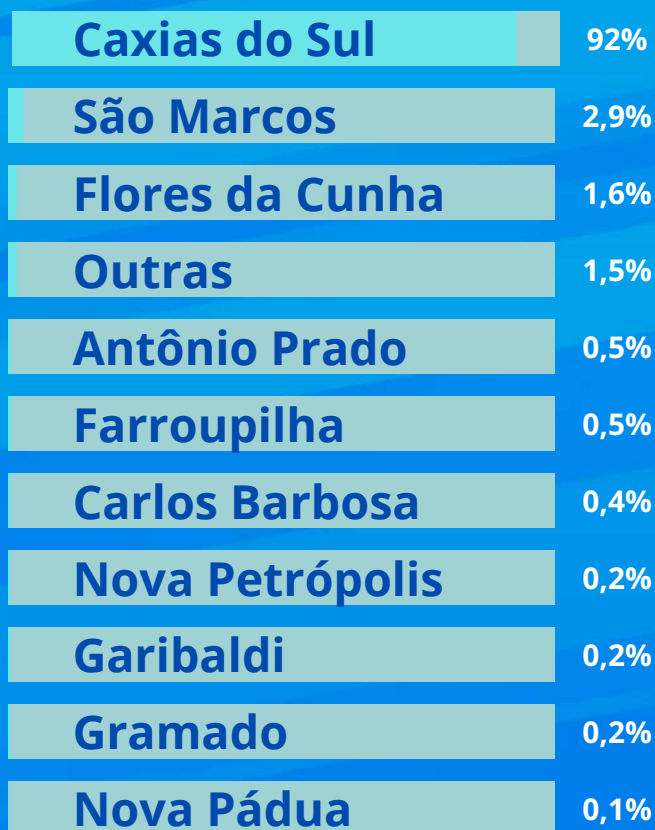
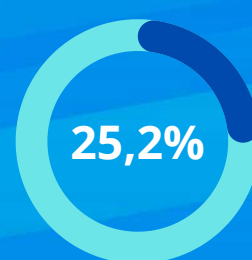


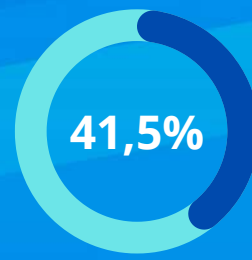
Sobre a localização



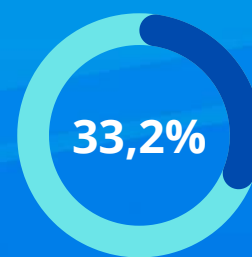
Faixa etária



18 aos 29 anos

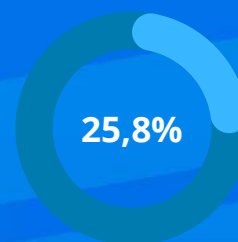
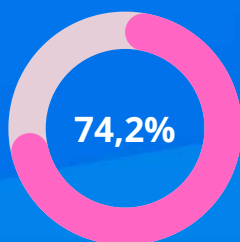
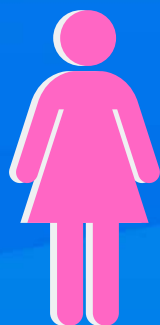


