.05$), to identify pairs of groups with statistically significant differences (DIAS et al., 2019).

The shopping behavior of the homosexual consumer was constituted from the information collected related to the frequency of purchases, reasons for the purchase and the preferential flowers (MALHOTRA, 2019).

The measurement of the most important species, the factors that limited the increase of flower consumption and the influence of the substitute products on flowers were obtained by calculating the relevance index, obtained from the sum resulting from the hierarchical categorization that allowed to each interviewee to issue three indications (categorizing the 3 most important and 1 least important).

3 RESULTS

The majority of homosexuals interviewed bought flowers on average four times in the last 12 months, being those with the female birth sex ($n = 58\%$) having a higher purchase frequency than male birth sex, as for their own use as for gift, but the differences were statistically significant ($p < 0.001$) only in purchases to gift someone (Table 1).

Table 1. Comparison between genders of birth in relation to the number of times that

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homosexual consumers bought flowers for their own use and for gift in the last 12 months (N = 100).

Gender of Birth	Total interviewed (%)	For own use Average \pm standard deviation	For gift Average \pm standard deviation
Female	58	1,39 \pm 1,89 a	2,96 \pm 2,07 b
Male	42	1,28 \pm 2,87 a	2,30 \pm 1,82 a
Significance value		$p < 0,001$	$p = 0,503$

Mann-Whitney test, ^{a,b,c} Equal letters do not differ statistically from one another.

The consumption of flowers for own use showed higher levels of purchase among the class that called by self-definition bi curious, but did not present significant static differences among the other groups evaluated. The group that called by self-definition lesbians had the highest incidence of buying for gifts, but also there were no statistically significant differences when compared to the other classes (Table 2). It is inferred that the differences in consumption are only significant when compared to the purchase for own consumption in relation to the purchase for gift (Table 2).

Table 2. Comparison between the number of times that consumers bought flowers to their own use and to gift someone, in the last 12 months, by self-definition of homosexual gender (N = 100).

Gender	For own use		For gift	
	Average	Standard deviation	Average	Standard deviation
Bi-curious (a) (n = 12)	1,72	2,41	2,54 b	1,23
Bisexual (n=19)	1,23	1,24	2,42 b	1,75
Gay (n=33)	1,24	1,53	2,48 b	1,53

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Lesbian (n=34)	a	1,21	2,30	3,03 b	2,35
Ttransvestite (n=2)	a	2,00	1,50	3,00 b	2,00
<i>p</i> – Significance value		<i>p</i> = 0,025		<i>p</i> = 0,030	

Multiple comparison test by Dunn procedure^{a,b,c,d} Equal letters do not differ statistically from one another.

The predominant purchasing age among homosexuals was between 20 and 39 years old (76%), but no correlation was found between age and consumption of flowers, neither for own use or for gift (Table 3).

Table 3. Comparison between the number of times that homosexual consumers bought flowers for their own use and for gift, in the last 12 months, by age group (N = 100).

Age (years old)	Total of interviewed (%)	For own use Average ± standard deviation	For gift Average ± standard deviation
18 a	5	0,80 ± 0,71 a	1,40 ± 0,48 a
19			
20 a	20	1,15 ± 1,02 a	2,60 ± 2,39 a
24			
25 a	21	1,33 ± 1,71 a	2,57 ± 1,25 a
29			
30 a	22	1,63 ± 2,03 a	2,86 ± 1,48 a
34			
35 a	13	0,53 ± 1,33 a	3,23 ± 2,45 a
39			
40 a	5	2,50 ± 1,11 a	4,51 ± 3,35 a
44			
45 a	6	2,22 ± 1,60 a	2,80 ± 2,13 a
49			
50 a	8	1,25 ± 1,08 a	2,12 ± 1,45 a
54			

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There are no interviewed people up to 54 years old	$r = 0,123$ $p < 0,035$	$r = 0,177$; $p < 0,003$
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r - Spearman Correlation Coefficient; p - significance level ($p < 0.05$), ^{aa,b,c,d} Equal letters do not differ statistically from each other.

The marital status of the homosexual consumer is not a factor that influences in the consumption of flowers, nor in the number of flowers purchases for own use ($p = 0.027$) or for gift ($p = 0.070$) (Table 4). It was also observed in relation to the marital status, that among the single interviewees, the majority of these ($n = 57\%$) declared themselves very flirtatious, and that in the process of conquest they use flowers as a form of seduction.

Table 4. Comparison between the number of times that homosexual consumers bought flowers for their own use and for gift, in the last 12 months, by marital status (N = 100).

