Profile analysis initiation grantees of consumption of scientific URCA residents in rural areas

Análise do perfil de consumo dos bolsistas de iniciação científica da URCA residentes no meio rural

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ABSTRACT

With a growing consumer market, it becomes increasingly important to know the needs and how the consumer allocates its income to better maximize their satisfaction. Based on this reasoning, the aim of this research is to study and define the consumption profile of Undergraduate Research Fellows (URF) of the Regional University of Cariri (URCA), residents in rural areas. Through this work, you can also check if the URF scholarship policy of the University is impacting satisfactorily in the well-being of rural areas students who integrate the URF Program and how this consumption is boosting the local economy. The sample was defined from the market research methodology based on the EKB model. Based on the results, it is clear that programs like URF are forms of social policies, not only for students of the urban network, but also for residents in rural areas. In general, it is clear that there were significant improvements in the quality of life of the URF residents in rural areas, among which we highlight the benefits in terms of housing. Therefore, we conclude that the beneficiaries are satisfied with the life improvements and the academic and professional impact that URF program provides them.

KEYWORDS: Consumer behavior; Quality of life; Model EKB; Undergraduate research fellows (URF); Market research.

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RESUMO

Com um mercado consumidor crescente, torna-se cada vez mais importante conhecer as necessidades e como esse consumidor aloca sua renda para melhor maximizar seu grau de satisfação. Com base nesse raciocínio, objetiva-se com esta pesquisa, estudar e definir o perfil de consumo dos bolsistas de Iniciação Científica (IC) da Universidade Regional do Cariri (URCA), residentes no meio rural. Por meio deste trabalho, será possível também verificar se a política de bolsas de IC da Universidade está impactando de maneira satisfatória no bem-estar dos bolsistas do campo e como esse consumo está dinamizando a economia local. A amostra foi definida a partir da metodologia de pesquisa de mercado com base no modelo EKB. Conjeturando as análises dos resultados, é possível constatar que esses programas de IC são formas de políticas sociais, não só para os estudantes da rede urbana, como também para residentes no meio rural. Em linhas gerais, percebe-se que houve melhorias significativas na qualidade de vida dos bolsistas do campo, dentre elas destacam-se os benefícios em termos habitacionais. Conclui-se, portanto, que os beneficiários estão satisfeitos com as melhorias e com o impacto acadêmico e profissional que a bolsa lhes proporciona.

PALAVRAS-CHAVE: Comportamento de consumo; Qualidade de vida; Modelo EKB; Iniciação científica; Pesquisa de mercado.

1 INTRODUCTION

There are about 2500 years; Sun Tzu wrote a book called The Art of War, showing that the supreme merit consists in breaking the enemy's resistance without fighting, that is, the central question of strategy, first of all, through the fact of knowing the habits of the enemy (Person, Zacheo, & Tamae, 2008).

With a growing consumer market, it is essential to know the needs and preferences of consumers rationally. Rationality in this context means that the act and interact, individuals have coherent plans and try to maximize the satisfaction of their preferences, while minimizing the costs involved (Baert, 1997).

Holistically, consumers are more demanding and watchful regarding the products and services they consume. Understanding consumer behavior requires a specific analysis of different types of customers (Brizola & Castro, 2005). With a consumer market that is growing more and more, we need to know the needs and how the consumer allocates its income to better maximize their satisfaction (Silva, 2008).

Based on the reasoning pointed out, first aimed to, with this research, study and define the consumption profile of Undergraduate Research Fellows (URF) of the Regional University of Cariri (URCA) living in rural areas, in which you can analyze the research fellowships policy of the University is impacting satisfactorily in the welfare of the stock of the field. Second, comprehend the economic impact of the development of these grants in Cariri Region, identifying how, where and when the beneficiaries of the field this Instituion of Higher Education (IHE) are allocating their resources to meet their needs and thus identify which sectors of the local economy are directly impacted by the consumption of these students.

The URCA has three scientific initiation programs (PIBIC: URCA, FUNCAP and CNPQ), which were responsible for the distribution of 191 URF grants in 2015, according to the Dean of Graduate Studies and Research URCA (PRPGP/URCA), base year 2015. Each grantee received monthly R$400.00. The economic impact of research grants in the region, is of R$76,400.00 per month and R$916,800.00 per year. From these data, we see the importance and the economic impact of URF programs URCA in local income in the Cariri identifying which sectors of the local economy are benefiting more directly by the amount of resources circulating in carirense economy, from the Scientific Initiation programs of the University.