30 a 50 anos

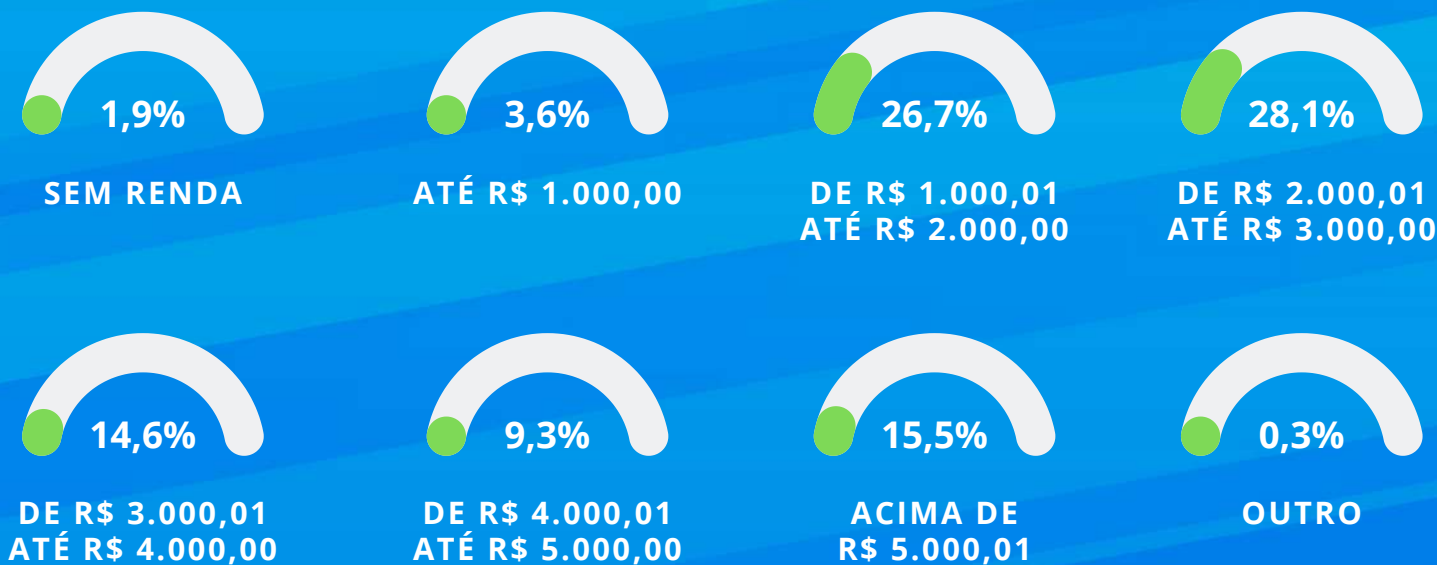


51 anos ou mais

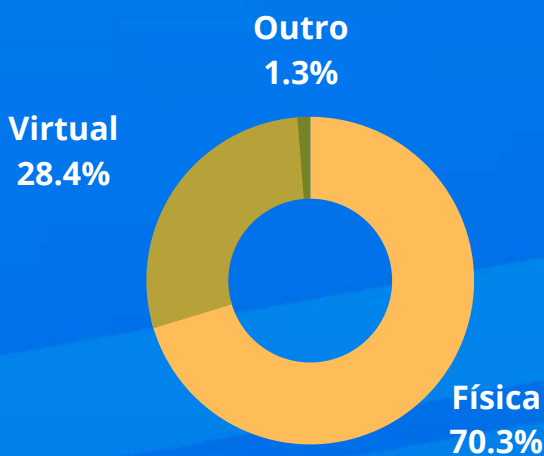
Sobre o gênero



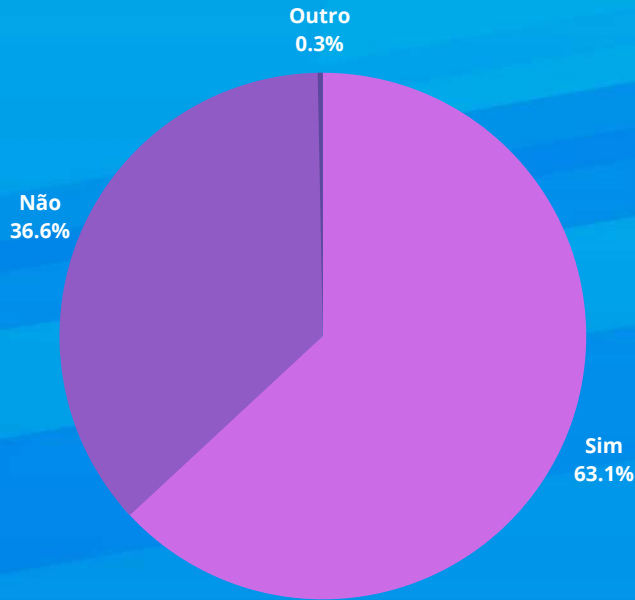