Marital Status (%)	Total of interviewed	For own use Average \pm standard deviation	For own use Average \pm standard deviation
Married	34	1,87 \pm 2,77 a	2,19 \pm 1,45 a
Single	66	1,07 \pm 2,17 a	2,56 \pm 2,00 a
p – Significance value ($p < 0,05$)		$p = 0,027$	$p = 0,070$

Kruskal-Wallis Test; ^{aa,b,c,d} Equal letters do not differ statistically from each other.

The education was revealed to be a relevant factor for flower consumption among homosexuals. Significant statistical differences were observed both in the purchases for own use and for gifts, so it was observed that as the homosexual progresses in education, the greater the acquisition number of flowers in the last 12 months (Table 5).

Table 5. Comparison between the number of times that homosexual consumers bought flowers for their own use and for gift, in the last 12 months, by the education level (N = 100).

Education (%)	Total of interviewed	For own use Average \pm standard deviation	For own use Average \pm standard deviation
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Elementary	4	0,94 ± 1,30 a	2,00 ± 1,141 a
High	56		
School		1,35 ± 1,66 a	2,50 ± 1,82 b
Graduation	28	1,51 ± 0,70 a	2,62 ± 1,96 b
Pos- Graduation	12	2,62 ± 2,82 b	4,12 ± 2,74 c
<i>p</i> – Significance value (<i>p</i> < 0,05)		<i>p</i> = 0,039	<i>p</i> = 0,025

Kruskal-Wallis Test; ^{aa,b,c,d} Equal letters do not differ statistically from each other.

The highest concentration of homosexuals who consumes flowers was observed in economic classes B and C (n = 91%), but no significant differences were observed in the number of purchases for own use or for gift (Table 6).

Table 6. Comparison between the number of times that homosexual consumers purchased flowers for their own use and for gift, in the last 12 months, by monthly family income (N = 100).

Class	Economic (%)	Total of interviewed	For own use Average ± standard deviation	For own use Average ± standard deviation
A1		0	-	-
A2		9	2,25 ± 2,49 a	2,62 ± 1,59 a
B2		12	1,09 ± 1,30 a	2,63 ± 2,61 a
B2		37	1,27 ± 2,39 a	2,75 ± 1,89 a
C1		26	1,11 ± 1,47 a	2,57 ± 2,13 a
C2		16	1,53 ± 1,50 a	2,73 ± 1,94 a
D		0	-	-
E		0	-	-
<i>p</i> – Significance value (<i>p</i> < 0,05)			<i>r</i> = -0,004; <i>p</i> = 0,833	<i>r</i> = 0,047; <i>p</i> = 0,329

r - Spearman Correlation Coefficient; ^{a,b,c,d} Equal letters do not differ statistically from each other.

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The purchase of flowers by homosexuals when for their own use was directed mostly to the decoration of their own residence (n = 45%), followed by the decoration of gardens (n = 33%). The most relevant commemorative dates among this kind of consumer is to buy flowers for Mother's Day (n = 44%) followed by Valentine's Day (n = 37%).

The main reasons for flowers purchase other than the celebration dates among homosexuals to purchase flowers to be presented were the birthdays of loved ones (n = 62%), followed by amorous seduction (n = 37%), giving mothers without special reason (n = 32%) and apology (n = 11%).

Roses and orchids were cited by most of the interviewed homosexuals as being the most sought-after flowers, both for their own use and for gifts (Table 7).

Table 7. Species of flowers preferred by homosexual consumers (N = 100).

Species of flowers (for gift)		N	%	Species of flowers (for own use)		n	%
1	Roses	15	,74	Orchids	8	,33	33
2	Orchids	21	,74	Roses	4	,24	24
3	Daisies	30	,38	Violets	4	,67	16
4	Violets	5	,32	Daisies	0	,58	7,
5	Lilies	2	,68	Lilies	5	,68	5,
6	Tulips	7	,62	Azaleas	9	,41	3,
7	Begonias	2	,55	Primroses	6	,27	2,
8	Kalanchoe	1	,34	Gerberas	6	,27	2,
9	Gerberas	1	,34	Tulips	6	,27	2,

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0	1	Bromel	6	1,	Petuni	6	2,
	iads		28	as		27	

Issue with simultaneous choices.