The results of this research may mark out local business initiatives in relation to sectors that are more related to the consumption profile of these scholarship students, such as general trading, real estate, food, entertainment, among others. In addition, direct the actions of the local market, specifically to meet the needs of the consuming public, and make room for other applications like these in other universities.

To achieve the proposed objectives, this work is divided into four sections. Besides this introduction and closing remarks, the second section proposes a discussion about the marketing dynamism that directly influences the behavior of consumers, presenting their theoretical assumptions; in the third section, the methodological procedures we have, presenting the study area, data source and the method used; in the fourth section, the results and discussions of the research are exposed.

2 DYNAMIC MARKET AND CONSUMER BEHAVIOR: THEORETICAL ASSUMPTIONS

The dynamism of the market is very intense in a capitalist economy and of great proportions like Brazil (Person et al., 2008). Market research goes beyond the search for information, it is responsible for analyzing phenomena that are recorded in an exchange of goods and / or services to consumers, wondering all the dynamism of marketing. Market research can be used as an aid in solving problems faced by business leaders in general (Teixeira, 1997, p. 228).

It is through market research, it becomes possible to understand consumer behavior and still get useful information for marketing activities, knowing previous actions of the reaction of consumers, always looking for quality and reduced their expenses (cost-benefit). Consumer behavior is understood as "the study of the processes involved when individuals or groups select, buy, use or offer products, services, ideas or experiences to satisfy needs and wants" (Pinheiro, Castro Silva & Nunes, 2006 p. 21).

They are modern theories that show the consumption behavior in a relationship between consumption and income of all life. According to Dornbusch, Fischer and Startz (2010) "consumption explains about 70% of aggregate demand" means that the demand for goods and services in a given economy, taking into account the price level, has a behavior high and higher consumption in relation to other sectors of the economy combined.

Ando and Modigliani (1963) developed the Cycle Theory of Consumption Life, the authors take into account that the individual is rational and face as if were planning their consumption and savings over long periods, or try to maintain the standard called life over time. The saving of the life cycle was the main source of capital accumulation (Modigliani, 1988).

Another theory, quite similar is the Permanent Income, according to Friedman (1957), which began the theory, conjecture "permanent income" in the argument that income shows a uniform distribution throughout life, ie a specific amount of spending over the years that an individual could keep the rest of your life. Both hypotheses are part of the consumer theory (Mankiw Toharia, 2005).

Knowledge is a crucial factor for the prosperity of a company, and efficient knowledge management is the cornerstone of your competitive advantage (Person et al., 2008). It is from this knowledge that Levitt (1990) and Schenini et al (2006) have in turn two assumptions about consumer behavior:

- The homogenization of the needs of the world;
- The willingness of people to sacrifice specific preferences for features, functions, product design and similar things for lower prices and higher quality.

The company's marketing know fits each of these forces and take the lead for optimal positioning (Schenini, Schmitt, Silva & Pereira, 2006). This strategy used by companies, reconciled with the demand for scarce products, can provide the marketing, a positive effect, ie mixture to the lack of assets and services that devastates the world and reconciles a new increment. This increase can influence consumer behavior. It happens precisely because many consumers are willing to purchase an asset that often does not satisfy your taste for a better quality product line at a reduced cost.

The consumer behavior study is very comprehensive. According to Solomon (2006), consists of a wide area, which is made a study of the processes involved, services, ideas and experiences to better meet the needs and desires of those consumers.

Consumption is currently defined by the literature as the consumption expenditure of households, which is determined, in addition to price, the disposable income, the accumulated wealth and the current demographic trend. General knowledge of consumer behavior also has a personal value (Ibdaiwi, Garcia, & Lopez, 2012).

However, in Brazil, it has been over the years, changes in consumption patterns. According to Ventura (2010), there are several structural factors that has led to changes and the main ones are: the aging population, the enhancement of quality of life, early consumption and increased purchasing power of low-income classes. These will be responsible, according to the study, the entry of new consumers who additionally will prove increasingly demanding and responsible, social and environmental point of view.