Renda Mensal



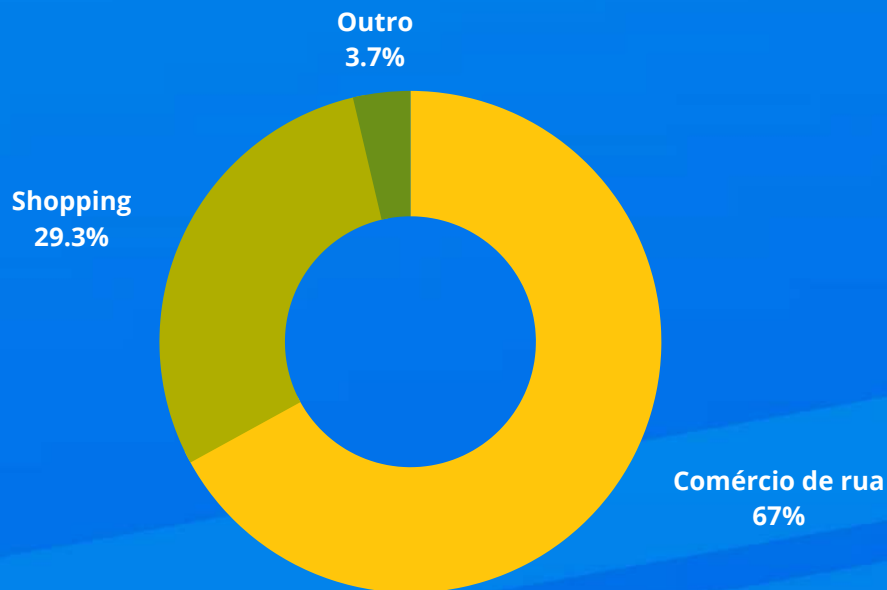
Consumo com maior frequência nos últimos 3 meses



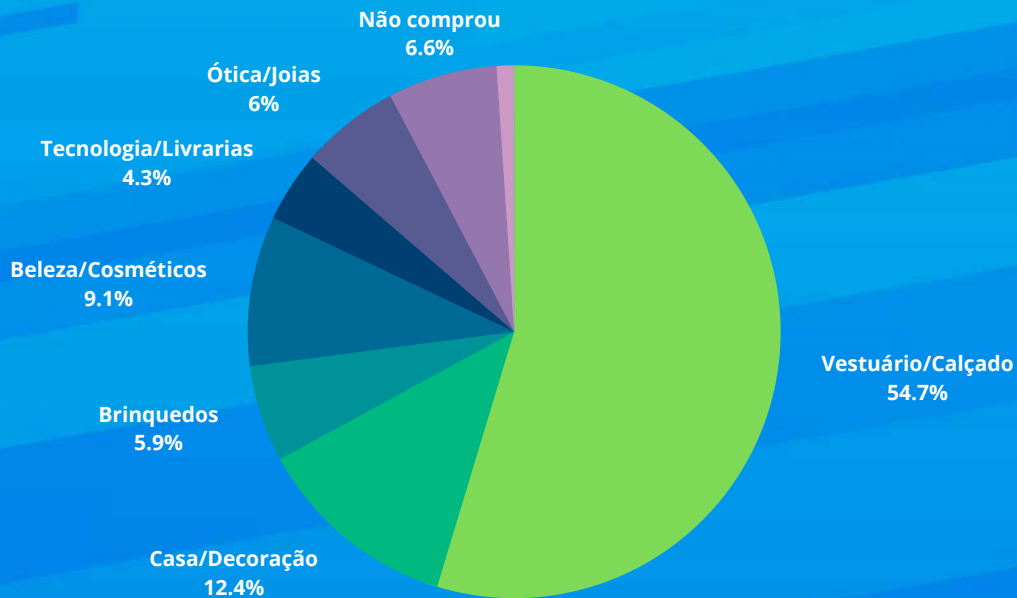
Você sabe o que é Metaverso?