The main reasons that hamper the higher consumption of flowers reported by homosexual consumers interviewed were the high price (n = 34%), followed by the lack of supply of flower species other than traditional (28%), lack of more attractive promotions (n = 14%), if they were in a relationship they would give more flowers (n = 11%), if they found more flower shops (6%), and in most of these cases, especially those related to price, they look for other products than flowers. Among the substitute products, the most cited by the consumers in question with simultaneous choices received the most prominence: chocolate (n=82%), clothes (n=43%), breakfast basket (n=18%), decorative objects (n=15%), perfumes (n=14%), semi jewel (n=11%), cosmetics (n=10%), wines (n=9%), stuffed animals (n=7%) and books (n=7%).

4 DISCUSSION

The consumption of flowers among homosexual consumers when for their own use, showed a lower average of consumption when compared to heterosexual consumers, according to Anacleto et al. (2017a), it was 2.2 times per year for women and 2.04 for men, as well as still in the criterion purchase for own use also presented lower annual average that according to the elderly, independent of genders, consumed on average of 3.2 times per year. However, in relation to the purchase of flowers by homosexuals for gift in both cases, the average is higher to the heterosexual consumer, as well as in relation to the elderly flower consumers.

The majority of the homosexuals interviewed were biologically female (n=58%), showing a great difference in relation to the homosexuals born as males, being the statistical difference of (p <0.001), in relation to the frequency of flowers purchase in Paraná Coast, this trend was observed only in the purchase of flowers for gift.

Based on the premise that women are more sensitive, it explains the fact that even though being gay the female soul is predominant, especially in the case of lesbians who have strong attachment to the people they love, in these cases when it comes to being her partner, they fall in love in an intense form, with strong personality, impose respect to the society, but inside

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they are sensitive, loving and like to please the people around them, being flowers an alternative of conquest in loving relationships and as souvenir of affection, love and respect for the people, as also described by Green (2000) and Souza (2007).

The relationship between woman and woman is distinct, according to Sanders (1994) and Green (2000), in these cases, the intensity promotes the love involved in the same cycle of the relations of friendship, when the relationship ends, as a rule the friendship remains, this relationship more affective and more intense, may be associated with a greater consumption of flowers by homosexual women, when they usually give flowers for seduction and for apologies.

Another important factor reported by the interviewed men who are homosexual (n=22) is that in their perception, homosexual women suffer less prejudice than men when buying flowers, and they reports that there is some embarrassment for the most homosexuals male when they get into a flower shop and buy a flower for his partner, and according to their perception the majority of the society still has restrictions on these kind of relationships.

In this context, especially homosexual men who prefer to maintain discretion in the communities where they are inserted, they reported that although they feel the desire to buy flowers, they often omit who will be gifted, or routinely they prefer to switch to other gifts easier to buy that does not characterize them as homosexuals, in this context, they buy the substitute products like those most frequently reported by the interviewees like chocolate and clothes.

Another factor to be considered in this question is the cultural factor that according to Malhotra (2019) is relevant in the purchase decision, Brazilian culture has revealed that flower consumption is traditionally associated with women, probably because of this reason the homosexual relationship between women tends to have greater consumption of flowers since in these relations they are potential consumers in duplicity both for consumption and to give for someone.

The study showed that homosexual consumers, as the level of education rises, there is a tendency to increase the consumption of flowers, a similar situation was observed by Anacleto et al. (2017b) for heterosexual consumers, two factors must be considered in this context.

The first is that higher levels of education can lead to better jobs in the labor market, resulting in higher wages, being flowers considered a product classified as superfluous, higher wages makes it easier to consume them, and according to Anacleto et al. (2017a) as a person has the wage increased he starts to spend on products with higher level of quality and price.

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The second factor to be considered is the high percentage ($n = 40\%$) of homosexuals interviewed with higher education level, which was above the average of the general population of flower consumers, in this question, the higher level of education due to the knowledge acquired in personal and professional questions tends to reduce the negative effects of prejudice on flower consumption, especially for those that was born as male when purchased for the partner.

The study revealed that in relation to the purchase for gifting homosexual consumers it had higher average consumption compared to other groups of consumers, Nunan (2003), described the consumption behavior similar to that observed in this study, when referring to consumption patterns, and highlights that homosexuals would spend larger amounts than heterosexuals on items such as restaurants, clothing, perfumes, and electronics. According to Nunan (2003), when compared to heterosexual consumers, they are better informed socially and politically, more fashion-conscious and more loyal to certain brands, and consider their friendships as very important and enjoy giving presents to loved ones.

Thus, since that the consumption of this class to present is classified as satisfactory, it deserves an in-depth analysis of the set of factors that determine the behavior and consumption decision when they buy for their own use. The consumption can often represent a way of constructing the self-image of the homosexual consumer because it represents the personality of the individual as well as his/her needs and can be influenced by the group and subgroup in which he/she is inserted because it represents individual and cultural values (ALTAF; TROCCOLI, 2011).