Therefore, the profile of consumers based on their behavior, is closely demanding for quality products and services at a low level. In its holistic dimension is strongly impacting in various sectors of the economy. That said, the study is consumers, many are types of behaviors that vary according to their respective incomes. General, one might question what aspects of the consumption

profile of resident scholars in the field and, according to the resource if that student assistance policy is being implemented satisfactorily to its beneficiaries.

3   PROCEDURE METHODOLOGY

3.1 STUDY AREA

The Regional University of Cariri(URCA) is a state public university, was created by State Law No. 11.191/1986 and authorized by Presidential Decree No. 94.016, has been officially installed on 7 March 1987. The URCA currently has 17 regular courses of graduation, they are: Constrution technology Civil-Roads, Construction technology Civil-Buildings, Theatre, Pedagogy, Mathematics, Letters, History, Geography, Physics, Production Engineering, Nursing, Physical Education, Law, Social Sciences, Economic Sciences, Biological Sciences and Visual Arts. Apart from these, has three Special Programs Teacher Training, three sequential courses, a Technical Course in Nursing, several Postgraduate courses *Latu Sensu* and three Decentralized Units-DU: Missão Velha, Campos Sales and Iguatu (URCA, 2009).

It is installed in the interior of Ceará, specifically in Cariri. This region is part of a large area of one of the micro-regions, including the south, the Brazilian state of Ceará. According to IBGE, the region has a total area of 4115.828 square kilometers belonging to Mesoregion South Cearense. In June 2009, it was passed in the Legislative Assembly of Ceará the Executive message that creates the Metropolitan Region of Cariri (Rodrigues Alves, & Santos, 2015).

Headquartered in the city of Crato-CE also has other Camper in the city of Juazeiro. The objectified mission the University is "significantly contribute to the transformation of the regional reality, through teaching, research and extension, as an active agent in the development process of Cariri region, in line with the aspirations of caririense society" (URCA, 2015).

In the list of support and services to the academic community, URCA holds the Undergraduate Research Program. According to the Academic Handbook of the University is the program that aims to introduce students of undergraduate courses within the academic research. The University has bags of shares of federal funding agencies (CNPq) and state (FUNCAP) for implementation of this program. Part of the program, URCA of students enrolled between the first and the last semester and teachers that IHE with Specialization, Masters and/or Doctorate (URCA, 2009).

3.2 DATA SOURCES

The research involved the use of primary data collected from the structured questionnaires objectively the beneficiaries of scientific initiation scholarship program URCA in the city of Crato-CE. This is a qualitative approach and its justification is guided to know the habits and preferences of the fellows from the use of the available resource.

The questionnaire was applied to the Regional University of Cariri (URCA), during the First National Week of Science and Technology of Ceará Cariri-Region, which was held from 19 to 23 October 2015, on the Campus Pimentas. During the first four days of events, there were presentations of the work in a poster (for the fellows from various categories and interested). On the occasion, were applied all questionnaires of the sample (108), however, after applied, they were divided between urban and rural fellows. To meet the objectives of this study, only the questionnaires from the field fellows were used to mark the results. We used 16 questions about habits consumer, taking into account issues such as: age, food expenses, transportation, housing, savings, family income, budget control, purchase of books and research materials, entertainment and more.

3.3 SAMPLING

The study of the universe was 191 fellow's individuals, according to data made available by the Dean of Graduate Studies and Research (PRPGP). The sample size for the questionnaires was determined based on the method proposed in Hoffmann (2006), where the sample size calculation took into account a 95% level of confidence and a margin of error of 5%.

This method consists in applying the following formula, used for sample cases finite populations:

$$n = \frac{Z^2.p.q.N}{e^2(N-1) + Z^2.p.q}$$

On what:
n = sample size;
Z = value corresponding to the level of significance;
p = the percentage with which the phenomenon occurs;
q = complementary percentage;
N= population size;
e = maximum permissible error.

According to Hoffmann (2006), when the initial sample size represent a ratio equal to or greater than 5% of the total population of the elements must use the following expression for the final calculation of the sample size:

$$n = n_{0*}(1 + n_0)/N$$

On what:
n_o = initial sample size;
N = population size.