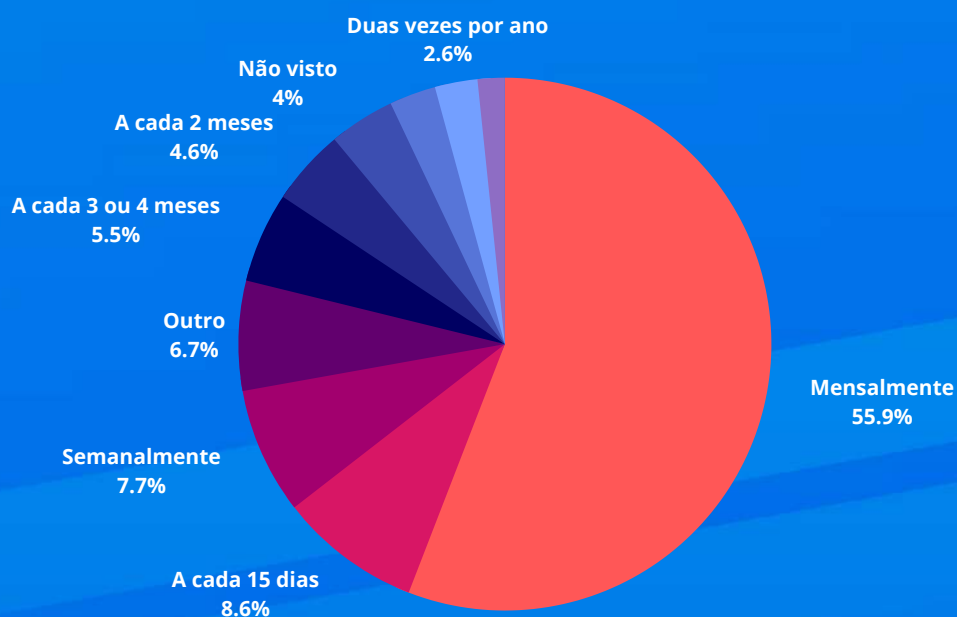
Em lojas físicas, onde você prefere comprar?