The consumption for the homosexual public is a process that represents more than just the purchase and sale of a product, the consumption involves the whole process of search, choice and decision making in relation to the purchase, being possible to highlight the predisposition of this public in buy products that are considered essential (clothing, food etc.), but that this group of consumers has value beyond the monetary.

The homosexual consumer shows high power of consumption, but the potential has not been properly valued in Brazil, then according to Altaf and Troccoli (2011) the study of the homosexual consumer market is relevant to the fact that it is estimated that in Brazil there are around 18 million homosexual people and represents an important alternative in terms of economic niche. It is well known that the homosexual at the same time that he is resistant in his personal struggles, is very sensitive in relation to the consumption, thus, to establish connections

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between products as the case of the flowers and their self-concept, it results in a process of identification congruent with their desired self-image.

When a homosexual consumer promotes the purchase of a product for his or her own consumption, he/she seeks the image of the stereotype that represents himself/herself, in this context the retail flower trade must pay attention to this group of consumers, who are sensitive to consumption, but are not predisposed to the consumption of any product, they seek the meaning of the self-image as homosexual. Thus, as also described by Pereira et al. (2006) and it can be affirmed that both the concept of self-image, which the homosexual makes of itself, influences the consumption, as the type of consumption influences the composition of this self-image, and in this context the flowers fit into the relation of self-image and consumption of the homosexual consumer. The products aimed at this group of consumers do not need to be specific, this public does not want to be treated differently, but retailers must capture the desires and wishes of these consumers to effectively seize this market opportunity as also reported by Constâncio (2007).

The emergence of the identity of modern homosexual consumers allowed them to feel free to express their identity, among other forms, through the use of products according to Altaf and Troccoli (2011) to understand what leads this group of consumers to opt for the consumption of a given product category is undoubtedly of great importance for companies the wish to work with this group of consumers, in this respect Anacleto et al. (2017b) describes that there is a large number of flowers species that can be associated with the question of the homosexual consumer identity and that could be a source of purchase for their own use.

The homosexual public, despite not wanting a specific treatment, makes a point of identification that is based on the use of certain products and brands, that come to be associated with the identity of this group of consumers. According to Pereira et al. (2006) as the homosexual changes from one stage to the next, his/her self-concept goes from more negative to more positive and increases his/her well-being, and he/she begins to accept his homosexual identity, adopting appropriate behaviors with this new identity, being precisely in this phase that the subjects enter a stage of assimilation of the patterns of that culture.

In this context, it is necessary to emphasize the need for the retail trade, at the same time as it adopts discretion in the supply of flowers and in the homosexual consumer service, also reveals the presence of the self-identification patterns of this group of consumers, as well flowers with specific tones and colors, communication systems that inform homosexual consumers of the

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products they desire, different species from the traditional ones and more attractive types of flowers that are associated with the identification of this group of consumers can be factors that favor consumption and the periodicity fidelity of purchase of flowers for their own use.

5 CONCLUSIONS

The homosexuals interviewed bought flowers on average four times a year, and purchases for gift were more times than purchases for their own use.

The gender of birth, age, income and marital status were not factors that altered the buying behavior of the homosexual consumer who was also a consumer of flowers.

The study revealed that education is a relevant factor for the consumption of flowers among homosexuals. Significant statistical differences were observed both in the purchases for own use and for gifts, and as the homosexual progressed in education, the greater the number of purchases of flowers per year.

The main preferred species by the consumer of flowers that also was homosexual were roses, orchids, daisies and violets, both for their own use as for giving for loved ones.

The main factors that hampering the consumption of flowers by consumers of flowers who were also homosexuals were the very high price and especially the difficulty of acquiring species different from the traditional ones found in almost all flower shops.

The study also revealed that when the homosexual consumer could not find the flowers he/she intended to buy, chocolate and clothing were the main substitute products.

It was concluded that there is no differentiation for the homosexual consumer in the flower market of Paraná Coast, what is lacking are marketing strategies aimed at this market and this public. Flowers can be associated with the self-identification and self-image of this group of consumers, therefore it is urgent that the trade that attends these consumers at the same time adopts the discretion in the offer of some flowers and the homosexual consumer service, also reveals the presence of the self-identification patterns of this group of consumers, thus flowers with shades and colors as well as species different from traditional ones and that are associated with the identification of this group of consumers can be factors that favor consumption and the periodicity loyalty of purchase of flowers for their own use.

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