Through proportional stratified sampling feature, whose purpose is to use it when the population strata have different sizes. Thus stratum i provides a number of elements Ni, Ni proportional to the population size of the respective stratum and to form the sample size n. Thus, the size of the i layer of the sample is given by:

$$n_i = \frac{N_i}{N}n$$

Thus, this formula was used in order to identify the amount of questionnaires to be applied in a universe of 191 fellows and therefore pointed so for a sample of 108 scholars from IC. The selection of respondents was randomly among the students awarded scholarships IC various courses of the institution already mentioned. However, these 108 beneficiaries who responded to the questionnaire, 64 are students of urban and 44 are rural residents, as the aim of this study is to analyze the consumption profile of resident fellows in rural areas, only 44 questionnaires were used answered by students of the field.

The software used for data tabulation was SPSS (Statistical Package for Social Sciences), with the goal of making all the correlations between data. SPSS was launched in 1968, is a statistical analysis programs frequently used in the world. Its authors were Norman Nie, C. Hadlai Hull and Dale H. Bent.

3.4 ANALYSIS METHOD

This study follows the market research methodology, according to Silva and Zambon (2006), it means the demand for information and investigation of phenomena that are recorded in the goods and services to the consumer transfer system. Market research is the collection of any data type, considered useful for marketing activities and can result in the prior knowledge of the usual or future customers consumer reaction to new products and their characteristics (Silva & Zambon, 2006).

The method used in market research was the EKB (Engel, Kollat, & Blackwell, 1968) which is a widely used model in the area of Business Administration and is a consumer behavior model. "The EKB model has as its backbone a schematic of the decision buying process, from the recognition of the need to purchase the post-impressions" (Morgado, 2003).

The EKB model considers the decision buying process, divided into five phases: recognition of the need, information search, evaluation of alternatives, purchase and post-purchase impressions:

- Recognition of the need: the perception of a difference between the desired state and the current situation, sufficient to bring up and activate the decision buying process;
- Search information search information stored in memory (internal search) or acquisition of relevant information for environmental decision (external search);
- Alternative Assessment: assessment of options in terms of expected benefits and narrowing the range of options until the preferred alternative;
- Purchase: acquisition of the preferred alternative or an acceptable substitute;
- Post purchase impressions: evaluation of the chosen alternative, meet the needs and expectations (Morgado, 2003).

Research on the consumer is able to study the habits, attitudes, concepts, profile, preferences, motivation, opinion, age range etc. The data collected will provide a wide variety of marketing alternatives for proper marketing of products, since they have important information about the values, consumption habits and expectations of consumers (Kotler & Keller, 2006).

The methodology used for this work is characterized as to the purposes, such as exploratory, because according to Gil (2009), exploratory research has as main objective the improvement of ideas or the discovery of intuitions.

4   RESULTS AND DISCUSSION

In this section the results of the research will be presented. The questions sought to trace the profile of the stock of the countryside and its main characteristics, such as age, gender, monthly family income, among others. Here are explained the consumption habits of these beneficiaries' students in URF URCA program. After these results and so guided on the study objectives, there is conjecture as to present preferences, habits and, consequently, the impact on academic, institutional and professional lives of students contemplated with grants residents in rural areas.

4.1 PROFILE OF FELLOWS

The results show that most respondents fellows is female and consistent with the amount of 29 fellows. Already the male side, has a total number of 15 students, totaling 44 scholars (100%) of the sample living in rural areas.

It can be concluded from Table 1 that, in most cases, women are the most covered with research fellowships. Students in the field account for a total of 44 scholars, of whom 34.1% are male and 65.9% female, as some results of Bonini, Menezes and Paula (2011) where it is possible notice a greater participation of women, the countryside in academic activities.

Table 1

Absolute and relative frequency of scholarship students, according to sex

Residence	Sex				Total	
	Female		Male			
	Absolute	Relative (%)	Absolute	Relative (%)	Absolute	Relative (%)
Rural zone	29	65,9	15	34,1	44	100,00

Source: Research Data.

From this information it is possible to identify the considered presence of women in the scientific field/researcher, which makes it very engaged in scientific research programs. However, the feminization of work and research at the University may, at first sight, lead to the conclusion that women are taking the place of men in educational institutions and jobs in the labor market. However, the interpretation of this study follows another path. What actually occurs is that women increased their participation in productive activity based on her feminine skills (Bonini, Menezes & Paula, 2011).