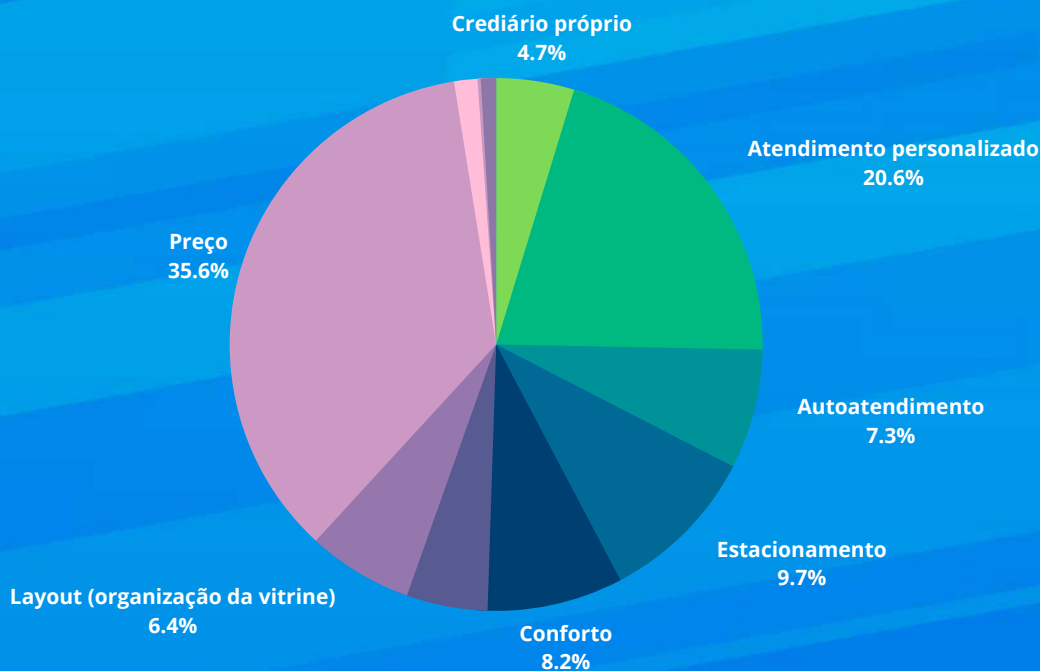
Compras em loja Física



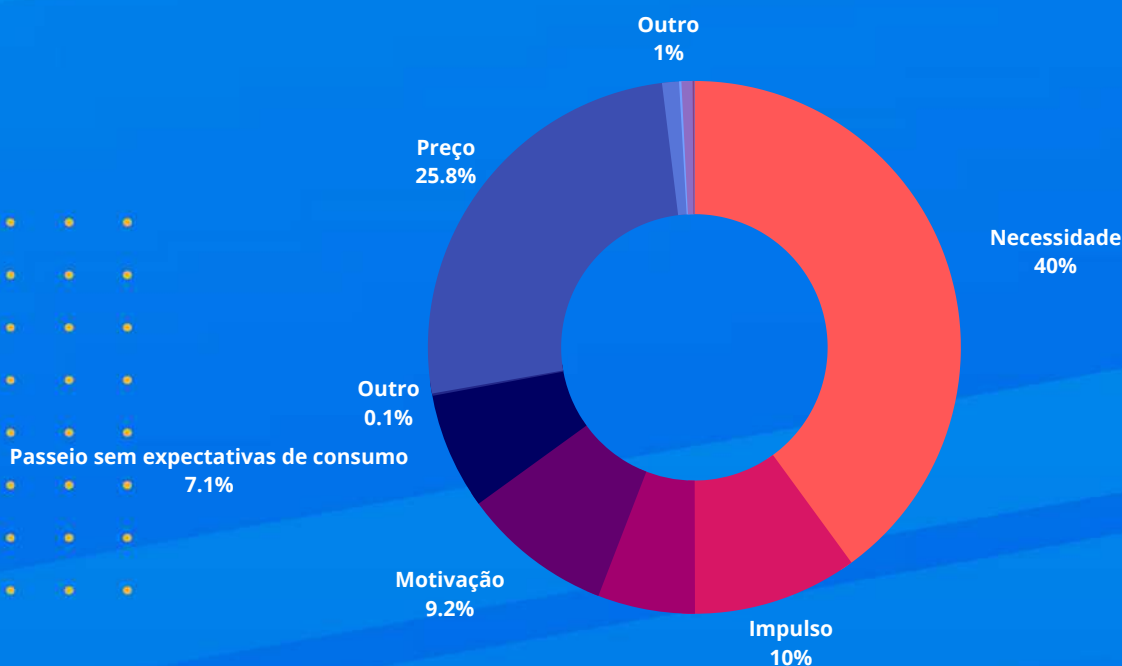
Frequência de compras em lojas físicas



O que faz escolher uma loja (física) para as compras?

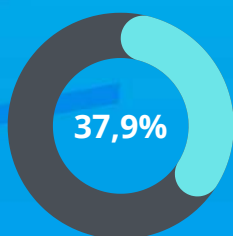


Motivos que fazem fazer compras

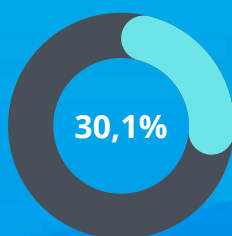


Motivação para a jornada de consumo no comércio

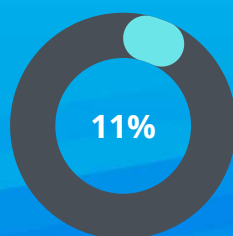
Motivos que fazem comprar novamente na loja



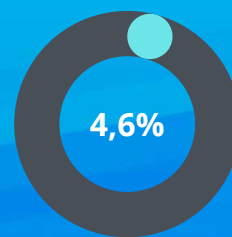
Atendimento



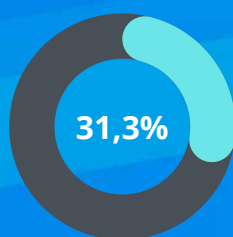
Preço



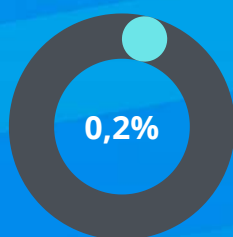
Confiança



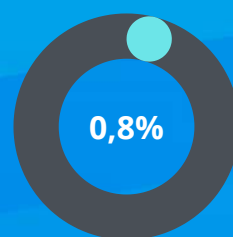
Conforto



Variedade de produtos



Outro



Qualidade

Como você prefere fazer o pagamento das suas compras?



Cartão
(débito ou crédito)



Dinheiro



Crediário da loja



Cheque



Pix