From Table 2 you can see that the largest absolute and relative frequency age of scholarship students is between the range of 20 to 22 years, with over 50% of the sample, taking from this information the age criterion. Second, are the students up to 19 years, representing a total of 29.6%, which, in fact, it still represents a considered high value, ie, shows that, early on, to enter the University, the URF fellows are starting their research activities with the teachers. Finally, the URF grant recipients to have more than 22 years, representing 13.6% of the total, it is assumed that this line of students has more experience in dialogue, many of these said already the second year of URF program.

Table 2

Absolute and relative frequency of scholarship students according to their age

Age	Frequency	
	Absolute	Relative (%)
19 or less	13	29,6
Of 20 to 22 years	25	56,8
Over 22 years	6	13,6
Total	**44**	**100,0**

Source: Research Data.

To demonstrate the average monthly income of the families of these students, we adopted the following criteria: families that have a value less than R$ 600.00 monthly; families have an average income of R$ 600.00 and R$ 800.00 per month; families who have income of R$ 800.00 to R$ 1,200.00; families who have monthly income amounts of R$ 1,200.00 to R$ 1,500.00 and, finally, families with average income above R$ 1,500.00 monthly.

From Figure 1, it is noted that a large portion of family income, meets the second criterion values used in the research, ie with a percentage of 29.5% residents scholars in the field say they have average income equivalent of R $ 700.00 to R $ 900.00 per month, an amount significantly lower than the average monthly income of those beneficiaries residing in rural areas which is R $ 1,547.82 monthly.

But this average monthly family income exceeds the average household income of R $ 1,062.00 of the new Brazilian consumers, according to Person et al. (2008) and Chiara (2008) now total 86.2 million people that holds a quarter of all power consumption.

It is followed by the families had an average monthly income above R $ 1,500.00, accounting for 22.7% of the sample; between values of R $ 900.00 to R $ 1,200.00 monthly comprising, in this way, 21% and 18.2%, the holding average monthly income between R $ 1,200.00 to R $ 1,500.00

per month; Finally, with 9.10% they are scholars who claim to hold an average family income less than R $ 700.00 monthly.
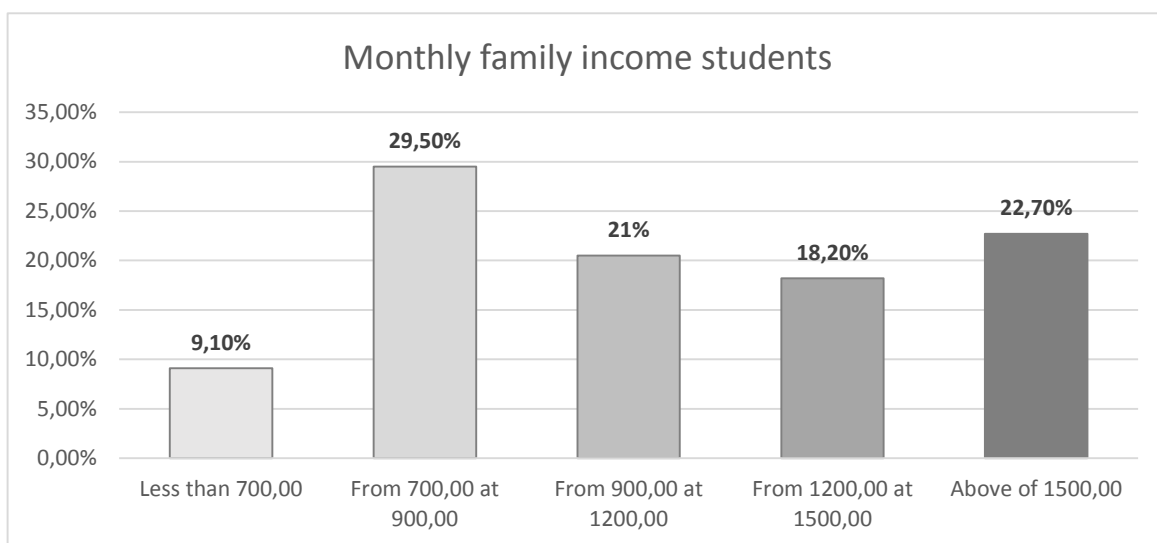

Figure 1: Relative distribution of the stock, according to the monthly family income
Source: Research Data.

Many of those who responded to this question by stating to get a monthly family income less than R$ 700.00 utilize much of the value of the stock resource for payment of rent, food and transportation, according to the objective of maintaining a more peaceful living condition, residing near the university and not with their parents. In order to understand how these students regulate their spending, Table 3 shows the relationship of the fellows who perform or not the personal control.

Table 3
Absolute and relative frequency of Fellows of the countryside, according to the personal budget

		Rural zone	
		Absolute	**Relative (%)**
Performs control of the personal budget?	Yes	33	75,0
	No	11	25,0
Total		**44**	**100,0**
If NO performs control of your personal budget, why?	I realize control of my personal budget	33	75,0
	By unfamiliarity of how to make	6	13,6
	Lack of information	0	0,0
	Disinterest	5	11,4
	I can not answer	0	0,0
Total		**44**	**100,00**

Source: Research Data.

The results point in gross values and percentages, the frequency of the fellows who perform control of your spending on a monthly personal budget. In relative terms, 75% of students answered yes, strengthening the framework of these, control your purse resource for necessary use. Already a quarter of the fellows said they did not, then we question the reason (s) (s) of this (s) do not

perform. Mostly claimed that unaware how to develop a control organization of their spending total in percentage terms 13.6%, other 11.4% show is not interested in carrying out such control.

Table 4 addresses an economic issue, whose main feature is part of the retention of their income for future consumption. According to Mankiw (2009), there is competition from savings and consumption of resources. Thus, it follows that, while there is an increase in one, the other necessarily will reduce. The simple Keynesian model strengthens this approach, in which the level of savings is an expression of income less the value of consumption. With this, you can make an association with the data obtained from the survey.

Tabela 4
Absolute and relative frequency of Fellows of the countryside, according to savings

		Rural zone	
		Absolute	Relative (%)
You intended part of the scholarship amount for savings?	Yes	18	40,9
	No	26	59,1
Total		**44**	**100,0**
If NO, for what reason you DO NOT save?	I realize saving	18	40,9
	Because income is low	23	52,3
	Lack of information	0	0,0
	Disinterest	2	4,5
	I can not answer	1	2,3
Total		**44**	**100,0**

Source: Research Data

In terms of absolute and relative terms, the results in Table 4 are balanced, however the beneficiaries of the countryside, mostly not allocate part of the funds for savings. Of the total, add up to 26 fellows representing a percentage value of 59.1%, they claim not to spare because income is low, with a majority of 52.3%, other 4.5% and 2.3% say respectively, have no interest in saving and not able to answer the question.

Failure to realize savings because of low income, was considered here a base[1] income the value of the URF grant the appeal. Thus, some 40.9% of fellows who responded hold savings is a result that confirms the precursor hypothesis Mankiw (2009), in which, by stating that allocate part of the appeal for savings, scholarship students are retaining part resource for later consumption, but due to income is low, most need to be used without the use spare him.

4.2 IMPACT AND PREFERENCES IN CONSUMPTION OF STUDENTS BENEFICIARIES

The economic impact of a scientific initiation scholarship is the monthly amount of R $ 400.00 and the annual R $ 4,800.00 in income of the beneficiary student. This has been positive, because it gives you new habits, new tastes, new preferences. In view of this, the research sought to understand how this economic impact may be associated with improvement in the quality of life of students in the field, following certain criteria

In this section, the impacts are presented in the quality of life of students living in rural areas, it will also be shown how intended part of the appeal to his academic and professional life.

Based on Table 5, the results showed that among the four conditions signaled by the questionnaire, all are considered positive, noting the student's perspective that values for significant improvements. With the highlights, the housing and transport, making up 77.3% of the beneficiaries of the countryside. Through the development of URF grants, are perceived improvements in the living conditions of these students. Thus, use of the money to pay for services, such as rents or even boarding. The feature facilitates the housing of these students in the regions to the University.

Table 5
Absolute and relative frequency of the economic impact, according to the quality of life of the stock of the countryside

		Rural zone	
		Absolute	Relative (%)
The receipt of IC market, improved their nutritional status?	Yes	27	61,4
	No	17	38,6
Total		**44**	**100,0**
The receipt of IC market, improved their housing condition?	Yes	34	77,3
	No	10	22,7
Total		**44**	**100,0**
The receipt of IC market, improved their leisure condition?	Yes	29	66,0
	No	15	34,0
Total		**44**	**100,0**
The receipt of IC market, improved its transport condition?	Yes	34	77,3
	No	10	22,7
Total		**44**	**100,0**

Source: Research Data

Tours, small trips, electronic goods such as mobile shopping, theaters, among other entertainment were the main reasons for improvement in leisure condition, signaled by them during application. Corroborating so with the relevant characteristics to class C, which Pessoa et al. (2008) and Chiara (2008) state that consumers not only think of home and family, but also have other wishes, such as buying appliances, decorating the house and buy furniture, exchange cell and travel.

The results in Table 6 indicate that the investment in shopping at local shops in the region is significant, but also the high percentages of purchase of books and participation in scientific events. Even 18.2% stating that no use of the resource to invest in acquisitions in the local market, 81.8% say that invest in the local market, increasing income circulation in the region, both by intensifying the demand, as well as stimulating business and traders to invest in new jobs to meet the public.

Table 6
Absolute frequency and relative investment with the use of URF bag according to the scholars of the countryside

		Rural zone	
		Absolute	Relative (%)
You use the scholarship to shop at local businesses.	Sim	36	81,8
	Não	8	18,2
Total		**44**	**100,0**
You use the scholarship to shop for books.	Sim	36	81,8
	Não	8	18,2
Total		**44**	**100,0**
You use the scholarship to attend academic events.	Sim	41	93,1
	Não	3	6,9
Total		**44**	**100,0**

Source: Research Data.

In total, the most prominent figure was 93.1% relative to the scholars who use part of the grant amount for participation in academic events, ie, demonstrating the interest and the impact on the social environment with influence of Scientific Initiation policies in academic circles. But the use of the feature for purchase of bookss was also highly significant, carrying a total of 81.8% of the stock. This shows that the book trade is interesting for future development in the localities close to Camper. One can justify this with issues such as encouraging knowledge and research.

In Figure 2, we discuss more precisely how the scholars direct their appeal among the chosen items. On the agenda are five items, they are: food, leisure, transportation, housing and others.

		None	Very low	Low	Medium	High	Very high	Total
		Alimentation						**Total**
Rural zone	Absolute	6	5	6	15	2	10	**44**
	Relative (%)	13,6	11,4	13,6	34,1	4,5	22,7	**100,0**
		Recreation						
Rural zone	Absolute	2	4	8	12	9	9	**44**
	Relative (%)	4,5	9,1	18,2	27,3	20,5	20,5	**100,0**
		Transport						
Rural zone	Absolute	9	7	7	10	7	4	**44**
	Relative (%)	20,5	15,9	15,9	22,7	15,9	9,1	**100,0**
		Habitation						
Rural zone	Absolute	8	2	1	11	11	11	**44**
	Relative (%)	18,2	4,5	2,3	25,0	25,0	25,0	**100,0**
		Others						
Rural zone	Absolute	7	5	7	12	3	10	**44**
	Relative (%)	15,9	11,4	15,9	27,3	6,8	22,7	**100,0**

Figure 2 - Absolute frequency and relative allocation of the resource of the URF market, according to the scholars of the countryside
Source: Research Data.

Items guided by the figure represent the largest portions of the expenses of the fellows, the focus of interest of the research. The last category "other" is intended to goods and services that do not fit the other. Fellows assigned 0 to 5 notes for the consumption of items proposed to the monthly feature of her purse as follows:

- 0, comprises no expense;
- 1, comprises a very low cost;
- 2, is assigned to a low cost;
- 3, understood as an average spending;
- 4, note attributed to a high consumption;
- 5, comprises a very high consumption.

Preferences and needs of consumers focus on relevant items converging with the previous results. Qualified according to their consumption in: none, very low, low, medium, high and very high.

Noteworthy is the housing item, in relative terms, the result is significant, there is a high demand on housing, largely students designed the scholarship for housing accumulated 75% of these fellows are designed from an average spending house with even a spending level considered too high.

In terms of welfare, the Question power is also signaled by 34.1% spent an average, with 22.7% of students reported that they attach a high value to this item. This question is entitled to the case mentioned above, such as improvement in the nutritional status of the beneficiary students. In conclusion, the stock of the countryside, mostly determine an average expenditure for food consumption using the benefits of the University Restaurant (RU) of the institution.

In relative terms, fellows, mostly state allocate an average cost to transport items, leisure and others. Transportation expenses comprise 22.7%, spending on leisure about 27.3% of the relative frequency. Fellows state delegate a part of the appeal, for your enjoyment, your entertainment for your leisure. The last item is assessed ruled on other goods and services that do not fit the items described above. It is surmised to this item, various types of expenses, from health care, spending on tests, even investments in durable goods such as television sets, stereo, cell phones, *laptops, pen drives*, among others; the data of Figure 2, it is possible to note that 27.3% spend an average value.

In all, it has that the stock obtained improvements in their nutritional status, leisure, transport, and especially housing. The results of the survey, there is a high impact on the stock resource of employment for local businesses and purchases of books, and even greater, the portion of students participating in academic events in different areas[2] of Brazil. In Figure 2, in general, it is noted that for each item, the stock allocate that best represents your spending, food expenditures stand out in a very high value and also spending on housing, lower than expected, on the grounds that, still live with their parents, has no housing costs.

4.3 PROFILE OF CONSUMPTION OF SCIENTIFIC INITIATION FELLOWS CARIRI REGIONAL UNIVERSITY RESIDENTS IN RURAL ZONE

The survey results help determine positive improvements in the quality of life of the stock of the field. Conjecturing the analyzes it is clear that these CI programs are forms of social policy to the field, as demonstrated. Through the provision of a monthly feature of scientific initiation grants URCA, beneficiaries students were satisfied with the improvements in their living conditions and the positive academic and professional impact, providing greater institutional representation in the advancement of research.

During the period of validity of their bags apply this feature to meet your leisure conditions, housing, food and entertainment. Also used to buy material to work best the object of research. The importance of the participation of most of the events shown significant because they provide the University, wider dissemination of works in different areas, with the encouragement of IC students to intellectual growth and production of these to follow in future post-graduate courses.

When the economic purposes, in general, note that the scholarship student consumes much of its appeal in the local market the region as a more affordable and convenient way to meet your needs. Food consumption, expenditure on housing, leisure, transportation, books acquired, among others, are the impact factors in the local market. In the book trade, scholars justified that this is an essential element for growth in the research field, these, in their large majority of 81.8% claim to earmark a part of your resource for book purchases. Bookstores of the city itself, close or not to the university or even in neighboring towns have profits to invest in products that meet these consumers.

It detaching the personal aspect, there is a set of opportunities for marketers Cariri. In doing this analysis you can better direct the actions of the local market specifically to meet the needs of the consumer. Currently, the surrounding localities to Camper are with high growth in services of interest of these students as photocopying, printing, internet access and sales of non-durable goods for the benefit of students. Bookstores, stationery shops, apartments, cafes, parties and fun with easy access to intercity transport and interstate - like road and even the regional airport Cariri, located in Juazeiro - provide the university better conditions of life, diversity of new choices and new opportunities.

5 CONCLUSIONS

Through the analysis of the survey data you can see that the results, in general, were positive and conclusive in regard to social policy to resident students in the field. It can be concluded, on the profile of IC fellows URCA, they are characterized by several features: mostly are female students, average age 21 years, holding an average monthly household income of just under two minimum

wages. Customarily make personal control spending on the resource, but do not allocate part of it to savings. The most striking improvement in the lives of field stock market gave in housing terms. By fostering the exchange, the beneficiary students were satisfied with the improvements in their living conditions and the positive academic and professional impact, providing greater institutional representation in the advancement of research.

Through this research, it was intended to also extend these questions to other regions, stimulating research in other universities, to better understand the impact and both economic and social improvements. From the data collected in this research, it was also possible to identify similarities or differences between the stock Scientific Initiation of the various areas. However, as this was not the focus, these ideas are open to other research.

It is necessary to study, in the local economy Cariri, entrepreneurial practices to meet these profiles. Thus, it is up to traders and businessmen to strengthen the marketing and the products and services offered to meet the high demands in real estate, food and shuttle between the municipalities (transportation) with the fellow's displacement of rural other municipalities to the center urban caririense region.

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[1] Income base or personal income of the scholarship students, we consider the value of scientific initiation scholarship, corresponding to R$400.00, since to join the terms of engagement, the stock has exclusive dedication, not thus having links Employing.

[2] Any events, whether local, regional or even national and international. With strong impact on the dissemination of research at the University.